

## Dr. Katariina Juusola

### Academic Rank

**Associate Professor**

### Qualifications

- Doctor of Science in Economics and Business Administration, University of Jyväskylä, Finland
- Master of Science in Economics and Business Administration, University of Oulu, Finland
- Master of Arts in Bilingualism and Multilingualism, University of Wales Trinity Saint David, UK
- Bachelor of Business Administration, Oulu University of Applied Sciences, Finland

### Research field(s)

- Nation branding
- Business schools and management learning
- Higher education markets

### Publications *(Last five years)*

- Juusola, K., Venkitachalam, K., Kleber, D. & Popat, A. (2024) "Knowledge sharing in open social innovation for sustainable development: evidence from rural social enterprises". Journal of Strategy and Management, <https://doi.org/10.1108/JSMA-12-2023-0322>.
- Juusola, K., Kleber, D. & Popat, A. (2024) "Transformative social marketing and social innovation for sustainable development through participatory design with economically marginalized users". Journal of Social Marketing, 14(2), 210-227.
- Juusola, K., & Lahrech, A. (2024) "Modeling transitions in nation brand equity: An empirical assessment of the nation equity power grid." Australian Journal of Management, 49(2), 249-271.
- Juusola, K., Wilkins, S. & Jamous, S. (2023) "Branding discourses in transnational higher education in the era of hypercompetition: leveraging secondary brand associations". Compare: A Journal of Comparative and International Education, DOI: 10.1080/03057925.2023.2292533
- Juusola, K., Boakye, K., Blankson, C. & Guangming, C. (2023) "A comparative examination of the motivating factors underpinning consumers' loyalty toward credit card usage in the United States and France". International Journal of Bank Marketing, DOI: <https://doi.org/10.1108/IJBM-11-2022-0482>

- Lahrech, A., Aldabbas H. & Juusola, K. (2023) "Determining the predictive importance of the core dimensions of nation brands." Journal of Product & Brand Management, DOI: <https://doi.org/10.1108/JPBM-10-2022-4183>
- Juusola, K. (2023) "Enhancing teaching and learning through the co-creative learning community approach". Educational Action Research, DOI: <https://doi.org/10.1080/09650792.2023.2166090>
- Juusola, K., & Srouji, R. (2022) "Challenges associated with sustainability accounting and reporting practices: a legitimacy perspective". International Journal of Law and Management, DOI: <https://doi.org/10.1108/IJLMA-06-2022-0113>
- Juusola, K., & Lahrech, A. (2022) "Modeling transitions in nation brand equity: An empirical assessment of the nation equity power grid." Australian Journal of Management, DOI: <https://doi.org/10.1177/03128962221135496>
- Juusola, K. (2022) "Coping with managerialism: Academics' responses to conflicting institutional logics in business schools". International Journal of Management in Education, 17(1), 89-107.
- Juusola, K. (2022) "(De)legitimacy of Managerialism within Business Schools". In: Anders Örténblad & Riina Koris (Eds.), Debating the legitimacy of business schools: From attacking to rocking to defending the status quo, pp. 27-36. Palgrave MacMillan.
  - Alajoutsijärvi, K., Juusola, K. & Kettunen, K. (2022) "Business schools in their ideological prison: Why sustainability challenge is our next legitimacy crisis". In: Anders Örténblad & Riina Koris (Eds.), Debating the legitimacy of business schools: From attacking to rocking to defending the status quo, pp. 38-49. Palgrave MacMillan.
- Kleber, D. & Juusola, K. (2021) "Open innovation—An explorative study on value co-creation tools for nation branding and building a competitive identity". Journal of Open Innovation: Technology, Market, and Complexity, 7(4), 206.
- Rensimer, L., Henseke, G., Juusola, K. & McGowan, T. (2021) "Transnational graduate outcomes: A case study of the United Arab Emirates". Universities UK International.
- Lahrech, A., Juusola, K. & Al Ansaari, M. (2020) "Toward more rigorous country brand assessments: The Modified Country Brand Strength Index". International Marketing Review, 37(2): 319-344.

## Courses Taught (*Last five years*)

- Principles of Marketing
- Service Marketing
- Retail Marketing
- Business to Business Marketing
- Product and Brand Management
- Personal Selling
- International Marketing
- Teaching Seminar Practicum
- Marketing research and empirical project
- Strategic Management
- Competitive Analysis and Strategy
- Strategic Planning
- Master Thesis Tutorial and Academic Writing

- Research Design and Methods in Practice
- Master Thesis Seminar
- Research Design
- Bachelor Thesis Tutorial

## Professional Experience

- Business Development Manager, JT Service Oy, Finland (2010)
- Airline Representative, Oy Touch N' Go, Finland. (2008-2010)
- Sales Assistant, PKC Group, Oyj, Finland. (2006-2008)

## Committees Work

- Assurance of learning committee member for AACSB accreditation
- Assurance of learning committee member for EQUIS accreditation
- A nominated member of the Chancellor's Faculty Advisory Council
- A nominated member of the Chancellor's University Strategic Plan 2022-2027 task force
- Curriculum development committee member
- University student disciplinary committee member
- Student plagiarism committee member
- Faculty & staff affairs committee member
- CBA Dean search and interview committee member
- Director of Strategic Communications, Marketing and Student recruitment search and interview committee member
- PR& Corporate Communication/IMC faculty search and interview committee member (several positions)
- Management & Marketing faculty search and interview committee member (several positions)

## Honors and Awards

- Best Teacher Award in 2023, Ajman University
- Best Critical Management Learning & Education Paper 2016 at the Academy of Management conference 2016, Critical Management Studies Division.
- Award for the Best Publisher in 2014. Department of Marketing, Jyväskylä University School of Business and Economics.
- Outstanding Article of the Year 2014 in Academy of Management Learning & Education.
- Journal of Management History award for the best international paper 2013

## Other Contributions and Achievements

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