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Ph.D. (Marketing)

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Mari Suoranta is Assistant Professor of growth venturing in the School of Business and Economics at University of Jyväskylä, Finland. She holds a Ph.D. in Marketing. Before devoting to an academic career, in 2002, Ms. Suoranta held junior positions in marketing at Nokka Group, an entrepreneurial forestry and logging machinery manufacturer, in Finland, and the Mercedes Benz division of DaimlerChrysler, in Germany.

Since 2004, Dr. Suoranta has been heavily involved with on-going curriculum development and coordination for PhD programs of the School of Business and Economics. In 2006, she was appointed as founding Program Director of the Technology Business and Human Business study programs, which builds on problem based learning. The interdisciplinary business studies programs are tailored and offered to students interested in new venture activities and majoring in Information Technology, Natural Sciences or Humanities, Social Sciences, Education, Sports. The study programs is aimed at creating an innovative, international multi-stakeholder “Living Lab” platform by bringing business closer to studies and researchers closer to businesses. Within the study programs, Dr. Suoranta is responsible for the following courses: Business Competence, Entrepreneurial Marketing, Innovations and Technology Transfer, and Productisation.

In 2008 she worked 5 months as a visiting postdoctoral scholar at the Center for Entrepreneurship & Technology at UC Berkeley (USA). Originally, Dr. Suoranta’s research focused on innovation adoption and diffusion in the context of mobile and electronic services, as well as e-consumer behavior. Her current research interests include business creation and venture growth, especially the role and patterns of marketing in technology-based firms, as well as entrepreneurial marketing. Her work has been published, for example, in the International Journal of Management and Decision Making and the Journal of Financial Services Marketing, and presented at various international conferences such as European Academy of Marketing Conference, AMA Educators’ Conference, Academy of Marketing Conference, ICSB World Conference, and UIC Research Symposium on Marketing and Entrepreneurship. She is a member of Academy of Marketing (UK) SIG Entrepreneurial and Small Business Marketing and European Council for Small Business and Entrepreneurship.