

# Research Biography of Liisa Uusitalo

## Publications by Year 1968-2012

Liisa Uusitalo



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Publications by Year  
1968-2012**

**Liisa Uusitalo**

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## **PREFACE – OVERVIEW OF RESEARCH HISTORY**

After my last official research project and my time as university professor had come to the end and I started to edit my bibliography organized by year, it was mostly for personal purpose: to cast my mind back on my research career and interests at the Helsinki School of Economics. However, as being one of the first female doctors (1979) and female tenured professors (1990-2009) in economic sciences in Finland, my background could also be of more general interest to some future history writers. So far, the Helsinki School of Economics, presently Aalto University School of Business, has not paid much attention to women scholars in its published histories. Neither is there any systematic history of the development of the contents of economic research and teaching at our university. Therefore, I would like first to document very briefly my research history. To emphasize that science is always socially conditioned and constructed, even when working alone, I like to mention some scholars and financiers who have been important to my research work at various times.

### **Consumer behavior research –beyond economic models**

I am happy to belong to the first genuinely international generation of the researchers at the Helsinki School of Economics who have worked several years in various research institutes abroad and brought new ideas to the Finnish economic education. In my case it meant contributing to the start of consumer behavior research in Finland in the 1970's. Traditionally business economics and marketing science had focused on analyses from the managerial approach only.

Decisive for my interest to look at things from a consumer behavior perspective and for the beginning of my own career in this field was when I as a young assistant was granted the ASLA-Fulbright scholarship 1972-73 at the University of California Berkeley, where I started my doctoral studies in business economics and sociology. My main advisor at Berkeley was John G. Myers, professor in marketing communication. *Consumer behavior and decision making* was at that time a novel field of study that I wanted to establish

also to the curriculum of Finnish business schools. Due to the American experience, I also started very early to take part in the conferences of new international associations in the field: ACR Association for Consumer Research; IAREP International Association for Research in Economic Psychology; and later on, SASE Society for the Advancement of of Socio-Economics.

My licentiate thesis dealt with *consumer information processes*, and my doctoral dissertation with *consumption as indicator of way of life differences*. The first one followed the main lines of psychological perception theories of consumer media behavior that I had learned at the University of California. In contrast, my doctoral dissertation was clearly sociologically oriented, critical of earlier research in economics that presented income and prices as the main explanations of consumer choices, but also of pure class determinism in sociology. Inspiration came to a great part from ongoing Finnish sociological discourse, for example welfare and way of life concepts of Erik Allardt and J.P. Roos, and research methods capable of handling large, statistical data as taught by Tapani Valkonen. During my years as student, Helsinki School of Economics still had a professor chair in sociology, as well as in economic history and lectures in political science. The model was taken from London School of Economics, but later on it was gradually replaced with a U.S. style business school concept.

Since very beginning it has been characteristic to my research projects to approach research problems from both economic and social scientific point of view. A main idea has been to find a midway between understanding human behavior either as purely individual rational choice, or purely as a consequence of structural causes and social conditions. As many of my empirical studies show, relying only on one of the views is insufficient. Moreover, I wanted that my teaching should reflect latest empirical research, and therefore, new courses, course contents and topics for students' master and doctor thesis work have often been initiated parallel to the ongoing major research projects.

## **Unintended ecological impacts and social dilemmas of consumer choices**

After finishing the doctor degree in 1979, I was asked to study environmental consequences of consumption styles at the Science Center Berlin, Institute for Environment and Society (*Wissenschaftszentrum*), sited in West-Berlin. My earlier Nordic contacts in consumer studies, especially with professor in consumer psychology Folke Ölander, were helpful. West-Germany was also one of the first countries to pay attention to social scientific study of environmental problems. As a consequence, my studies turned toward studying *environmental impacts of consumption patterns, consumer rationality issues,*



*and consumer choices related to collective goods* (e.g. books *Consumer behavior and environmental quality* 1983, and *Environmental impacts of consumption patterns* 1986).

After two years in West-Berlin, family reasons, i.e. my husband's serious illness, forced us to move back to Finland. However, I carried on ecology-related studies, for example, studies on the importance of environment as compared with other social goals, and on the discrepancy between consumer ecological attitudes and behavior (for example, the book *Suomalaiset ja ympäristö—tutkimus taloudellisen käyttäytymisen rationaalisuudesta* 1986; and articles 'Economic man or social man – exploring free riding in the production of collective goods' 1989; 'Are environmental attitudes and behavior inconsistent?' 1990; and 'Consumer preferences for environmental quality and other social goals' 1990, just to mention a few). I was working as docent and senior research fellow financed by the Academy of Finland which had already supported my dissertation research. Academy financing, independent from the prevalent standpoints at the department was, at least in my case, the only way to have freedom to venture with new theoretical approaches and research topics in my field.

By end of 1980's, consumer behavior research had become accepted within marketing, but environmental or other social issues were still outside the so called normal science in business economics. However, in late 1980's and beginning of 1990's, along with the growing general concern about environment, consumption and ecology topics became rather popular among the students as well as broader audiences. My research on environmental issues of consumption spawned a greater number of public presentations and invitations than any other of my research projects. Unfortunately, much of this public interest faded away in the years of deep economic depression in the 1990's, and after depression, my research broadened from ecological to more general issues of the role of ethics and culture in economic life.

In ecological projects, I have worked together with several German researchers (e.g., professor Bernward Joerges and professor Udo Simonis at the WZB) as well as Finnish doctoral students from marketing and economics such as Johanna Moisander, Maria Joutsenvirta, Päivi Aalto, Kari Djerf, and Joonas Rokka. An important discussion partner in environmental economics was Olli Tahvonen, presently professor at University of Helsinki, a mathematically oriented economist who during late 1980's prepared his dissertation in environmental and resource economics. In the ecological project, helpful was also another colleague, Pekka Korhonen, professor in statistics, who informed me about new quantitative research methods suited for identifying behavioral patterns, or testing the rationality of consumers' value and preference rankings.

## **Consumer reactions to changes in the social and economic environments**

I had been writing earlier about behavioral impacts of societal changes, e.g. of the changing line between public and private spheres, and the role of public services in the so called service economy. However, the economic crises in Finland in the first half of the 1990's provided a true natural experiment to study *consumer expectations and behavior reactions in depression*. Co-author in this research project was Marianne Lindholm (Kulutus ja lama-kulutustajien kokemukset, odotukset ja sopeutuminen lamaan 1994; and 'Expectations, experience or social norms? Explaining consumer behavior in depression' 2005). Likewise, other big changes in the socioeconomic environment, such as Finland becoming member of the European Union and the European monetary union, spawned another research area: *Consumer attitudes toward European economic integration*. In EU matters I worked together with Johanna Moisander and Timo Ranta. For example, with Moisander we planned together and she conducted the Finnish part in a comparative citizen survey involving all EU member countries.

Before my second longer research period in Germany in 1995-96, now as invited fellow at the Institute for Advanced Study in Berlin (*Wissenschaftskolleg*), I had broadened my interest to more general issues of consumer decision making, free rider problems associated with collective goods, and procedural democracy (for example, 'Europe: seeking balance between markets and communities' 1997; 'Consumption in postmodernity—Social structuration and the construction of self' 1998; and 'Oma ja yhteinen hyvä—ovatko kuluttajat myös kansalaisia' 2005).

During the years I took a special interest in philosophically oriented social scientists such as Jürgen Habermas, Jon Elster, Albert S. Hirschman, Amartya Sen, John Rawls, and Alasdair MacIntyre among others, but I was also both attracted and critical of the emerging postmodern tendencies in social science such as Jean-François Lyotard, Jean Baudrillard and Michel Maffesoli. Interest in social philosophy brought me in closer contact with researchers in philosophy and jurisprudence, and I had a few contributions in their conferences and journals such as *Oikeus* 1985; *Ratio Juris* 1989; *Archive für Rechts- und Sozialphilosophie* 1991; and *Philosophical yearbook in Finland* 1997.

## **Cultural management and consumption**

Because having a background in sociological and cultural theory and because of my general interest in non-material consumption and collective goods, a major big research project after environmental issues was to study *Production and consumption of cultural*

*goods and services*. It started in late 1980's with an interdisciplinary Academy project together with Katarina Eskola, leader of the Research Institute of Contemporary Culture at the University of Jyväskylä. At the Helsinki School of Economics I employed a great number of graduate students who were interested in studying various fields of cultural management and consumption.

One of the main tasks of our research on cultural production was to demonstrate the close interdependence of economy and culture, and how they can learn from and benefit each other. The ECOCULT-project resulted also into several doctoral dissertations in cultural management, again a rather new field in business schools that far (Annukka Jyrämä on European art galleries, Hilppa Sorjonen on performance art, and Eeva-Katri Ahola on art exhibitions and fairs). Other important members in the cultural research group were, for example, Anne Brunila, Juha Lassila, and Riitta Kerttula and their studies on the structure and mechanisms of book industry, popular music industry, and theater performances. See HSE W-173 (1997) for a list of early project publications, and the book *Museum and visual art markets 2008* at <http://hse.publ.lib.hse.fi/pdf/hseother/b96.pdf> , for a collection of research articles.

In late 1980's, as first business school, we started to teach courses in cultural marketing at the Helsinki School of Economics, and took part in the congresses of the newly founded *International Association of Management of Arts and Culture AIMAC* and the *Association for Cultural Economics ACEI*. Ten years later this research effort was culminated in hosting the AIMAC world congress in Helsinki 1999. The research project on cultural production and consumption consisted of primarily empirical research, although theoretically influenced both by management theory and new tendencies in cultural sociology such as Pierre Bourdieu, Jean Baudrillard, and George Ritzer, among others. Becoming familiar with cultural research was also helpful for broadening research on marketing communication, for example by including studies on the semiotic and cultural contents of advertising and consumers' interpretation of visual signs. New research contacts were also established with culture researchers at the University of Helsinki.

### **Global and multicultural conditions require cultural competence**

Later on, culture was approached also from another, broader perspective than cultural production. Globalization and multicultural problems have become topical not only for global enterprises but also for political decision makers and citizen organizations. Therefore I started with the help of Maria Joutsenvirta to do research on *cultural knowledge and competences* (*Kulttuuriosaaminen—tietotalouden taitolaji 2009*). By this we wanted

to emphasize the importance of ethical issues and a better understanding of various sub-cultures of consumers, employees, or citizen organizations, as well as the ability to communicate with various groups in a multicultural world (e.g., the article 'Cultural competences—An important resource in the industry—NGO dialog' 2010). Longer research visits to Stanford, Aarhus and Bath universities and Max Planck institute in Berlin – financed with the help of Academy and HSE Foundation - helped me to take breaks from teaching responsibilities and develop new research ideas for the 2000's.

## **Consumers in a digital era**

Around the turn of the 21<sup>st</sup> century, both business practices and consumer behavior were changing rapidly due to technological development toward digital systems in production, communication and services. This resulted in the project on *Consumer behavior on virtual markets*, a project including both marketing and information technology researchers (the book *Kuluttaja virtuaalimarkkinoilla 2002*).

Later on, more comprehensive, multidisciplinary research was enabled by outside financing, and the project on consumer behavior in information society was started in 2008. This project involved researchers from marketing, experimental psychology, information science, linguistics and management science. Those interested in the results of the project *Consumer Behavior in Information Society 2008-2011*, financed by Helsingin Sanomat Foundation, are advised to consult the summaries and list of publications in a working paper [http://hsepubl.lib.hse.fi/pdf/wp/Aalto\\_W\\_BE2011\\_014.pdf](http://hsepubl.lib.hse.fi/pdf/wp/Aalto_W_BE2011_014.pdf).

Several subprojects and doctoral dissertations of this umbrella project touched upon research themes familiar from my earlier projects, for example, experimental research on consumer perceptual processes (with Jaana Simola, Jarmo Kuisma and Anssi Öörni); research on consumer trust and media preferences (with Mirella Lähteenmäki and Kari Elkelä); consumer/citizen behavior in a digital era (with Hanna-Kaisa Desavelle, Ilona Mikkonen and Joonas Rokka); and impact of emotions in consumption (with Pirkko Talvio). Media and other industries seem now to face structural challenges due to the digital revolution as they already did earlier due to globalization and the new ethical and environmental demands.

Consumer theory has taken many turns in interest and ways of theoretical explanation during my lifetime, and my own research has pretty much followed –and perhaps a little contributed to – the development of consumer research paradigms in Finland. Various paradigms, as I have interpreted them, are described in a review article published in 2011 (find the article at <http://lta.hse.fi/2011/2/>).

This interest in paradigm development and the need to conceive some structure in the field of consumer research came to the fore already when I was a young researcher; some of my very first papers in Finland as well as international ones already dealt with paradigm issues. Paradoxically, one of the most referred of my articles within the marketing field is ‘Which sense of paradigms makes sense in marketing?’ 1985, coauthored with my late husband Jyrki Uusitalo.

## **Important networks**

In later years, the interest in philosophical and collective welfare issues has continued while I took part in the work of a group of renowned philosophers and social scientists. Since 1994 we have reflected on ethical issues and collective spirit of Finland during various turning points of society (‘Henkisen tilan työryhmä’). The group was originally initiated during the 1990’s depression by prime minister’s office, but – after publishing its first book *Suomen henkinen tila ja tulevaisuus* (1994) – the group continued its zeitgeist-discussions privately about twenty years’ time. The group was led by Ilkka Niiniluoto, professor, later rector and chancellor at the University of Helsinki, and other permanent members Jari Ehrnrooth, Matti Kortteinen, Juha Kuisma, Paavo Löppönen, Terho Purssainen, Juha Sihvola and Liisa Uusitalo. My contributions in the published five books of the group dealt with issues of social coherence of society, the need of communities and social norms in order to provide common goods, finding a balance between pure individual rationality and communitarian thinking, and cultural change toward global media society, all topics far beyond economic theory.

In economic and social sciences a close contact with practical problems and decision making is a privilege to the researchers. My fields of studies have brought me in contact with public authorities and citizen organizations, but also with the marketing communication and advertising industry and cultural industry in general, including the non-profit sector. For example, as scientific board member I have been able to follow what has taken place in economic, cultural, and consumer research. As member of the Competition Board I saw how competition law was interpreted and applied in Finland, and as member of the Ethical Board of Advertising, how well rules of marketing ethics were followed by industry.

Moreover, several informal networks have been important, such as network of women economists (Naisekonomistit); women sociologists at the University of Helsinki; social scientists at the Finnish Academy of Science and Letters; and colleagues and friends at the School of Economics, particularly Risto Tainio, professor in organization and man-

agement, for his lifelong encouragement; and Mirjaliisa Charles, professor of English business communication, and Marja-Leena Sarvikivi, senior lecturer in Swedish language for their crucial contributions in the language editing of my scientific papers.

## **In conclusion**

To sum up, my somewhat unorthodox way of complement economic research with socially and psychologically oriented approaches or even cultural analyses of human behavior have in due course retarded straightforward career advancement within economics. But then again, efforts to break grounds has also opened many interesting new paths of interdisciplinary research and brought many inspirational research contacts.

During my years as professor of marketing I have been a rather strict – but hopefully also understanding – advisor involved in over hundred master theses, more than thirty doctoral dissertations, as well as acting as leader of several extensive research projects. Although the constant applying for competitive research money sometimes has caused frustration, this is counterbalanced by delight when a thesis and project work has been finished successfully. Advisory work has been most rewarding, and I have learned a lot from all my students and co-authors.

Theoretically most interesting in my research work, at least in my opinion, has been to question the existing explanations of economic behavior and rationality, and to complement them with the view of seeing consumers more as social actors and individuals who in addition to rational evaluation also rely on emotions and social norms in their choices, and who sometimes act as free riders against their own preferred interest. I am happy that I have been able to support theoretical ideas by the analysis of empirical data, both quantitative and qualitative. Consequently, in addition to cross over strict disciplinary boundaries I hope also to have narrowed somewhat the gap between theory and practice in social sciences.

In this bibliography organized by year I have tried to collect all published items, not only those published in scientific publications. However, all of them are associated somehow with my own research. Moreover, a few selected unpublished items have been added, such as my master theses, because they reveal the development of my scientific interests during the time when publishing channels and technology were still limited.

Helsinki, September 28, 2012

Liisa Uusitalo

## Publications

(Publications in English marked with \*)

### Year 2012

\*Uusitalo, L., Simola, J. & J. Kuisma. (2012). Consumer perception of abstract and representational visual art. *International Journal of Arts Management* 15, no 1 (September), 30-41.

\*Uusitalo, L. (2012). A bibliography by year 1968-2012. Aalto University, Business and Economy series. Working paper Aalto-BE/2012.

### Year 2011

\*Simola, J., Kuisma, J., Hyönä, J., Uusitalo, L. & Öörni, A. (2011), Impact of salient advertisements on reading and attention on web pages. *Journal of Experimental Psychology: Applied* 17 (June), 174-190.

\*Uusitalo, L. (2011), Good bad consumption – Paradigm development of consumer research in Finland. *The Finnish Journal of Business Economics (2011): 2*, 131-150.

\*Uusitalo, L. (2011). Consumer behavior in information society - COBI. Project summary and publications. Aalto University. Working paper Aalto-BE 14/2011. 33p.  
[http://hsepubl.lib.hse.fi/pdf/wp/Aalto\\_w\\_BE\\_2011\\_014.pdf](http://hsepubl.lib.hse.fi/pdf/wp/Aalto_w_BE_2011_014.pdf)

\*Pusa, S. & Uusitalo, L. (2011). Creating brand identity in art museums . A case study. Paper presented at the AIMAC 2010 Conference on Arts and Culture, Belgium, July 3-6, 2011.

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### Year 2010

\*Kuisma, J., Simola, J., Öörni, A. & Uusitalo, L. ( 2010) The effect of animation and format on perception and memory of on-line advertising. *Journal of Interactive Marketing* 24 (2010), 269-282.

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## Year 2009

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### **Year 1973**

\*Takala, L. (1973), several unpublished research papers in the field of marketing communication and consumer theory during the studies as ASLA-Fulbright Post-graduate student and research assistant at the University of California, Berkeley 1972-1973.

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## Summary of CV

**LIISA UUSITALO**, PhD (Econ.), Professor Emerita at Aalto University School of Business.

Professor of marketing 1990-2009 at the Helsinki School of Economics.

Her fields of specialisation focus on consumer behavior and social dimensions of marketing and consumption. Research projects cover issues on social distinction of consumption styles, consumer rationality, environmental behavior, cultural marketing and management, and visual perception and communication behavior.

Born: April 8, 1944 Helsinki, Finland. Education: BSc (Econ) 1966, MSc (Econ) 1968, post-graduate studies at UC Berkeley 1972-73, LicSc (Econ.) 1975, and Doctor 1979 in business economics, marketing and sociology, Helsinki School of Economics (HSE).

Career development: Assistant Helsinki School of Economics 1969-74; Research fellow Academy of Finland 1975-79; Post-doc research fellow Science Center Berlin (*Wissenschaftszentrum*) 1979-80; Senior research fellow Academy of Finland 1981-87; Docent 1983, Acting professor 1988-1993. Nomination as associate professor 1990, and as tenured full professor in marketing 1993, Helsinki School of Economics.

Scientific work abroad at the Institute for Advanced Study Berlin (*Wissenschaftskolleg*); Stanford University; Aarhus Business School; and University of Bath. Since 1997 she is member of the Finnish Academy of Science and Letters (Suomalainen Tiedeakatemia).

Research project leadership: latest project at Aalto University is Consumer behavior in information society, financed by Helsingin Sanomat Foundation. Summaries and publication list at [http://hsepubl.lib.hse.fi/pdf/wp/Aalto\\_W\\_BE\\_2011\\_014.pdf](http://hsepubl.lib.hse.fi/pdf/wp/Aalto_W_BE_2011_014.pdf)

Earlier major research projects under her leadership include: Consumption and ecology (Academy project); Production and consumption of culture ECOCULT (Academy project); Consumers on virtual markets; Consumer behavior in economic depression; and Cultural competences – a new requirement in global economy.

Her publications include several books, monographs and articles in international books and journals such as *Journal of Consumer Psychology*, *Journal of Experimental Psychology: Applied*, *Journal of Consumer Policy*, *Journal of Macromarketing*, *Advances in Consumer Research*, *Scandinavian Political Studies*, *International Journal of Consumer Studies*, *Journal of Interactive Marketing*, and *Journal of Business Ethics*. She has been member of the editorial board of *Journal of Consumer Policy* and *International Journal of Arts Management*. During the years she has also acted as editor and co-author of several multidisciplinary books.

Other past activities include guest lectures at several Finnish universities as well as the universities of Vienna and Aachen, and Bocconi University in Milan; research evaluation of several Academy projects, social science projects of the EU, and of social sciences at University of Helsinki; chair of international doctor seminars on environmental issues at ELASM; and chair of the world conference of International Association of Management of Arts and Culture. She was the first woman at the Helsinki School of Economics acting in the role of conferrer (promoottori) at the conferment ceremony of doctors in 2006.

Outside university she has acted, for example, as board member of National Consumer Research Centre (Kuluttajatutkimuskeskus), scientific board of the Government Institute for Economic Research VATT, council member of Foundation of Cultural Policy Research CUPORE, and council member of the Finnish National Gallery. She has been member of Competition Board of Finland, Ethical Board of Advertising, and several voluntary organizations and groups such as Women economists, Women university researchers, UNICEF Finland, and expert member of the Finnish UNESCO committee.

For her research contributions she was nominated as “Professor of the Year 2000” by the Finnish Union of University Professors (Professoriliitto).





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