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DIGITAL BUSINESS AND MANAGEMENT

at Novia University of Applied Sciences

MBA instructors



OUTI IHANAINEN-ROKIO, D.SC. (ECON. & BUS. ADM.)

Instructor in Business management, Organizational Development and Sustainable Leadership

Dr Outi Ihanainen-Rokio is a human-oriented business developer focused on growth companies. Her career consists of various management positions especially in HR and competence development, academic lecturing, and consulting work. Currently she is an entrepreneur and business designer building new service business at Growthsetters Oy. She is also a part-time professor of practice in Organizational Communication at University of Helsinki. Her key motivation comes in enabling learning both in business ventures as in her students. For Outi, work-life balance means effective time management to leave the laptop sometimes and go enjoying Finnish nature in a form of cottage life by a lakeside.



HENRIK VIRTANEN, D.SC. (ECON. & BUS. ADM.)

Instructor in Business Communication, Digital Marketing and Research Methodology

Henrik works as a Senior Lecturer at Novia and is also associated researcher at Hanken School of Economics in Vaasa. His recent research relates to inter-firm competition strategy, business-to-business relations, networks, and export partner groups. Social media marketing and marketing excellence are other current research topics. The context of his research is often small- and medium-sized firms. His research has been published in edited books and in journals such as Journal of Business & Industrial Marketing and Journal of Small Business and Enterprise Development. Henrik completed his M.Sc. and D.Sc. in marketing at Hanken. He has been extensively engaged in both teaching and research in higher education. Prior to Novia, Henrik worked as principal lecturer at VAMK University of Applied Sciences and as assistant professor at Hanken. He has also vast experience in working with executive and adult education.



SUZANA VASCONCELOS TAVARES, M.SC. (MANAGEMENT & BUS. ADM.)

Instructor in Financial Analysis

Born in Lisbon, Suzana has been working in higher education for the past 18 years, teaching courses mainly in the areas of Corporate Finance, Accounting and Business Plan to undergraduate and postgraduate students. In the last 6 years, Suzana has been working specially with multicultural classes composed by students from different countries around the globe. In the past, Suzana has also been working as an online instructor of Teaching Methodologies for Laureate International Universities' faculty staff and as a course coordinator of the Accounting and Management degrees at Universidade Europeia in Lisbon. Suzana's undergraduate degree in Business and her MBA in Finance were received at Católica Lisbon - School of Business and Economics.



ROMAN FILENKO, D.SC. (ECON. & BUS. ADM.)

Instructor in International Business and Digital Marketing Management

Roman Filenko holds a D.Sc. (Econ. and Bus. Admin) from University of Vaasa, Finland. His current research interests cover foreign divestment, internationalization, financial value creation and international joint venture strategies. Dr. Roman Filenko is an active member of the research community and the output of his research has been communicated to the different audiences through conference presentations at the Academy of International Business, European International Business Academy, American Marketing Association and Vaasa International Business (IB) Conferences.



LINDA JÖNN, MSc.ECON. SENIOR LECTURER

Instructor in Digital tools for Business

Linda has a M.Sc. in finance and experience from teaching math, finance, logistics, IT-subjects and marketing. Linda works as a senior lecturer and digimenter at Novia, helping the personnel to develop the digitalization of the education. Prior to being lecturer at Novia Linda has worked at a hedge fund with trading and R&D. Linda is a co-owner of a small family business and responsible for finance and marketing.



BENITA GULLKVIST, D.SC. (ECON. & BUS.ADM.)

Instructor in Financial Decision Making

D.Sc. Gullkvist works as a Senior Researcher in accounting at the University of Vaasa. She has long-term teaching experience in higher education and practical business experience from the private and public sector. Her research areas of interest include management and financial accounting, accounting information systems and sustainability. She has published in edited books and internationally well-ranked academic journals as well as been a visiting Fulbright scholar at Rutgers Business School in the USA.



EMMANUEL NDZIBAH M.SC. (BUS. ADM.) AND PH.D. IN INDUSTRIAL MANAGEMENT
Instructor in Digital Marketing Management

Dr. Emmanuel Ndzibah is a University Lecturer and the Study Track Manager for MSc. Industrial Systems Analytics at the School of Technology and Innovations at the University of Vaasa, Finland. He holds an International Certificate in Marketing (CIM-UK), a M.Sc. in Business Administration with International Marketing as a major, and Ph.D. in Industrial Management from the University of Vaasa in Finland. His expertise includes but is not limited to renewable energy, sustainable strategies, and intelligence management strategies for developing economies. Former project assistant of Export and Import Innovation (EXIMIN) for renewable energy technology for Finnish companies doing business in Africa. He has experience in the diffusion of Renewable Energy Technology (RET) to developing countries. He has led various workshops and seminars in Renewable Energy and Sustainability. He has published several scientific papers and co-edited in Emerald Special Edition on Energy and Sustainability. He has also supervised several MSc theses in varied disciplines.



MARIA LYBÄCK, MSc.ECON.
Instructor in Robotic Process Automation (RPA)

Maria was born in Sweden but moved to Finland when she was 6 years old. She has been working in the accounting business for over 20 years and is now working as a Team Lead, General Accounting in a company within the Technology sector as well as an accountant in small family businesses. She holds her master's degree in accounting from Hanken School of Economics. For the last 9 years she has been working with Robotic Process Automations (RPA), automating different accounting tasks. In her work she always tries to think of ways to automate tasks that are repetitive and time consuming. RPA can help teams to focus on more important tasks. In her spare time she likes to travel and spend time with her family and friends.



ROSMERIANY NAHAN-SUOMELA, M.Sc. ECON. IN INTERNATIONAL MARKETING AND DOCTORAL CANDIDATE AT HANKEN
Instructor in Self-Leadership and Personal Development

Rosmeriany Nahan-Suomela has been working actively in developing curriculum for international business degree program as well as teaching different subjects in internationalization, international marketing, business management and supervising bachelor and master's degree students. She is a frequent guest lecturer in Europe and in Asia for global executive training in internationalization and cross-cultural business management. Born in Indonesia, studied in Indonesia, Australia and Finland. She holds her master's degree in international marketing from Hanken School of Economics, Finland and her doctoral studies at Hanken in Management, Organization with her research interest focuses on internationalization, international leadership, and cross-cultural business management.



PETER BJÖRKROTH, MA, SENIOR LECTURER AND DOCTORAL CANDIDATE
Instructor in Public Speaking

Peter is a kind of bricoleur with firm roots in humanities and social sciences. With on-going Ph.D studies in Leadership and Organization as well as Master studies in Media Management, his interests cover a wide spectrum of human activities in and outside organizations. Peter has participated in innovation projects as well as in teaching languages and business studies. He has published texts and podcasts and is interested in the possibilities digitalization brings with it.



HANNA KUUSISTO, MA, SENIOR LECTURER
Instructor in Cross-Cultural Communication and Academic Writing

Hanna is a Senior Lecturer in English and German. Her focused area is on technical English, business English and academic writing. She is also interested in cross cultural communication, cultural exchange and linguistics.



PHILIP HOLLINS, B.Sc., M.Phil. AND PG. CERT.
Instructor in Academic Reading and Writing

Philip has worked as both a senior lecturer and as a researcher in the UK. Extensive experience gained in numerous educational assignments in Europe and Asia from the perspective of multi-cultural viewpoint and pedagogical delivery. Now based in Finland, he specialises in delivering courses in low carbon technology and coaching in academic skills.