

The First Scandinavian Conference on IS,  
Aalborg 20-22.8.2010

**Panel on Organizing and Performing  
research projects for engaged  
scholarship**

Virpi Kristiina Tuunainen,  
Aalto University School of Economics / **Aalto Service Factory**



**A**” **Engaged research @HSE/Aalto**

*Earlier:*

- Electronic Commerce Institute
- TEKES, EU,... projects
- Company specific projects

**Current:**

- Aalto Service Factory
  - Real-time Economy Program

# A” Aalto University - background

- Full merger between three Finnish universities in Jan 2010

Aalto University		
<b>Aalto School of Economics (ASE)</b> <ul style="list-style-type: none"><li>• around 4000 students, 500 employees</li><li>• founded 1911</li></ul>	<b>Aalto School of Art and Design (AAD)</b> <ul style="list-style-type: none"><li>• around 2000 students, 450 employees</li><li>• founded 1871</li></ul>	<b>Aalto School of Science and Technology (AST)</b> <ul style="list-style-type: none"><li>• around 15000 students, 3700 employees</li><li>• founded 1849</li></ul>

- The Aalto University focuses its research on major global issues, where new research environments often evolve into larger research programs or units through themes that require a cross-disciplinary approach.



Aalto Service Factory comprises an **open network** bringing together the service-related expertise of the three Aalto schools.

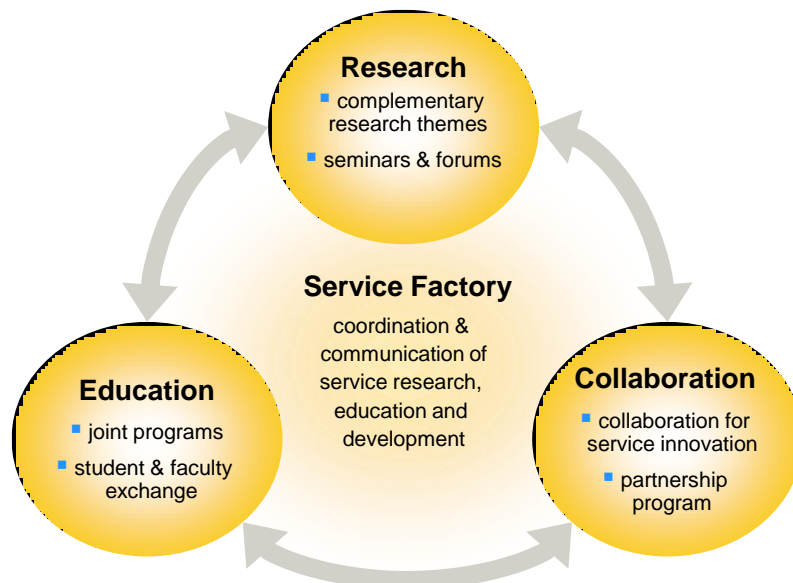


## What is Aalto Service Factory?

- The Aalto Service Factory combines the service-related expertise of the three Schools of the Aalto University: business, technology and design.
- It provides a platform for
  - collaboration across disciplines and supports influential research through thematic programs.
  - inspirational activities that incorporate multiple perspectives on service research and teaching.
- Its goal is to make
  - new research findings at the forefront of the science of service,
  - develop higher education of service professionals, and
  - have societal impact through collaboration between researchers, educators, companies and other organizations.

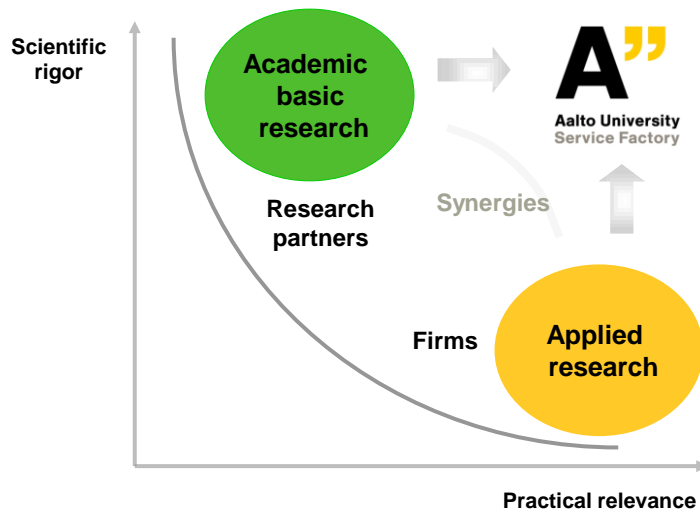


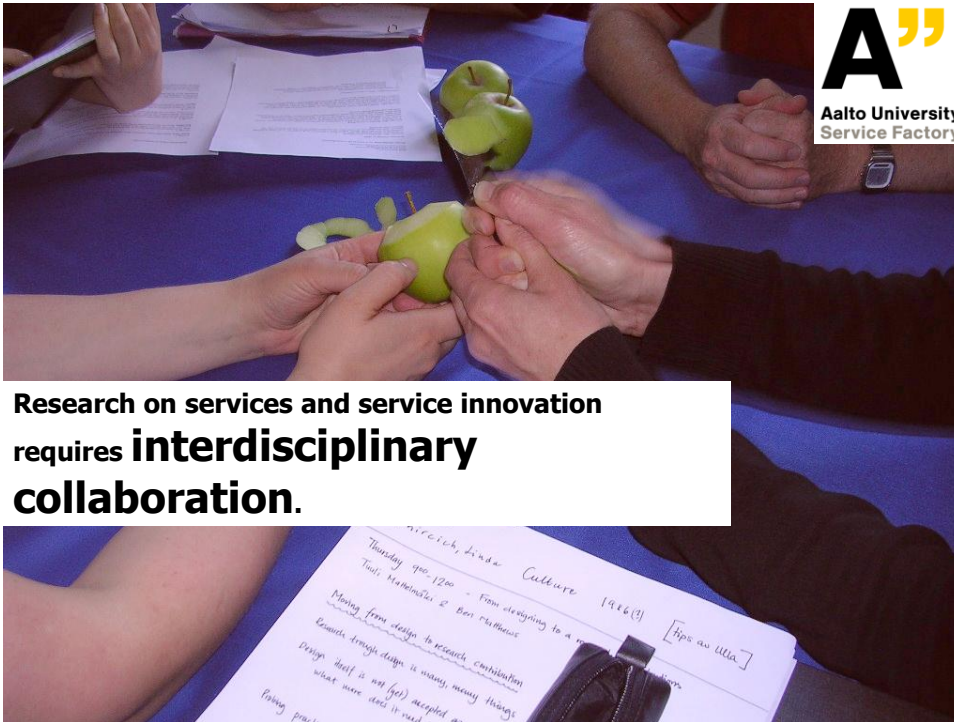
## Towards value co-creation





**A**” Research strategy





Research on services and service innovation requires **interdisciplinary collaboration.**



## Current areas of research supported

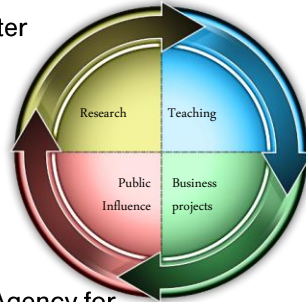
- **Service Modularity**
- **Future Retail Services**
- **Digital Service Innovation**
- **Service Design**
- **Well-being Services**

These areas include great research challenges focused in the respective Aalto Service Factory Thematic Groups



## Introduction to the RTE Program

- Aims at promoting technologies that enable a more real-time economy, processes and services
- Founded in collaboration with Tieto and Helsinki School of Economics (HSE)
- Real-Time Economy Competence Center
  - Research coordination
  - [www.hse.fi/rte](http://www.hse.fi/rte)
- Real-Time Economy Community
  - Online community, a social network and an idea-generation platform
  - <http://realtimeeconomy.net>
- Partly funded by the Finnish Funding Agency for Technology and Innovation (TEKES)



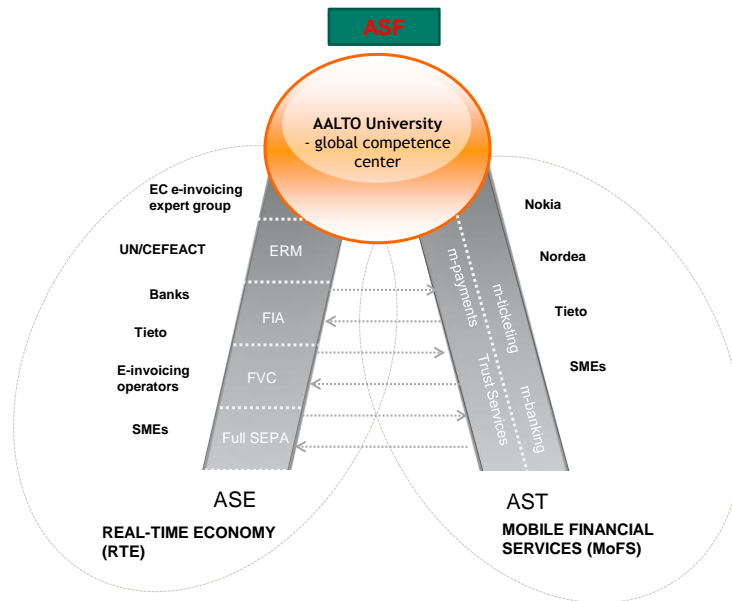
## RTE Projects

### RTE Projects 2006 - 2011:

- Full SEPA – E-payments and e-invoicing
- Full Value Chain (FVC) – Business process digitalization from electronic invoicing to other value chain processes
- Fully Integrated Accounting (FIA) – E-accounting, e-archiving and e-auditing
- Enterprise Risk Mitigation (ERM) – Risk management based on electronic financial administration



## A” Building the global competence center



## A” Some issues in organizing and performing research

From the perspective of ASF / RTE

- Great opportunities
- Tricky challenges

## A” Great opportunities

- Funding
  - Master’s theses and PhD students
  - Post-docs/coordinators
- Access to companies
  - Research ideas from companies (“2-directional research idea market place”)
  - Empirical data
  - Dissemination of / dialogue on the results
  - Possibility to involve practitioners also in teaching

## A” Tricky challenges (and some solutions)

- Finding the right people
  - Researchers (and supervisors or project managers) from ASE/AST/AAD or somewhere else?
  - Relevant companies/persons
    - for different projects
    - for ASF “corporate partnership program”
- Finding time
  - For academics to write academic publications
  - For practitioners to participate on meetings, seminars, interviews, reading results,...
- Different motivations and considerations for each
  - Academics’ reluctance / inability to “talk & write in business language”
  - Practitioners’ (unrealistic?) wishes



## QUESTIONS ?

[www.servicefactory.aalto.fi](http://www.servicefactory.aalto.fi)

[www.realtimeeconomy.net](http://www.realtimeeconomy.net)

**Virpi Kristiina Tuunainen, Director**  
virpi.tuunainen@aalto.fi, +358 50 589 7541

