

## Curriculum Vitae

PhD Vilma Luoma-aho (April 21<sup>st</sup>, 1977)

"Whatever you are, be a good one." (Abraham Lincoln)

## Education

- PhD, Organizational Communication and PR, University of Jyväskylä, Finland (JYU) 2005
- MA, Organizational Communication and PR, JYU 2002
- Euro-Pilot training program for Young Leading Europeans 1996

## Work Experience & positions held

- Full Professor of Organizational Communication & PR, JYU, Starting 1.1.2014 -
- University lecturer, Organizational communication & PR, JYU, 2011-
- Leader of WEM-research group, HS-Foundation –funded research project, Department of Communication, University of Jyväskylä, 2011-2013
- Docent (Adjunct professor) of Organizational communication, University of Helsinki, Finland, 2010-
- Coordinator, Researcher, Added Value of Intangibles for Organizational Innovation (AVI), Tekes-funded research project, Agora Center, University of Jyväskylä, 2009-2010
- Lecturer, Department of Communication, JYU, Finland, 2009-2010
- Visiting Scholar, Vinnova Stanford Research Center of Innovation Journalism, MediaX, H-Star Institute, Stanford University, 2008-2009
- Docent (Adjunct professor) of Organizational communication & PR, University of Vaasa, Finland, 2008-
- Senior Research Assistant, Department of Communication, JYU, Finland, 2007-2008
- Lecturer, Researcher, Department of Communication, JYU, Finland, 2006-2007
- Visiting Research Scholar, Annenberg School for Communication, School of Journalism, University of Southern California, USA, Spring 2006
- Columnist, Writer, RV, A Christian Weekly Newspaper, 2006-2009
- Doctoral student, Social Capital and Networks of Trust, Academy of Finland, JYU, 2005-2006
- Coordinator, University of Jyväskylä, Department of Communication, 2002-2004
- Information officer, Radiation and Nuclear Safety Authority (STUK) 2001 & 2002 summers
- Public Relations & Entertainment, Fiesta Hotels, Spain, Mallorca, 2000
- Communications Designer, Corporate Communications Media Cabinet, 1999-2000
- Freelance translator: Nuclear Safety Manuals from Finnish to English, (STUK) 1996
- Freelance journalist and photographer, local newspaper, Hyvinkään Sanomat, Finland, 1994-1995

## Professional Activities, Grants & Awards

- 2012 World PR Forum, TOP 3 paper, Melbourne, Australia "Public relations as expectation management", November 2012
- 2011 Emerald Literati Network "Highly Commended Paper" -award, (with M. Vos, "Towards a more dynamic stakeholder model: Acknowledging multiple issue arenas. *Corporate Communications: An International Journal*, 15(3), 315-331.
- Facilitator, Global Leadership Summit, Jyväskylä, Finland, Fall 2011.
- Secretary-Elect, Public Relations Division, ICA (International Communication Association) 2010-2012 (stepped down for maternity leave)
- "Editor's Choice", Paper: Luoma-aho & Paloviita (2010) at Emerald's Management First, Research you can use, February 2010
- Funding for "What is Expected of the Media in a Reputation Society?" Research project on the future of the media and stakeholder expectations, HS-Foundation, 2010-2014, 200 000 €
- Academic Track Chair, The 6<sup>th</sup> Conference on Innovation Journalism, Tressider Union, Stanford University, May 18-20, 2009
- SV-forum "How Tech & Broadband Are Changing the Face of Journalism, Readership, and the Economics", Stanford University, Faculty Club, September 30th 2008, Panelist
- Funding for Post-doc research, the Innovation Journalism Program at Stanford, H-Star, Stanford University, California, USA, From the HS-Foundation, 2008, 75 000 €
- "Best Teacher in Intercultural Environment" -award, Student Union of University of Jyväskylä, 2008
- "Best teacher award", Students of Organizational Communication & Public Relations, Department of Communication, JYU, 2007
- Helsingin Sanomain 100-vuotissäätiö, Funding for Post-doctoral research, Annenberg School for Communication, University of Southern California, Los Angeles, USA, 2005, 16 500 €

- Social Capital and Networks of Trust, Research programme, Academy of Finland, "Formation of Trust and Reputation in Organisations", Doctoral student 2005-2006, 1,5 year's funding
- Travel expense grant for the International Communication Association (ICA) Seminar "Communication- Questioning the Dialogue", New York, Finnish Konkordia Fund 1500 €, 2005

### **Classes taught, University of Jyväskylä**

- Globalized Organizations and International PR, BA-level, VIEA032, JYU
- Marketing your own skills in Social Media, MA/PhD-level, HTKS152, JYU
- Advanced Topics in Social Media, MA-level, TJTSD66, JYU
- Communication for Public and Non-profit Organizations, MA-level, YVIS434, JYU
- Monitoring public perception, MA-level, YVIS420, JYU
- Research methods, focus on quantitative communication in MA-level research VIES100
- Introduction to Communication studies, BA-level, KVVA300, Intercultural Communication, Department of Communication, JYU
- Stakeholdersuhteet-osuus (Stakeholder relations), MA-level, CEMA 150, Business, Society and the Environment, 6 op, 4 ov, Department of Economics, JYU
- Tutkimuskurssi VIEA101 (Research methods), BA-level, Department of Communication, JYU
- Viestinnän ja median teoreettiset perusteet VIEP020, BA-level (Theoretical basics of communication and the media) 5 European Credits, Department of Communication, JYU
- Tutkimusseminaari, maanantaikerho YVIS100, YVIS200 (MA seminar & thesis), the Monday-club, 5 European Credits, Department of Communication, JYU
- Johdatus yhteisöviestintään, (Introduction to Organizational Communication and PR), BA-level, 2 European Credits, Department of Communication, JYU
- Yhteisöviestinnän perusteet, (Basics of Organizational Communication), BA-level, 2 European Credits, Department of Communication, JYU
- Proseminaari, YVIA 100 (BA seminar and thesis) 10 European Credits, Organizational Communication and PR, Department of Communication, JYU
- Organisaatioviestinnän suunnittelu ja auditointi, MA-level, (Communications Design, Audit and monitoring) 4 European Credits, Department of Communication, JYU & Open University, JYU
- Yhteisöviestinnän tutkimusmenetelmät (PR Research methods), MA-level, 3 European Credits, Department of Communication, JYU

### **Lectures & talks**

- "Public sector and reputation: How to manage expectations?" Communication during times of Crisis, University of Malaga Summer Seminar, Marbella, Spain, 24.7.2012, speaker.
- "Sosiaalinen media – Sosiaalista vai ei?" (Social media: Social or not?) Jyväskylän Kesä –Opening Seminar, University of Jyväskylä, Jyväskylä, 10.7.2012, Keynote speaker.
- "Sosiaalinen media nyt" (Social Media today), Lecture given at Elenia, 4.6.2012, Helsinki, Finland, Invited speaker.
- "Luottajoukot- maineen lähettiläät" (Faith-holders, reputational ambassadors), Social Media Seminar, University of Helsinki, Palmenia, Lahti, Finland, 22.5.2012, Keynote speaker
- "Oletko sosiaalisesti olemassa?" (Do you exist socially?) Ekonomiliiton koulutusilta, Training event for The Finnish Association of Business School Graduates, 11.4.2012, Jkl, Finland, Invited speaker.
- "Viestinnän johtaja- luottajoukkojen mobilisoija" (Communications manager, the mobilizer of Faith-holders, Uudistava Johtaminen (Inspirational Leadership), 22.2.2012, JKL, Finland, speaker
- "Evankeliumin sosiaalisuus" (Social mediating the good news), Kirkon Viestintäpäivät, (Communication Summit of the Lutheran Church of Finland) 8.9.2011, Vantaa, Finland, Keynote speaker
- "Yhteisöviestintä ja sidosryhmien vallankaappaus" (Org. Com. & Stakeholder revolution) Docent sample lecture, Department of Social Sciences, University of Helsinki, October 7th, 2010
- "Luottamus pääoma" (Trustcapital and stakeholder relations) COMMA, Communication management programme, University of Helsinki, Palmenia, September 20th, 2010.
- "Organizing and Communicating the New Media Way", University of Jyväskylä, Faculty of Humanities, Sample lecture for the Full Professor Chair of Organizational Communication & PR, Department of Communication, May 26th, 2009
- "Finnish communication culture & contemporary life", Scandinavian Studies, University of California, Berkeley, May 5th, 2009
- "What is reputation and why does it matter in the INJO-Ecosystem?" Innovation Journalism, Stanford, February 5th, 2009
- "What are intangible assets?" OED seminar, University of Jyväskylä, Historica, April 6th, 2009

- "How to persuade a Client to Spend Money on Research: A Case Study", visiting lecture, Gaylord College of Journalism and Mass Communication, University of Oklahoma, Norman, Oklahoma, USA, January 29th, 2009
- "Building a Barometer for the Finnish Ministry of Social Affairs and Health", visiting lecture, Gaylord College of Journalism and Mass Communication, University of Oklahoma, Norman, Oklahoma, USA, January 29th, 2009
- "Measuring Public Relations: Benchmarking and Surveys", visiting lecture, Gaylord College of Journalism and Mass Communication, University of Oklahoma, Norman, Oklahoma, USA, January 29th, 2009
- "Can an Innovation have a Reputation?" Wallenberg Hall Lunch Talk, Wallenberg Hall, Stanford University, November 3rd 2008
- "From survey to benchmarking- combining the two worlds", visiting lecture, School of Journalism and Mass Communication, University of North Carolina, Chapel Hill, October 20th, 2008
- "Mistä on innovaation maine tehty?" (What is an innovation's reputation made of?) Alumni-seminar of University of Jyväskylä, Department of Communication, October 10th, 2008.
- "How to find the relevant information?" MetaAlert seminar, Helsinki, Finland, October 8th, 2008
- "The Futures of the Media - The U.K., Silicon Valley, and South Korea perspectives", Mindtrek conference, Tampere, Finland, October 7-9, 2008 (presented by Turo Uskali)
- "Showing up as an innovation advocate". Silicon Valley Innovation Institute, September 3<sup>rd</sup>, 2008
- "Innovaatio - uusi muttei maineeton" (An innovation: new, but not without a reputation), Seminar in Honor of Leif Åberg, Department of Communication, University of Helsinki, May 2008
- "Maineenhallinta viranomaisstehtävissä- mission impossible?" (Reputation management in Authority work- mission impossible?) Länsi-Suomen Poliisipäällystöpäivät, Jyväskylä, marraskuu 2007
- "Viranomaisviestintä organisaatioviestinnän kentässä" (Authority Communication in the field of Organizational Communication), University of Vaasa, November 2007
- "Grunig's World, Challenges and changes in Stakeholder Theory", Lehrstuhl Öffentlichkeitsarbeit, Universität Leipzig, Leipzig, Germany, ERASMUS exchange lecture, June 2006
- "Stakeholder relations, B2B & B2C", Lehrstuhl Öffentlichkeitsarbeit, Universität Leipzig, Leipzig, Germany, ERASMUS exchange lecture, June 2006
- "Corporate Reputation Management", Annenberg School for Communication, University of Southern California, Los Angeles, USA, March 2006
- "PR research methods", Annenberg School for Communication, University of Southern California, Los Angeles, USA, October 2005
- "PR research and evaluation, Surveys", Annenberg School for Communication, University of Southern California, Los Angeles, USA, October 2005

#### **Research conducted & organized**

- 2011 STM:n hallinnonalan mainemittaus (Reputation Survey of 13 organizations of the Ministry of Social Affairs and Health, In Finnish)
- 2010 Authority Communication & the Swineflu discussion online, Ministry of Social Affairs & Health, Spring 2010.
- 2008 State of the Art – A survey on Communication of 46 Non-profit and Public Sector Organizations in Finland
- 2008 STM:n hallinnonalan mainemittaus (Reputation Survey of 13 organizations of the Ministry of Social Affairs and Health, In Finnish)
- 2007 Sosiaalialan mainemittaus, yhteisjulkaisu Sosiaali- ja terveystieteiden ministeriön kanssa. Reputation of the Social Sector (in collaboration with the Ministry of Social Affairs and Health, In Finnish), Online: <http://www.stm.fi/Resource.php/julkt/yhteis/index.htm.i987.pdf>
- 2007 Appreciative Inquiry of the communication of the work place community at the department of Communication, University of Jyväskylä; A HEKE-Group (HR-Committee) survey
- 2006 Työsuojelupiirien mainemittaus (A comparative survey of the reputations of the 8 National Occupational Safety Units, In Finnish)
- 2005 STM:n hallinnonalan mainemittaus (Reputation Survey of 11 organizations of the Ministry of Social Affairs and Health, In Finnish)
- 2005 Humanistisen alan jatko-opiskelijakysely, Humanistinen Tiedekunta, JYU. (A survey of doctoral students at the Faculty of Humanities, JYU, In Finnish).
- 2003 STM:n hallinnonalan mainemittaus (Reputation Survey of the 12 organizations of the Ministry of Social Affairs and Health, In Finnish)
- 2004 Sisäisen viestinnän tutkimus, tapauksena Avoin yliopisto (Study on Internal Communication, Case Open University, Jyväskylä, In Finnish)
- 2003 Kestelin sisäisen viestinnän auditointi (Audit of Internal Communication of Kestel-corporation, In Finnish)
- 2001 Ulkomailta palaavien kokemuksia paluusta säteilyturvakeskukseen (Expatriats' experiences of returning to their home organization, Radiation and Nuclear Safety Authority, In Finnish)

## Conferences & seminars

- 2013 Why should I trust you? Challenges for Communication in times of Crises, ICA Regional Conference, Malaga, Spain, July 18<sup>th</sup>-19<sup>th</sup>, 2013, Keynote speech & panel.
- 2012 Viestinnän tutkimuksen päivät (Comm. Research Days) Jyväskylä, Finland, August 30<sup>th</sup> -31<sup>st</sup> 2012, Workshop Chair & paper presentation.
- 2012 European Group of Organizational Studies, EGOS, July 4<sup>th</sup>-7<sup>th</sup>, Helsinki, Finland, paper & presentation.
- 2012 Communication Seminar, Ministry of Social Affairs & Health, Expectation management- new mission of communication, March 30<sup>th</sup>, Helsinki, Finland, Keynote speaker.
- 2012 XXVII CICOM International Communication Conference, "Building trust through communication in times of crisis" March, 22 - 23, 2012, University of Navarra, Pamplona, Spain, Invited Speaker.
- 2011 International Safety Education Seminar, Crises & Social media, October 12<sup>th</sup>, Helsinki, Finland, Speaker.
- 2011 Energiäteollisuuden työmarkkinaseminaari (Finnish Energy Industries Annual Seminar) September 16<sup>th</sup>, 2011, Helsinki, Finland, Keynote speaker.
- 2010 EUPRERA Congress, Communication in a changing society; dynamics, risks and uncertainty, September 23-25, 2010, Jyväskylä, Finland, paper & presentation.
- 2010 Social Media Seminar, Palmenia, University of Helsinki, Kansallismuseo, Helsinki, September 15th, 2010, Keynote speaker.
- 2010 ICA 60<sup>th</sup> Annual Conference of the International Communication Association, June 22<sup>nd</sup>-37<sup>th</sup>, Singapore, panelist, paper & presentation.
- 2010 The Seventh Innovation Journalism Conference (IJ-7), Stanford University, Academic track: paper & presentation, June 7-9, 2010, Stanford, California.
- 2010 EBEN (European Business Ethics Network) Research Conference, June 14-16, 2010, Tampere, Finland, paper & presentation with L. Timonen.
- 2010 Taloustieteilijöiden kesäseminaari, Jyväskylä, Finland, June 9<sup>th</sup>-10<sup>th</sup>, 2010, paper with M. Vos
- 2010 Julkisen alan tiedottajat (JAT: public sector communication) Viestintäpäivät, March 19<sup>th</sup>, Hämeenlinna, Finland, speaker.
- 2010 Viestinnän tutkimuksen päivät (Comm. Research Days) University of Tampere, paper & Presentation, February 12<sup>th</sup>-13<sup>th</sup>, 2010.
- 2009 Weather Casters of the Future? 1<sup>st</sup> Nordic Conference of Innovation Journalism, University of Helsinki, Finland, September 25<sup>th</sup>, 2009, panelist.
- 2009 3rd Annual Edelman New Media Academic Summit, Georgetown University, June 9-11th, Washington DC, USA, participant
- 2009 ICA 59th Annual Conference of the International Communication Association, Keywords in Communication, panelist & papers
- 2009 IJ6 The Sixth Conference on Innovation Journalism, The Innovation Ecosystems and the News, Academic Track Chair & 3 papers
- 2009 PRSA Western District Conference, Newport Beach, California, April 22-24, participant
- 2009 IPRRC, 12th Annual International Public Relations Research Conference "Research that Supports & Advances the Practice", Miami, Florida, March 11-15, paper & presentation
- 2009 Stanford Accel - Media X delta Conference "The impact of 2008 dramatic events on the world of digital media and technology", SU February 25
- 2008 NCA "Unconventional", 94th Annual Convention, San Diego, California, November 21-24, panelist & paper
- 2008 SV-forum "How Tech & Broadband Are Changing the Face of Journalism, Readership, and the Economics", Stanford Faculty Club, September 30<sup>th</sup>, panelist
- 2008 Alumni-seminar of University of Jyväskylä, Department of Communication, October
- 2008 How to find the relevant information? MetaAlert seminar, Helsinki, Finland, October
- 2008 SCANCOR-seminar, Stanford University, "Identifying hidden stakeholders", September 26th, paper & presentation
- 2008 COMMA III, "Luottamuspääoma" (Trust Capital), Palmenia, University of Helsinki, May 2008, speaker
- 2008 IPR Eleventh Annual International Public Relations Research Conference "Research that matters to the practice", March 6-9, 2008, Miami, Florida, USA, paper & presentation
- 2007 Viestinnän tutkimuksen päivät (Research Seminar on Communication), Vaasa, Finland, "Lukija- ja käyttäjälähtöinen viestintä - Vaatimuksia, sovelluksia ja kritiikkiä", November 2007, workshop chair "Yksilö ja yhteisöt", paper & presentation
- 2007 ISOCA International Congress on Social Capital and Networks of Trust, Jyväskylä, Finland, October 2007, paper & presentation
- 2007 Sosiaalialan viestintäseminaari (Seminar on the communication of the social sector) "Sosiaalialan mainemittaus", Helsinki, Finland, paper & presentation, September 2007.

- 2007 GIN Conference "Sustainable Ecosystem and Social Stewardship", June 15-17, "Stakeholder Identification and Selection in Corporate Environmental Management - A Stakeholder Typology Model" (with A. Paloviita), paper & presentation
- 2007 ICA 57th Annual Conference of the International Communication Association "Creating communication: content, control & critique", 24.-28. May, San Francisco, California, chair & respondent
- 2007 Innovation Journalism The Fourth Conference on Innovation Journalism, Stanford University, May 21-23<sup>rd</sup>, Stanford, USA, paper & presentation
- 2007 Sosiaalialan kehittämishanke, "Miltä näyttää sosiaalialan maine?", may 2007, speaker
- 2007 IIR Seminar, Public Sector Marketing, 23.-24. January, Helsinki, speaker
- 2006 Conference on Corporate Communication University of Notre Dame, Mendoza College of Business Notre Dame, Indiana, September 22-23, speaker
- 2006 EGPA European Group of Public Administration "Public Manager under pressure: between politics, professionalism and civil society", Milan, Italy, September 6-9,, paper & presentation
- 2006 ICA 56th Annual Conference of the International Communication Association "Networking Communication Research", Dresden, Germany, June 19-23, panelist & presentation
- 2006 The Reputation Institute Reputation Institute's 10th International Conference on Reputation, Image, Identity, and Competitiveness, "Creating Value Through Stakeholder Alignment" May 25-28, New York, USA, paper & presentation.
- 2006 Innovation Journalism The Third Conference on Innovation Journalism, Stanford University, April 5-7 , Stanford, USA, panelist & proceedings
- 2006 IPR Ninth Annual International Public Relations Research Conference "Changing Roles And Functions In Public Relations", March 9-12, 2006, Miami, Florida, USA
- 2005 EUPRERA "New Challenges for Public Relations", Lisbon 10.-13.11.2005, paper & presentation "Faith-holders as Social Capital of Finnish Public Organisations".
- 2005 XXII Economic Research summer seminar Jyväskylä 8.-9-6.2005, Organization research group, "Stakeholder relations of Public Organizations", paper & presentation.
- 2005 ICA congress New York 26.-31.5.2005, "Questioning the dialogue- stakeholder assessments of Finnish public Organizations", paper & presentation.
- 2005 Communication Research Seminar, Helsinki 4.-5.2.2005, "Organisations in Com. Society" –Chair of a panel, paper & presentation.
- 2004 Academy of Finland Seminar "Welfare state, health and social capital", Helsinki, 22.11.2004, "Trust and reputation – social capital of public organisations?", Presentation & paper.
- 2004 Academy of Finland Seminar "Social Innovations and changes in working life", Helsinki, 28.10.2004, "Good, bad social capital in organisations in the long term", joint presentation.
- 2004 SOCA History seminar, Helsinki 27.10.2004, "Trust and Reputation- social capital of public organisations", presentation.
- 2004 EUPRERA Congress Public Relations and the Public Sphere; Theoretical Approaches and Empirical Studies, Leipzig, Germany 23.-26.9.2004.
- 2004 ECSR Summer School: Social Capital, Trento, Italia 22.-27.8.2004, "Trust and Reputation of Public Organisations: Some Foundations of Social Capital in Finland", Paper & presentation.
- 2004 CNRA Workshop on building, measuring and improving public confidence in the nuclear regulator, Ottawa, Canada 18.-20.5.2004, presentation "Reputation among the public: it can be measured"
- 2004 IIR Profitable Communication & Reputation Management in public administration, Helsinki 29.-30.3.2004 & 7.-8.2004, "Reputation and Public Administration", presentation.
- 2003 EUPRERA Congress, Communicating Change, Tallinn, Estonia 11.-14.9.2003, participant

### **Memberships & Peer Reviews**

- Routledge Research, Taylor & Francis (reviewer)
- Corporate Communications - An International Journal (reviewer)
- Organizational Evolution and Dynamics OED (interdisciplinary research group), Sub-division Intangible Assets (leader)
- Euprera (European Public Relations Association) (member)
- ICA (International Communication Association), PR-division (member, reviewer)
- Finnish Economic History Association (member)
- NCA (National Communication Association) (member, reviewer)
- Silicon Valley Innovation Institute (SVII) (member)
- Silicon Vikings (member)
- Hallinnon tutkimuksen seura (Administration Research Association) (member)
- Tiedotustutkimus (Communication research) (member, reviewer)

- HS-Foundation (reviewer)
- Tampere University Press (reviewer)
- Viestinnän tutkimuksen päivät (Communication Research Seminar) (reviewer)

## **Publications**

### **Articles in refereed scientific journals**

- Luoma-aho, V. & Mäkikangas, M. (Forthcoming) "Does public sector merger (re)shape reputation? The International Journal of Public Sector Management
- Luoma-aho, V., Leppänen, M. & Uskali, T. (Forthcoming) "Errand Boy or Entrepreneur? Journalists' Expectations of Their Future Roles in Finland", Central European Journal of Communication
- Luoma-aho, V., Tirkkonen, P. & Vos, M. (forthcoming) Monitoring the issue arenas of the swine-flu discussion, Journal of Communication Management
- Luoma-aho, V., Olkkonen, L. & Lähteenmäki, M. (2013) "Expectation management for public sector organizations", Public Relations Review, 39(3), pp. 248-250.
- Tolvanen, K., Olkkonen, L. & Luoma-aho, V. (2013) "The Legitimacy of the Media Industry – What do Advertisers Expect?", Journal of Media Business Studies, Vol. 10., No. 2., pp. 17-37.
- Luoma-aho, V., Vos, M., Lappalainen, R., Lämsä, A.-M., Uusitalo, O., Maaranen, P. & Koski, A. (2012) Added value of intangibles for organizational innovation, Human Technology: An Interdisciplinary Journal on Humans in ICT Environments, 8(1), 7-23.
- Olkkonen, L. & Luoma-aho, V. (2011) "Managing mental Standards with Corporate Citizenship Profiles", Electronic Journal of Business Ethics and Organization Studies, 16(1), 13-20.
- Tirkkonen, P. & Luoma-aho, V. (2011) "Online authority communication during an epidemic", Public Relations Review, 37(1), 172-174.
- Paloviita, A. & Luoma-aho, V. (2010) "Recognizing definitive stakeholders in corporate environmental management", Management Research Review, 33(4), pp. 306-316.
- Luoma-aho, V. & Halonen, S. (2010) "Intangibles and Innovation: The role of communication in the innovation ecosystem, Innovation Journalism, 7(2), pp. 1-17.
- Tsetsura, K. & Luoma-aho, V. (2010) "Innovative Thinking or Distortion of Journalistic Values? How the Lack of Trust Creates Non-transparency in the Russian Media", Ethical Space: The International Journal of Communication Ethics, 7(4), 30-38.
- Luoma-aho, V. & Vos, M. (2010) "Towards a more dynamic stakeholder model: Acknowledging multiple issue arenas. Corporate Communications: An International Journal, 15(3), 315-331. Chosen as 2011 Emerald Literati Network "Highly Commended Paper".
- Luoma-aho, V. & Paloviita, A. (2010) "Actor-networking stakeholder theory for corporate communications", Corporate Communications: An International Journal 15(1), 47-69. Chosen as "Editor's Pick" for Emerald's Management First, Research you can use, Feb. 2010: "Corporate Communications: Playing the Devil's Advocate"
- Timonen, L. & Luoma-aho, V. (2010) "Sector-based corporate citizenship", Business Ethics, A European Review, 19(1), pp.1-13.
- Luoma-aho, V. & Vos, M. (2009) 'Monitoring the Complexities: Nuclear power and public opinion. Public Relations Review, 35, pp. 120-122.
- Ojala, J. & Luoma-aho, V. (2008) 'Stakeholder relations as Social Capital in Early Modern International Trade', Business History, 50(6), pp. 749 – 764.
- Luoma-aho, V. (2008). 'Sector reputation and public organizations'. International Journal of Public Sector Management 21(5), 446-467.
- Luoma-aho, V. (2007) 'Neutral reputation and public sector organizations', Corporate Reputation Review, 10(2), pp. 124-143.
- Luoma-aho, V. (2006) 'Lupa toimia – Julkisorganisaatioiden sidosryhmäsuhteet' (License to Operate – Stakeholder relations of Public Sector Organizations), Tiedotustutkimus, 29(3), 38-51.

### **Articles in refereed scientific edited volumes and in refereed scientific conference proceedings**

- Luoma-aho, V. (2013) "Corporate Reputation and the Theory of Social Capital", in Carroll, C. (Ed.) Handbook of Communication and Corporate Reputation, John Wiley & Sons, Inc. pp. 279-290.
- Luoma-aho, V. (2011), "Skapes offentlig sektors omdomme av forventninger?", in Arild Wæraas, A., Byrkjeflot, H. & Angell, S.I. (eds.) (2011) Substans og Framtreden. Omdommehåndtering i offentlig sektor. Universitetsforlaget, Oslo, pp. 87-100.

- Luoma-aho, V. (2009). Bowling together - applying Robert Putnam's theories of community and social capital to public relations. In: Ihlen, O. & Fredriksson, M. (Eds.): *Social Theory on PR*, Routledge/Lawrence Erlbaum, pp. 231-251.
- Luoma-aho, V. (2008), "Making stakeholders, gaining legitimacy", In: Katajamäki, H., Koskela, M. & Isohella, S. (Eds.), *Reader- and User-Oriented Communication, Proceedings of the National Conference of Communication Studies 2007*, University of Vaasa: Selvityksiä ja raportteja 152, pp. 152-159. Available online: [http://www.uwasa.fi/materiaali/pdf/isbn\\_978-952-476-233-5.pdf](http://www.uwasa.fi/materiaali/pdf/isbn_978-952-476-233-5.pdf)
- Luoma-aho, V. & Ojala, J. (2007). "Maineen ja legitimaation lähettiläät. Humanistisen alan jatko-opiskelijat tulevaisuuden voimavarana" (Ambassadors of reputation and legitimacy. The doctoral students of Humanities as a Resource for the Future) In *Studies in Humanities*. Faculty of Humanities, University of Jyväskylä.
- Ojala, J., Hakoluoto, T., Hjorth, A. & Luoma-aho, V. (2006). "Hyvä paha sosiaalinen pääoma" (Good, bad, social capital) In Jokivuori, P., Latva-karjanmaa, R. & Ropo, A. (eds.) *Työelämän taitekohtia. Työpoliittinen tutkimus*, Työministeriö: Helsinki.

### Scientific monographs & Books published

- Luoma-aho, V. (2005). *Faith-holders as Social Capital of Finnish Public Organisations*. Jyväskylä Studies in Humanities 42. University of Jyväskylä. Available online: <https://jyx.jyu.fi/dspace/bitstream/handle/123456789/13456/9513922626.pdf?sequence=1>
- Luoma-aho, V. & Peltola, S. (eds.) (2006) *Public Organizations in Communication Society*. Department of Communication publications, University of Jyväskylä, Finland.

### Book Chapters

- Luoma-aho, V., Uskali, T., Heinonen, J. & Ainamo, A. (2011) *Corporate Reputation and the News Media in Finland. "Corporate Reputation and the Newsmedia"*, Edited by C. Carroll, Routledge: New York, pp. 36-61.
- Luoma-aho, V. (2010). *Lupa kasvaa: kansalaisesta kriitikoksi* (License to grow: from citizens to critics) In: Ojala, J., Eloranta, J. & Roiko-Jokela, H. (Eds.) *Monelta Kantilta* (From many points of view), Department of History & Ethnology, Jyväskylä University Press, pp. 297-306.
- Ojala, J. & Luoma-aho, V. (2008) *Sidosryhmäsuhteet liiketoiminnan sosiaalisena pääomana* merkantilismista globaalitalouteen (In Finnish: Stakeholder relations as corporate social capital from mercantilism to global economy), In Keskinen, J. & Teräs, K. (Eds.) *Luottamus, Sosiaalinen pääoma, Historia* (Trust, Social Capital, History). *Historia Mirabilis -sarja*, Turun Historiallinen seura, Gummerus: Jyväskylä, pp. 121-146.
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