

CURRICULUM VITAE

1. Family name: Kujala
2. First names: Irene
3. Date of birth: 17.08.1977
4. Nationality: Ghanaian and Finnish
5. Civil status: Married, has two sons aged 10 and 6years old.
6. Education:

Åbo Akademi School of Business and Economics; Finland (1.1.2010 – 15.01.2016)	Doctor of Science in International Marketing Title of thesis: SME Internationalisation from an Emerging Market to a Developed Market: A case study from Ghana
University of Vaasa, Finland (2005 – 2008)	Master of Science in international business Title of thesis: The internationalization Process of SME- A case study of a Finnish Manufacturing SME
International University of America, London- UK. (2001 – 2005)	Bachelor of Science in Financial Management
Barnet College, London-UK. (2000 – 2001)	Certificate in Marketing (Chartered institute of Marketing).
Ghana Secondary School, Accra- Ghana. (1991-1995)	Senior Secondary School Certification- A level Equivalence)

7. Language skills: competence on a scale of 1 to 5 (1 - excellent; 5 - basic)

Language	Reading	Speaking	Writing
Twi (native)	1	1	1
Finnish	3	2	3
English	1	1	1

8. Computer skills:

Microsoft Excel/Word/PowerPoint, 'Optima' virtual learning environment, Adobe ConnectPro web conferencing program

9. Key qualifications:

- Researcher, deep knowledge in the fields of International Marketing Strategies, Network and relationship development in internationalization, Small to Medium Sized firm(SMEs) Internationalization, Emerging Market Strategies and International Marketing
- Knowledge and teaching skills based on Finnish pedagogical principles
- Very good understanding of international accreditation and quality issues in higher education
 - Member of International Academy of African Business and Development (<https://iaabd.org/>)
- Excellent analytical skills
- Effective time management skills
- Student- / customer-oriented professional attitude
- Clear communication and presentation skills
- Trust-based cooperative relationships with colleagues

10. Present position(s):

- Post Doctoral Researcher at the Åbo Akademi School of Business and Economics; Finland.

11. Academic work experience:

Date from-to	Location	Organization	Position	Description of duties/tasks done
1.1.2018- Current	Finland	Åbo Akademi School of Business and Economics; Finland	Post - doctoral researcher	Further research on SME Internationalisation, Network relationships, Emerging market.
1.2.2016 – Current	Finland	JAMK University of Applied Sciences	Lecturer at the international business bachelor degree programme and Master Programme	<ul style="list-style-type: none"> - Teaching at master and bachelor levels (Courses include Marketing Management, International Marketing, Global Marketing, Brand Management) - Running master thesis seminars - Supervising master and bachelor theses
July 2017	Cyprus	Cyprus International Institute of Management (CIIM)	Guest Lecturer for the Course – International Business for MBA students	<ul style="list-style-type: none"> - Responsible for teaching the International Business course for MBA students.
2013 – 2017 (Spring, Autumn terms)	Finland	Åbo Akademi School of Business and Economics	Guest Lecturer	<ul style="list-style-type: none"> - Guest Lectures on business-to-business relationship and interaction in an emerging market context
2010 (Spring and Autumn term)	Finland	Åbo Akademi School of Business and Economics	Research assistant/Teaching Assistant	<ul style="list-style-type: none"> - Assisting Head of faculty on research projects - Performing research related duties that include data collection, assisting in the preparation of reports and papers for in-house seminars and conferences as well as those destined for publication and aid in the maintenance of records. - Teaching assistant, responsible for organizing discussion seminars for Master’s Degree Students in International Marketing - Assessing and grading student written reports/essays - Preparing instructional materials, tutoring Students
2009 (Autumn Term)	Finland	Department of Marketing, Turku School of Economics	Research assistant	<ul style="list-style-type: none"> - Assisting Head of faculty on research projects - Performing research related duties that include data collection, assisting in the preparation of reports and papers for in-house seminars and conferences as well as those destined for publication

12. Industry work experience:

Date from-to	Location	Organization	Position	Description of duties/tasks done
1.3.2007 – 30.1.2016	Finland	Villairene.fi	Manager/Owner	<ul style="list-style-type: none"> - Entrepreneur, Own Business -Cottage and accommodation rental business (www.Villairene.fi) - Coordinating and management duties for cottage and accommodation rental business (www.Villairene.fi)
1.2.2011 – 31.1.2015	Finland	Suomen Hoitolatukku Oy; Vahto	Import & Export Marketing and Sales Assistant	<ul style="list-style-type: none"> - Worked for a small and medium-sized company operating both in Finland and international markets - Organizing data and gathering information on potential international markets - Assisting in trade shows/exhibitions - Assisting in matters such as the most effective ways to market the company, its products, and its services, and the viability of introducing new products in international markets - Assisting in finding potential international buyers and suppliers
2000-2001	London, UK	Supreme 'O' Glaze Ltd. London, UK	Marketing/Sales representative	<ul style="list-style-type: none"> - Marketing and selling of home and window replacement products to potential clients. - Customer relationship development and management
1996 –1999	Accra , Ghana	Hotel Club Makeba Lodge	Marketing/Sales representative	<ul style="list-style-type: none"> - Ensure the smooth running of the reception/reservation department - Processing and sending offers to the guests, confirming accommodation to the guests - Preparing and submitting all statistics and reservation reports

13. Publications: In addition to numerous presentation of conference papers at numerous conferences during my doctoral studies, the following article has been published recently:

Peer-reviewed journal articles

1. Kujala, I., & Törnroos, J. (2018). Internationalizing through networks from emerging to developed markets with a case study from Ghana to the U.S.A., *Industrial Marketing Management* (2018), <https://doi.org/10.1016/j.indmarman.2018.01.015>

14. Contact details:

Kangenmiekantie 14, 21310, Vahto-Rusko, Finland

Email: irene.kujala@jamk.fi

Phone: +358 44 35 400 44

CV updated on 14.02.2018

References

1. Dr. Wilhelm Barner-Rasmussen
Professor i företagsekonomi/Professor in Business Administration Åbo Akademi
University Handelshögskolan/School of Business and Economics Fänriksgatan 3B
FIN-20500 Åbo, Finland
Email: wilhelm.barner-rasmussen@abo.fi
Tel.+358 (0)50 5973 794
2. Professor Jan Åke Törnroos (Head of International Marketing)
Åbo Akademi School of Business and Economics; Finland
Henrikinkatu 7, 20500, Turku
Tel. +358 22 215 3266
Email: jtornroo@abo.fi