

## Public outreach – Professor Hannele SEECK

### A) Keynotes, guest lectures and invited talks (selected)

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1. Chair and discussant on various seminars 2016-, M&O research seminars, University of Turku.
2. Professoriluento, inaugural lecture. Johtamisopit Suomessa -unohtuiko ihminen? 23.3.2016, University of Turku.
3. pre-examinor and opponent for PhD thesis of Tuomas Möttönen, May 2017, University of Jyväskylä, Faculty of Humanities and Social Sciences. Thesis Title: Growth Makers: The Founder Entrepreneurs in Finland from 1870 to 1990 (Kasvun tekijät: Tutkimus Suomen teollistumisen ajan perustajayrittäjistä 1870-1990)
4. Pre-examinor and opponent for MPhil thesis of Tuomas Möttönen, May 2015, University of Jyväskylä, Faculty of Humanities and Social Sciences. Thesis: Itsenäisyyden ajan vuorineuvokset: Tutkimus suomalaisten suuryritysjohtajien koulutuksesta ja urakehityksestä.
5. Discussant and opponent in the paper session Performativity, Ideology, Context at Annual Meeting of Academy of Management, Vancouver, August 7.–11.8.2015.
6. Presenter of commentary and discussant at roundtable on book entitled “Work book: The Return of the Professional” (Työkirja – ammattilaisen paluu), written by Keijo Räsänen and Marja-Liisa Trux. Work Research Conference (Työelämäntutkimuspäivät), University of Tampere, 9 November 2012.
7. Invited guest lecture: The historical development of management paradigms in Finland and abroad (Johtamisoppien historiallinen kehitys Suomessa ja maailmalla), National Defence University, degree programme for cadets, Basics of Leadership course, 6 November 2012. (approx. 200 students).
8. Invited guest lecture: Socio-technical paradigm (Sosiotekninen paradigma), Basics on Socio-technical Systems course, Aalto University, 24 September 2012.
9. Invited guest lecture: Management and development paradigms in Finland and abroad (Johtamis- ja kehittämisparadigmat Suomessa ja maailmalla), Basics on Socio-technical Systems course, Aalto University, 17 September 2012.
10. Keynote: New management paradigms: market rationalism and wellbeing management (‘Uudet johtamisopit: markkinarationalismi ja hyvinvointijohtaminen), Moves in Time management summit. The theme of the seminar was ‘Breaking boundaries – changes in management concepts’ (Ajassa liikkuu -johtamisen huippuseminaari. Seminaarin teemana Rajoja rikkomassa – johtamiskäsitykset murroksessa), University of Vaasa, Levón Institute, 5 September 2012.
11. Invited guest lecture: Management paradigms and the people behind them (Johtamisparadigmat ja henkilöt niiden taustalla), statutory degree programme for occupational psychologists, Finnish Institute of Occupational Health, 28 August 2012.
12. Invited guest lecture: Management paradigms and the people behind management theories (Johtamisparadigmat ja ihmiset johtamisteorioiden taustalla), Basics on Leadership course, National Defence University, degree programme for cadets, 6 October 2010 (approx. 200 students).
13. Invited presentation: Crisis management: theoretical model and practical tools (Kriisijohtaminen: teoreettisia malleja ja käytännön työkaluja), Ministry of Defence, 4 March 2010.
14. Invited guest lecture: Management paradigms (Johtamisparadigmat), Global Leadership course, Hanken MBA, 11 March 2010.
15. Invited guest lecture: Antecedents of innovativeness in organisations (Innovatiivisuuden edellytykset organisaatioissa), Aalto University/Helsinki University of Technology, 12 April 2010.
16. Invited presentation: Management paradigms: the management paradigm of the future? (Johtamisparadigmat: mikä on tuleva johtamisparadigma?), presentation for the Executive Group of the Finnish Institute of Occupational Health, 14 December 2009.
17. Invited guest lecture: Management paradigms (Johtamisparadigmat), Introduction to Advanced Studies, 1<sup>st</sup> Masters course in Military Science, National Defence University, 14 October 2009.
18. Keynote: Future management paradigms – the new models of welfare management (Tulevaisuuden johtamisopit – hyvinvointijohtamisen uudet mallit), You’re fired? – The Future of Work-Life, seminar, SEFE, 9 October 2009.
19. Invited guest lecture: Management paradigms and the people behind management theories (Johtamisparadigmat ja ihmiset johtamisteorioiden taustalla), Basics of Leadership course, National Defence University, 5 October 2009 (app. 200 students).
20. Invited guest lecture: Fads and fashions in Finnish organisational theory, KATAJA course on Organisation Theory, University of Jyväskylä, 30 September 2009.

21. Invited guest lecture: Organisation paradigms and leadership (Organisaatioparadigmat ja johtajuus), General Staff Officer course: Developing as a Leader, National Defence University, 3 September 2009.
22. Key note: Observing signs of danger to warn citizens (Vaaran merkkien havaitsemisesta kuntalaisten varoittamiseen), (together with H. Lavento), seminar on the results of Nokia water crisis research for interest groups and citizens, City of Nokia, 21 April 2009.
23. Keynote: Transformations in Finnish leadership? (Suomalaisen johtamisen murros?), for the Management Revolution event organised by Finnish Business and Policy Forum, EVA, 12 November 2008.
24. Invited guest lecture: Management and organisation theories: a historical perspective (Johtamis- ja organisaatioteoriat: historiallinen perspektiivi), Management and Leadership course organised by University of Turku and Psykonet, 7 November 2008.
25. Invited presentation: On the roots of decentralisation logic: Theories on organisational structure (Hajaannuttamisen logiikan juurista: Johtamisen rakenneteoriat), Occupational Health Exhibition (Työterveyspäivät), Helsinki Exhibition & Convention Centre, 23 October 2008.
26. Invited guest lecture: Crisis management and communication (Kriisijohtaminen ja -viestintä), degree programme on Information Security Management, Helsinki University of Technology, 26 August 2008.
27. Invited presentation: Problem and solution? – Management of social crises in public (Ongelma ja ratkaisu? – Yhteiskunnallisten kriisien johtaminen julkisuudessa), (together with S. Hakala), one of lecture series on Where Does School Violence Stem From – What Can We Do About It?, University of Helsinki/Open University, 12 June 2008.
28. Invited presentation/talk: Crises and communication: Management of societal crises in public (Kriisit ja viestintä: yhteiskunnallisten kriisien johtaminen julkisuudessa), (together with S. Hakala), 60<sup>th</sup> anniversary seminar of Leif Åberg, May 2008.
29. Keynote/invited presentation: Entrepreneur communities: Manifestations of creative and innovative culture (Yrittäjäyhteisöt: Luovan ja innovatiivisen kulttuurin ilmentymiä), (together with A. Laakso), Yrittäjäyhteisö Osasto, 21 March 2008.
30. Keynote/invited talk: Does bureaucracy play a part in crises? (Onko byrokratialla osuutta kriisissä?), ProCom, 13 March 2008.
31. Adjunct Professor's lecture: Management paradigms (Johtamisparadigmat), University of Helsinki, 14 February 2008.
32. Invited presentation: The processes of doctoral dissertation work (Väitöskirjatyöskentelyn prosessit), Tohtoriklinikka, Department of Media and Communications, University of Helsinki, 29 January 2008.
33. Invited guest lecture: Management and organisation theories: a historical perspective (Johtamis- ja organisaatioteoriat: historiallinen perspektiivi), Management and Leadership course organised by University of Turku and Psykonet, 3 November 2008.
34. Invited guest lecture: Antecedents of innovativeness (Innovatiivisuuden edellytykset), Innovation Seminar, Helsinki School of Economics, 2 May 2007.
35. Invited guest lecture: Innovative work organisations, Human Resources Development course, Helsinki School of Economics, 27 April 2007.
36. Keynote: Crises, management and publicity (Kriisit, johtaminen ja julkisuus), launch event for publication of the work Crises and Communication: Management of Societal Crises in Public.
37. Invited presentation: Instructions for communication: perspectives and comments (Viestinnän ohjeet: näkökulmia ja kommentteja), working group developing instructions for communication during crises and exceptional circumstances, KRIVO, Prime Minister's Office, 13 February 2007.
38. Keynote: Innovativeness in work organisations (Innovatiivisuus työorganisaatioissa), customer event, Finnish Institute of Occupational Health, 23 October 2006.
39. Keynote: Innovativeness in work organisations (Innovatiivisuus työorganisaatioissa), Quality Centre, Finnish Institute of Occupational Health, 28 September 2006.
40. Invited corporate presentation: Supporting innovativeness & wellbeing (together with M. Parzefall), 29 May 2006.
41. Invited corporate presentation: Innovations and innovators (together with M. Parzefall), 21 June 2006.
42. Invited guest lecture: New trends and themes in organisation theories (Organisaatioteorioiden uusia suuntauksia ja teemoja), Modern Trends in Communication lecture series, Department of Media and Communications, University of Helsinki, 19 April 2006.
43. Invited presentation: Instructions for communication during crises: the VISA model (Kriisiviestinnän ohjeet: VISA-malli), workgroup developing instructions for communication during crises and exceptional circumstances, KRIVO, Prime Minister's Office, 6 March 2006.
44. Invited corporate presentation: Supporting innovativeness & wellbeing (together with M.

- Parzefall), 17 February 2006.
45. Invited presentation: Research on communication in a crisis: the tsunami – once more (Kriisiviestinnän tutkimus: tsunami -vielä kerran), (together with S. Hakala and U. M. Kivikuru), seminar on governmental communication during crises organised by Prime Minister's Office, 7 February 2006.
  46. Invited corporate presentation: Supporting innovativeness & wellbeing (together with M. Parzefall), 27 January 2006.
  47. Invited presentation: Information flow and communication in the Asian tsunami crisis (Tiedonkulku ja viestintä Aasian hyökyaaltokatastrofissa), Year after the Tsunami seminar, an event organised by Advisory Board for Defence Information, House of the Estates, Helsinki, 14 December 2005.
  48. Invited corporate presentation: Power and control in contemporary organisations: a historical perspective, 24 November 2005.
  49. Invited presentation: Government communication 2007 project results: strategic communication (Valtionhallinnon viestintä 2007 -hanke: strateginen viestintä), Ministry of the Environment, 3 November 2005.
  50. Invited presentation: Information flow and communication in the Asian tsunami crisis (Tiedonkulku ja viestintä Aasian hyökyaaltokatastrofissa), University of Helsinki / Palmenia Centre for Continuing Education, Lahti, 11 October 2005.
  51. Invited presentation: The effectiveness of communication (Viestinnän vaikuttavuus), Ministry of the Environment, SYKE, 5 October 2005.
  52. Invited presentation: Measuring communication, for the Nordic Environmental Publicists seminar (Sammankomst för Nordiska miljö informaförer seminar), Ministry of the Environment, 14 -16 September 2005.
  53. Invited presentation: Information flow and communication in the Asian tsunami crisis– research results and conclusions (Tiedonkulku ja viestintä Aasian hyökyaaltokatastrofissa – tutkimuksen tuloksia ja johtopäätöksiä), meeting of the Advisory Board for Defence Information, Parliament of Finland, 22 September 2005.
  54. Invited presentation: Results of the Information flow and communication in the Asian tsunami crisis study (Tiedonkulku ja viestintä Aasian hyökyaaltokatastrofissa -tutkimuksen tuloksia), meeting of ministry communications managers, Prime Minister's Office, 20 June 2005.
  55. Keynote at press conference organised by Prime Minister's Office on Information flow and communication in the Asian tsunami crisis (Tiedonkulku ja viestintä Aasian hyökyaaltokatastrofissa) study, House of the Estates, Helsinki, 15 June 2005.
  56. Invited guest lecture: Theories of management and organisations – a historical perspective. University of Helsinki, 11 February 2005.

## **B) Media visibility (selected)**

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57. Long interview: In the eye of the storm (Myrskyn silmässä). Edita 150th anniversary magazine, written by Mikko Taivainen. Edita press.
58. Long interview: Innovations are created by managing people (Innovaatiot syntyvät ihmisiä johtamalla). Työ Terveys Turvallisuus 2/2010, written by Minna Seppä.
59. Long interview: The most important aspect of workplace crisis is interaction (Työpaikan kriisissä tärkeintä on kohtaaminen). Prima 2/2009, in the Future Operator/Leader series, written by Katariina Lampinen.
60. Long interview: Leadership and communication are emphasised in crises (Kriiseissä korostuvat johtaminen ja viestintä). Työ Terveys Turvallisuus 1/2009, written by Sulevi Pellinen.
61. Academic masters and servants (Akateemiset herrat ja rengit). Yliopisto-lehti 9/2009, written by Mikko Puttonen.
62. Long interview: Bringing humans into focus from among the isms (Ihminen esille ismien keskeltä). Telma 2/2009, written by Tiina Ruulio.
63. News coverage of the study of the handling of the Asian Tsunami crisis in Finland (Huhtala [SEECK] et al. 2005): This research was reported extensively over several days (with special extra separate sections and supplement devoted to it) in almost all the main national newspapers and tabloids, for example in the following ways:
64. Media other than print: Live TV broadcast of presentation of research results at hour-long press conference on main national channel (YLE 1) 15.6.2005.
65. Interviewed for all the main TV channels' news, 15.6.2005.
66. Interviewed for the main radio news, 15.6.2005.
67. Research: The Asian tsunami crisis was also a communications crisis (Tutkimus: Aasian hyökyaaltokatastrofi oli myös tiedonkulun kriisi). Press release 195/2005, Finnish Government

Communications Unit, 15 June 2005.

68. New research shows that the Asian tsunami disaster was also a communications crisis. LSE Sociology Research News 2005, no 4, issue 1.
69. The government was sent to practice crisis communication (Valtionhallinto passitettiin harjoittamaan kriisiviestintää). Turun Sanomat, 16 June 2005, written by Raisa Korkki.
70. Authority communication in the tsunami was filled with bureaucracy (Viranomaisten tsunamiviestintä byrokraattista). Verkko uutiset, 15 June 2005, written by Pete Pakarinen.
71. The tsunami gave a tragic lesson on the shortcomings of disaster response capacity (Tsunami oli traaginen opetus katastrofivalmiuden puutteista). Editorial, Helsingin Sanomat, 16 June 2005.
72. Ahtisaari: Everyone who could be saved was saved (Ahtisaari: Kaikki jotka olivat pelastettavissa, pelastettiin). In the separate Tsunami Report section, Helsingin Sanomat, 16 June 2005, written by Merja Ojansivu.
73. Information coming from citizens was not taken seriously (Kansalaisilta tullutta tietoa ei otettu todesta). In the separate Tsunami Report Section, Helsingin Sanomat, 16 June 2005, written by Hanna Eriksson.
74. A lot to learn (Paljon opiksi otettavaa). Editorial, Iltalehti, 16 June 2005.
75. A report lists the mistakes made by authorities (Raportti listaa viranomaisten virheet). Evening Magazine extra: in the separate Tsunami Report Section, 16 June 2005, written by Pauli Reinikainen.
76. Mass communication resulted in chaos (Massaviestit loivat kaaosta). Ilta-Sanomat: in the separate Tsunami Report Section, 16 June 2005, written by Juha-Pekka Tikka.
77. Preparedness to help in a tsunami was inadequate (Tsunami-auttamisen valmius oli puutteellinen). Uutislehti 100, 16 June 2005.
78. Conditional absolution (Ehdollinen synninpäästö). Editorial, Ilta-Sanomat, 16 June 2005.
79. "The citizen became the publicist" ("Kansalaisesta tuli tiedottaja"). Helsingin Sanomat, 17 December 2005.
80. In addition, news coverage in e.g. Kouvolan Sanomat, Satakunnan kansa, Apu, Turun Sanomat, Kansan Uutiset and Etelä-Suomen Sanomat.
81. News coverage of research on Crisis management and communications: the case of Nokia city water crisis (SEECK et al. 2008). for example: Press release/University of Helsinki: The first extensive study on the Nokia water crisis has been completed (Tiedote/Helsingin yliopisto: Ensimmäinen laaja tutkimus Nokian vesikriisistä on valmistunut). STT, 17 November 2008.
82. Communications study: Communication in the Nokia water crisis failed (Viestintätutkimus: Nokian vesikriisin viestintä takkuili). Nelosen uutiset, 17 November 2008.
83. Study: Communication in the Nokia water crisis failed (Tutkimus: Nokian vesikriisin tiedotus tökki). MTV3, 17 November 2008.
84. The first extensive study on the Nokia water crisis has been completed (Ensimmäinen laaja tutkimus Nokian vesikriisistä on valmistunut). Poliklinikka.fi, 17 November 2008.
85. Crisis management requires quick communication. (Kriisijohtaminen vaatii nopeaa viestintää). Kunnat.net: centre for municipal information, 17 November 2008.
86. Communication in the Nokia water crisis failed (Nokian vesikriisin viestintä takkuili). Iikka, 17 November 2008.
87. Communication in the Nokia water crisis failed (Nokian vesikriisin tiedotus ontui). YLE Text TV, 17 November 2008.
88. Study: Communication in the Nokia water crisis failed miserably (Tutkimus: Nokian vesikriisin tiedotus ontui pahasti). YLE uutiset, 17 November 2008.
89. Different means of communication were introduced too late during the water crisis (Eri viestintäkanavat otettiin vesikriisissä käyttöön liian hitaasti). Nokian Uutiset, 17 November 2008.
90. Communication in the Nokia water crisis failed (Nokian vesikriisin viestintä takkuili). Iltalehti, 17 November 2008.
91. Communication in the water crisis failed miserably (Vesikriisin tiedotus tökki pahoin). YLE Tampere Radio, 17 November 2008.
92. Communications study: Communication in the Nokia water crisis failed (Viestintätutkimus: Nokian vesikriisin viestintä takkuili). Keskisuomalainen, 18 November 2008.
93. Communication in the Nokia water crisis failed (Nokian vesikriisin viestintä takkuili). Kaleva, 18 November 2008.
94. What we learned from the Nokia water crisis: communicate immediately (Nokian vesikriisin opetus on tiedottaa ongelmista heti). Kainuun Sanomat, 18 November 2008.
95. Communication in the Nokia water crisis criticised (Nokian vesikriisin tiedottamiselle huutia). Valkeakosken Sanomat, 18 November 2008.
96. A study published on the Nokia water crisis (Nokian vesikriisistä julkaistiin tutkimus). Kouvolan Sanomat, 18 November 2008.

97. Nokia learned to take its citizens seriously (Nokia oppi ottamaan asukkaat tosissaan). Aamulehti, 18 November 2008.
98. Nokia did act, in theory (Nokia kyllä toimi, teoriassa). Aamulehti, 19 November 2008.
99. Sped up by the water crisis (Vesikriisi vauhditti). Pirkanmaan Sanomat, 20 November 2008.
100. Communication failure also ruined crisis management (Viestinnän epäonnistuminen pilasi myös kriisijohtamisen). Nokian Uutiset, 19 November 2008.
101. In addition, news coverage in e.g. Kansan Uutiset, Lapin kansa, Salon Seudun Sanomat, Kymen sanomat, Forssan Lehti, Keski-Uusimaa, Länsi-Suomi, Uutispäivä Demari, Hämeen Sanomat, Pohjalainen.
102. Media other than print: Interviews on radio. 19- 20 November 2008.
103. Longer articles written on the book Management Ideas in Finland (SEECK, 2008, 2009, 2012): History of management paradigms (Johtamisoppien historiaa). Pasi Pyöriä / Yhteiskuntapolitiikka 74:1 (2009).
104. Whose songs are you singing? (Kenen lauluja laulat). Pekka Virolainen / Maine 57 (2008).
105. One management paradigm after another (Johtamisoppeja kerrakseen). Raija Hallikainen / Tekniikka & Talous (2008) 40.
106. Finland leads with import ideas (Suomi johtaa tuontiaatteilla). Hanna Rajalahti / Talouselämä, 26 August 2008.
107. Wellbeing management – the new management paradigm (Hyvinvointijohtaminen – johtamisen uusi paradigma). Antti Hautamäki / Kestävä innovaatio, 12 July 2009.
108. History to understand the present (Historiaa nykyisyyden ymmärtämiseksi). Aarno Vehviläinen / Fakta 31, October 2008.
109. Recent work of nonfiction reveals what kind of management paradigms Finnish companies have used and still use (Uusi tietokirja selvittää, millä opeilla yrityksiä Suomessa on johdettu ja johdetaan). HYY Group 2008.
110. Management paradigms in Finland — From Taylorism to innovation theories (Johtamisopit Suomessa — taylorismista innovaatioteorioihin). Partus 2009.
111. Management paradigms in Finland. From Taylorism to innovation theories (Johtamisopit Suomessa. Taylorismista innovaatio-teorioihin). Wiio Group 2009.
112. News coverage of special issue of Work and People (Työ ja ihminen) 37 entitled Workplace Crisis and Management: The Contribution of Crisis Management Models (SEECK, 2009, editor.)
113. Crises require active leadership and communication (Kriisit vaativat aktiivista johtamista ja viestintää). Press release 27/2009, Finnish Institute of Occupational Health.
114. Help, there's a crisis brewing in our company! (Apua, firmassamme kytee kriisi!) . www.fakta.fi, 13 May 2009.
115. Boss, are we experiencing co-determination? (Pomo, onko yt meneillään?) www.uusitoimisto.net, 12 May 2009.
116. A package helps in separation crises (Paketti auttaa erokriisissä). Written by Pekka Lähteenmäki/ Talouselämä, June 2009.
117. Book presentation (Kirjaesittely). Telma, 2/2009, p. 64.
118. Crises require active leadership and communication. Kauppalehti, 12 May 2009.
119. Long articles written on the book Crisis and Communication: Management of Social Crises in Public (Huhtala [SEECK] & Hakala, 2007):
120. Crises need solutions and communication (Kriisi tarvitsee ratkaisuja ja viestintää). Written by Minttu Tikka, Work and People (Työ ja ihminen) 37, Helsinki, Finnish Institute of Occupational Health, 2009.
121. Bureaucracy hinders communication during crisis (Byrokratia viestii kriisissä kankeasti), written by Erkki Karvonen 2008. Published in Aamulehti in Torstaivieras section, 14 February 2008.
122. Long articles written about the book The Emancipated Worker? (Huhtala [SEECK], 2004):
123. Self-management is making its arrival (Itsejohtaminen tekee tuloaan). Written by Katja Alaja / Tekniikka & Talous, August 2005.
124. From external control to self-management (Ulkoisesta kontrollista itsejohtamiseen). Työ Terveys Turvallisuus 1/2005, written by Susanna Kaaja.
125. The Emancipated Worker? A Foucauldian Study of Power, Subjectivity and Organising in the Information Age. LSE Press and Information Office, 2004.