

JYU for YOU E03

1

00:00:00,160 --> 00:00:04,790

[Irfan] You're getting like this huge
pool of people, intellectuals,

2

00:00:04,790 --> 00:00:09,421

academics, industry experts...

[Alina] All thanks to one e-mail to the

3

00:00:09,421 --> 00:00:10,559

correct person.

4

00:00:11,320 --> 00:00:14,160

[Irfan] Did anybody help you with all
the job applications?

5

00:00:14,200 --> 00:00:19,360

[Alina] No, I was alone by myself as a
strong independent woman.

6

00:00:19,760 --> 00:00:21,080

[Irfan] I was waiting for that statement.

7

00:00:21,400 --> 00:00:23,200

We're going to use it in the short as clickbait.

8

00:00:24,160 --> 00:00:25,040

[Alina] I mean, come on.

9

00:00:25,040 --> 00:00:28,467

The primary purpose of any degree is to give you the

10

00:00:28,467 --> 00:00:28,920

skills.

11

00:00:29,760 --> 00:00:33,212

Obviously, without the skills that I got from my master's, I

12

00:00:33,212 --> 00:00:36,320

would not be able to do what I'm
doing now at my job.

13

00:00:47,040 --> 00:00:49,680

[Irfan] Terve ja tervetuloa! Welcome to
the JYU for YOU podcast.

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00:00:49,720 --> 00:00:52,560

My name is Irfan Durmić and I'm
your host with the most glasnost.

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00:00:52,880 --> 00:00:55,661

In today's jam packed episode,
we're going to have a

16

00:00:55,661 --> 00:00:59,020

conversation with a PhD student
from JSBE, Alina Arti, who also

17

00:00:59,020 --> 00:01:02,274

graduated from the international
Master's degree programme in

18

00:01:02,274 --> 00:01:05,686

digital marketing and corporate
communication, where she wrote a

19

00:01:05,686 --> 00:01:08,835

very successful thesis that
we're going to discuss a little

20

00:01:08,835 --> 00:01:09,360

bit today.

21

00:01:09,760 --> 00:01:12,937

But we're also going to discuss
that big topic that everybody is

22

00:01:12,937 --> 00:01:13,720

wondering about.

23

00:01:14,120 --> 00:01:17,527

What do you do when you arrive
to Finland in order to maximise

24

00:01:17,527 --> 00:01:18,880

your chances for success?

25

00:01:19,240 --> 00:01:21,680

And how do you find a job in

Finland?

26

00:01:22,200 --> 00:01:24,455

To learn more about these

topics, join us for a little

27

00:01:24,455 --> 00:01:25,440

conversation with Alina.

28

00:01:25,640 --> 00:01:25,920

Cheers.

29

00:01:25,920 --> 00:01:28,840

Let's go with this.

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00:01:29,800 --> 00:01:32,560

OK, Alina: oletko valmis?

[Alina] Olen.

31

00:01:32,880 --> 00:01:34,320

[Irfan] Are you ready?

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00:01:34,320 --> 00:01:36,160

[Alina] I am.

[Irfan] Bist du Bereit?

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00:01:37,400 --> 00:01:39,080

[Alina] I do not know what language it
is.

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00:01:39,120 --> 00:01:39,400

[Irfan] OK.

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00:01:39,400 --> 00:01:40,160

That was German.

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00:01:40,160 --> 00:01:43,122

I'm trying to come up with

like some creative ways for

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00:01:43,122 --> 00:01:46,396

everybody at the beginning of a
podcast, but at some point the

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00:01:46,396 --> 00:01:47,800

creativity just disappears.

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00:01:48,160 --> 00:01:50,720

I think I'm like presidents in a
in a debate.

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00:01:51,040 --> 00:01:54,141

I think I start off weak, but
then progressively it gets a

41

00:01:54,141 --> 00:01:54,720

little bit...

42

00:01:55,560 --> 00:01:58,480

[Alina] You can ask ChatGPT.

[Irfan] For beginning...

43

00:01:58,640 --> 00:02:01,520

Yeah, but it's... They haven't
implanted that chip for me.

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00:02:01,520 --> 00:02:03,440

I'm still waiting for Elon Musk
to deliver it.

45

00:02:03,800 --> 00:02:05,200

[Alina] You can do it in advance.

46

00:02:05,640 --> 00:02:09,828

[Irfan] Oh, sooner or later there's like...
Maybe one day our AI department

47

00:02:09,828 --> 00:02:11,440

will come up with a chip.

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00:02:11,440 --> 00:02:14,040

They're going to make a special

one just just for the podcast.

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00:02:14,480 --> 00:02:16,080

But seriously, how are you doing?

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00:02:16,080 --> 00:02:16,760

How's life treating you?

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00:02:17,720 --> 00:02:19,280

[Alina] Life is good.

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00:02:20,400 --> 00:02:23,680

We have already discussed
weather prior to the recording.

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00:02:23,680 --> 00:02:26,966

But yeah, to the people who are
listening to us, it's finally

54

00:02:26,966 --> 00:02:27,920

summer in Finland.

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00:02:27,920 --> 00:02:28,520

So.

56

00:02:28,720 --> 00:02:30,960

And when the sun is shining,
life is better.

57

00:02:32,200 --> 00:02:33,280

[Irfan] Sun is shining.

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00:02:33,480 --> 00:02:37,371

So question, what's more
important to you, that it's warm

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00:02:37,371 --> 00:02:41,262

or the fact that you have
sunlight basically from what is

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00:02:41,262 --> 00:02:44,079

it nowadays from like 3:00 AM to
3:00 AM?

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00:02:44,840 --> 00:02:50,710

[Alina] Oh yeah, well I have blackout
curtains so I'm living normal

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00:02:50,710 --> 00:02:51,200

life.

63

00:02:51,200 --> 00:02:55,118

I just close them when I'm going
to sleep and open them when I'm

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00:02:55,118 --> 00:02:55,480

awake.

65

00:02:55,800 --> 00:02:58,120

And the problem with the
light is solved.

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00:02:58,120 --> 00:02:59,560

So yeah.

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00:02:59,600 --> 00:03:01,000

[Irfan] But doesn't it sometimes just leave
you tempted?

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00:03:01,000 --> 00:03:04,105

Like I just get incredibly
fascinated because I grew up in

69

00:03:04,105 --> 00:03:07,363

an area of the world where, you
know, the longest we would have

70

00:03:07,363 --> 00:03:08,279

light was 9:00 PM.

71

00:03:08,880 --> 00:03:12,092

And then here it's, it feels
like it's daytime at 9:00 PM and

72

00:03:12,092 --> 00:03:13,440

It just immediately tempts me.

73

00:03:13,440 --> 00:03:17,132

I want to just go on a walk,
enjoy the nature and also just,

74

00:03:17,132 --> 00:03:20,825

you know, I, I think it's maybe
the body's way of trying to

75

00:03:20,825 --> 00:03:24,336

recover all the vitamin D that
wasn't accepted during the

76

00:03:24,336 --> 00:03:24,759

winter.

77

00:03:25,160 --> 00:03:27,000

[Alina] I'm, I'm pretty sure
that's the thing.

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00:03:27,000 --> 00:03:30,714

But for me it's the opposite
because I was born even further

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00:03:30,714 --> 00:03:31,080

north.

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00:03:31,640 --> 00:03:35,698

So when I was a kid, for me, it
was weird that that in some

81

00:03:35,698 --> 00:03:39,892

parts of the world when we go
travelling, there is like it is

82

00:03:39,892 --> 00:03:40,839

dark at night.

83

00:03:40,840 --> 00:03:42,720

I'm just like, what the...

Why?

84

00:03:44,000 --> 00:03:49,766

Seriously, that's... It took me
some time to accept that like in

85

00:03:49,766 --> 00:03:51,440

not in all places.

86

00:03:51,440 --> 00:03:53,000

There are white nights.

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00:03:54,400 --> 00:03:56,000

[Irfan] That must have been a
disappointment for you then.

88

00:03:57,080 --> 00:03:59,680

[Alina] Yeah, I do not remember.

89

00:03:59,840 --> 00:04:03,240

But now I'm just like, it is
sometimes weird.

90

00:04:03,240 --> 00:04:07,072

I've been to Portugal recently
and there, of course, it's not

91

00:04:07,072 --> 00:04:08,000

light at night.

92

00:04:08,640 --> 00:04:10,480

And the first day I was like,
what?

93

00:04:11,200 --> 00:04:11,680

Why?

94

00:04:11,800 --> 00:04:13,680

So like it takes time to adjust.

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00:04:13,680 --> 00:04:15,400

And yeah, blackout curtains.

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00:04:15,400 --> 00:04:16,400

Highly recommended.

97

00:04:16,520 --> 00:04:17,040

[Irfan] Oh, yeah.

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00:04:17,040 --> 00:04:19,940

That's one of the first things
that I got when I arrived to

99

00:04:19,940 --> 00:04:22,793

Finland because I got
here still in August and I

100

00:04:22,793 --> 00:04:25,887

realised, OK, I'm not going to
be able to... [Alina] Well, in August,

101

00:04:25,887 --> 00:04:27,000

It's not that light anymore.

102

00:04:27,120 --> 00:04:29,440

[Irfan] But it still kind of is,
you know, it was like 10/11 PM.

103

00:04:29,440 --> 00:04:30,680

[Alina] Well, true, true.

104

00:04:30,920 --> 00:04:32,560

[Irfan] Which is still, you know, late enough.

105

00:04:33,000 --> 00:04:37,565

But you said you grew up with This... [Alina] This type of

106

00:04:37,565 --> 00:04:40,880

weather conditions and the light conditions.

107

00:04:40,880 --> 00:04:41,520

Yes, I did.

108

00:04:41,760 --> 00:04:43,480

[Irfan] So where did this journey begin?

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00:04:43,520 --> 00:04:44,360

You said up north.

110

00:04:44,600 --> 00:04:46,560

So you're farther north than
Jyväskylä.

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00:04:46,760 --> 00:04:47,120

[Alina] Yeah.

112

00:04:47,240 --> 00:04:47,520

Yeah.

113

00:04:47,520 --> 00:04:51,377

I was born in the city close to
Finnish border, like 30

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00:04:51,377 --> 00:04:52,480

kilometres away.

115

00:04:53,360 --> 00:04:53,960

Yeah.

116

00:04:53,960 --> 00:05:00,684

And it's pretty much the same

type of weather, nature and

117

00:05:00,684 --> 00:05:01,960

everything.

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00:05:01,960 --> 00:05:05,735

So for me, Finland, when I moved
here, wasn't a surprise or

119

00:05:05,735 --> 00:05:09,762

anything because, like, this is
something I grew up with...

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00:05:09,762 --> 00:05:12,280

[Irfan] In the terms of the climate
and the weather...

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00:05:12,440 --> 00:05:13,920

[Alina] Yeah, yeah, yeah,
yeah, yeah.

122

00:05:13,920 --> 00:05:18,806

Like in in terms of how, I don't
know, the forest looks like how

123

00:05:18,806 --> 00:05:20,160
the air feels and.

124

00:05:20,200 --> 00:05:23,120
And like, how much sunlight do
you get.

125

00:05:24,000 --> 00:05:24,120
[Irfan] OK.

126

00:05:24,440 --> 00:05:27,160
So how does the journey begin
for you?

127

00:05:27,160 --> 00:05:28,760
Why did you end up in Finland?

128

00:05:29,840 --> 00:05:35,744
[Alina] Yeah, so the because the city

where I was born, the town where

129

00:05:35,744 --> 00:05:41,367

I was born was so close to
Finland, many of my friends were

130

00:05:41,367 --> 00:05:46,709

moving here for studies, for
education, for better life,

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00:05:46,709 --> 00:05:49,240

whatever that term entails.

132

00:05:49,760 --> 00:05:54,092

And, yeah, there was an idea
that maybe I can go and try

133

00:05:54,092 --> 00:05:58,576

myself somewhere else, maybe
there that will bring me more

134

00:05:58,576 --> 00:05:59,640

opportunities.

135

00:06:00,280 --> 00:06:06,625

And yeah, a friend of mine, she
applied to high school in

136

00:06:06,625 --> 00:06:09,360

Finland a year before me.

137

00:06:09,360 --> 00:06:12,240

And then she was like, yeah, why
don't you come?

138

00:06:12,240 --> 00:06:13,240

And I was like, why don't you?

139

00:06:13,240 --> 00:06:15,240

I come, yeah, let's try.

140

00:06:15,240 --> 00:06:21,680

And I was 16 or 15 back then, so
I didn't think much.

141

00:06:22,480 --> 00:06:23,680

Obviously I didn't.

142

00:06:23,680 --> 00:06:26,240

I was like, yeah, let's give it
a try.

143

00:06:26,800 --> 00:06:29,680

And here I am 10 years later.

144

00:06:29,840 --> 00:06:33,680

[Irfan] That's pretty daring to move to...

Did you like permanently move?

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00:06:34,200 --> 00:06:39,264

[Alina] Well, I obviously travelled back
and forth because I was studying

146

00:06:39,264 --> 00:06:44,098

at the same time in school in
Russia and at school in Finnish,

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00:06:44,098 --> 00:06:46,400

in Finnish city or in Finland.

148

00:06:46,880 --> 00:06:47,360

Yes.

149

00:06:47,800 --> 00:06:51,360

So I travelled, I travelled back
and forth and it was like 2014.

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00:06:51,360 --> 00:06:52,360

It was easy to do.

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00:06:52,360 --> 00:06:52,600

[Irfan] OK, good.

152

00:06:53,480 --> 00:06:53,800

[Alina] Yeah.

153

00:06:53,840 --> 00:06:54,120

[Irfan] So.

154

00:06:54,120 --> 00:06:57,192

So wait, did you actually do the
school in, schooling in Finnish

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00:06:57,192 --> 00:06:58,200

or was it in English?

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00:06:58,200 --> 00:06:59,440

[Alina] It was in English, yeah.

157

00:06:59,440 --> 00:07:02,800

I have never studied in Finnish.

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00:07:03,160 --> 00:07:07,989

I like the high school, the
bachelor degree, master's, PhD,

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00:07:07,989 --> 00:07:09,760

everything in English.

160

00:07:09,880 --> 00:07:10,240

[Irfan] Oh, cool.

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00:07:10,680 --> 00:07:13,800

And so you're already giving us
an overview of like, yeah, yeah.

162

00:07:13,800 --> 00:07:14,000

I've.

163

00:07:14,080 --> 00:07:16,734

I've gotten pretty advanced when
it comes to my education, but

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00:07:16,734 --> 00:07:18,040

we're going to go step by step.

165

00:07:18,640 --> 00:07:23,000

So you went to high school in
Finland, I'm assuming lukio.

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00:07:23,320 --> 00:07:23,720

[Alina] Yeah.

167

00:07:23,720 --> 00:07:26,200

It like, well, high school in
Finland is called lukio.

168

00:07:26,200 --> 00:07:26,600

Oh, yes.

169

00:07:27,280 --> 00:07:28,280

[Irfan] But I think there's that divide.

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00:07:28,280 --> 00:07:29,760

It's like, oh, koulu, koulu.

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00:07:29,760 --> 00:07:32,240

[Alina] Yeah, koulu is like in
general school.

172

00:07:33,120 --> 00:07:35,732

I think it it is not a

particular segment of...

173

00:07:35,732 --> 00:07:38,587

[Irfan] But were you going
for the one that's going to

174

00:07:38,587 --> 00:07:41,539

prepare you for a particular
vocation or the general one...

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00:07:41,539 --> 00:07:42,120

[Alina] The general one.

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00:07:42,320 --> 00:07:42,680

[Irfan] OK, OK.

177

00:07:42,720 --> 00:07:42,960

OK.

178

00:07:42,960 --> 00:07:44,240

So so it was a general one.

179

00:07:44,640 --> 00:07:46,040

So how'd you enjoy high school
in Finland?

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00:07:46,920 --> 00:07:53,223

[Alina] Well, it was very different from
everything I experienced before,

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00:07:53,223 --> 00:07:56,280

obviously, but yeah, it was fun.

182

00:07:57,240 --> 00:07:59,000

Now that I'm looking back.

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00:07:59,600 --> 00:08:06,346

And it was very weird that there
is not so many subjects that you

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00:08:06,346 --> 00:08:06,960

study.

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00:08:07,760 --> 00:08:11,602

And I I remember my biggest
cultural shock was that people

186

00:08:11,602 --> 00:08:15,120

were wearing just socks when
they walk around school.

187

00:08:15,120 --> 00:08:16,280

That was like, why?

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00:08:16,640 --> 00:08:20,400

I mean, it's dirty! Spoiler: it's
not.

189

00:08:21,040 --> 00:08:21,880

For some reason.

190

00:08:21,880 --> 00:08:23,520

It's always very clean.

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00:08:24,000 --> 00:08:24,480

Yeah.

192

00:08:24,480 --> 00:08:28,223

And then at first I was like,
no, I will never do that, this

193

00:08:28,223 --> 00:08:29,880

is weird, blah, blah, blah.

194

00:08:29,880 --> 00:08:34,600

But I ended up walking in the
socks at school because it's

195

00:08:34,600 --> 00:08:35,960

very comfortable.

196

00:08:36,760 --> 00:08:42,593

Yeah, it was interesting
experience, but I do not think

197

00:08:42,593 --> 00:08:46,240

that it was so much needed for

me.

198

00:08:46,520 --> 00:08:50,923

Yeah, I I could have just like
graduated from Russian school

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00:08:50,923 --> 00:08:52,440

and go to bachelor's.

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00:08:52,600 --> 00:08:53,080

I don't know.

201

00:08:53,400 --> 00:08:57,000

No, but it was the random
decision that I did in my life

202

00:08:57,000 --> 00:08:59,400

and I had to handle the
consequences.

203

00:09:00,160 --> 00:09:02,858

[Irfan] I think it's kind of good that

you're already mentioning, you

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00:09:02,858 --> 00:09:05,513

know, it wasn't a necessity
because not everybody can go to

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00:09:05,513 --> 00:09:08,123

a Finnish high school, but it
was, you know, an interesting

206

00:09:08,123 --> 00:09:08,920

enough experience.

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00:09:09,000 --> 00:09:09,520

[Alina] Yeah.

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00:09:09,520 --> 00:09:14,008

And I obviously like it was
easier to integrate into

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00:09:14,008 --> 00:09:19,598

independent life and studying in

general in different language in

210

00:09:19,598 --> 00:09:24,680

different country through this
experience, at least for me.

211

00:09:24,840 --> 00:09:29,731

But a disclaimer, we are
discussing our experiences and

212

00:09:29,731 --> 00:09:34,360

our opinions, and please do not
hold us accountable.

213

00:09:34,520 --> 00:09:39,184

If your experiences and opinions
differ, please write them in the

214

00:09:39,184 --> 00:09:41,800

comments section and we can
discuss.

215

00:09:42,520 --> 00:09:42,840

[Irfan] Oh, great.

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00:09:42,840 --> 00:09:44,930

So I don't have to write the
disclaimer in the actual

217

00:09:44,930 --> 00:09:45,240

Episode.

218

00:09:45,240 --> 00:09:46,840

The disclaimer is within the
episode.

219

00:09:47,280 --> 00:09:47,480

[Alina] Yeah.

220

00:09:47,920 --> 00:09:49,000

You're welcome.

[Irfan] Kiitos.

221

00:09:49,240 --> 00:09:54,520

Kiitos paljon! OK, so how does
the journey then continue?

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00:09:54,520 --> 00:09:56,912

You, you finished high school in
Finland and did you just

223

00:09:56,912 --> 00:09:59,346

immediately have this plan
you're going to continue off to

224

00:09:59,346 --> 00:09:59,800

university?

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00:09:59,920 --> 00:10:01,560

[Alina] Yeah, yeah, pretty much.

226

00:10:01,560 --> 00:10:07,434

I was like, OK, I definitely
need to go to get a university

227

00:10:07,434 --> 00:10:08,120

degree.

228

00:10:08,640 --> 00:10:13,140

And that was very weird because
I didn't really back then know

229

00:10:13,140 --> 00:10:15,640

what do I want to do with my
life.

230

00:10:15,680 --> 00:10:21,415

I was like 18 and when you're
18, you very rarely have a very

231

00:10:21,415 --> 00:10:26,040

clear vision of how your future
should look like.

232

00:10:26,600 --> 00:10:30,280

So I was like, OK, what is it
that I enjoy the most?

233

00:10:30,440 --> 00:10:36,954

And I had skills in like physics
and chemistry, but I never was

234

00:10:36,954 --> 00:10:40,720

like very happy when I was doing
it.

235

00:10:40,720 --> 00:10:44,975

So I looked at other
opportunities and one of the

236

00:10:44,975 --> 00:10:50,251

easiest and most obvious degrees
in Finland back then was the

237

00:10:50,251 --> 00:10:53,400

Bachelor of Business
Administration.

238

00:10:53,400 --> 00:10:58,423

[Irfan] And when you say back then,
sorry, just give me a timeline...

239

00:10:58,423 --> 00:11:00,600

[Alina] 2016, I think, yeah.

240

00:11:00,600 --> 00:11:01,720

So what is it?

241

00:11:01,760 --> 00:11:02,640

Eight years ago?

242

00:11:03,400 --> 00:11:08,880

And yeah, I applied to...

That was very random.

243

00:11:08,880 --> 00:11:12,080

Like I, I look back and I'm

like, why?

244

00:11:12,520 --> 00:11:13,840

What were you thinking?

245

00:11:13,840 --> 00:11:18,695

I was like, OK, are you, when
you're applying for the Finnish

246

00:11:18,695 --> 00:11:23,551

universities, you have a choice
of five institutions that you

247

00:11:23,551 --> 00:11:25,040

need to prioritise.

248

00:11:26,240 --> 00:11:30,160

And the way I did this priority
list is very questionable.

249

00:11:30,240 --> 00:11:34,320

I was like, random, let's do
this way.

250

00:11:35,120 --> 00:11:38,360

I've never heard about the city
called Mikkeli, let's go there.

251

00:11:39,080 --> 00:11:40,080

Something like that.

252

00:11:40,080 --> 00:11:42,200

Literally that...

Ah, terrible.

253

00:11:42,760 --> 00:11:44,840

But it ended up a good decision.

254

00:11:44,920 --> 00:11:50,334

I quite easily went through all
the selection process and got

255

00:11:50,334 --> 00:11:51,120

accepted.

256

00:11:51,720 --> 00:11:57,145

And this is how I moved to
Mikkeli and started getting my

257

00:11:57,145 --> 00:11:59,240

bachelor degree there.

258

00:11:59,800 --> 00:12:00,200

Yeah.

259

00:12:00,400 --> 00:12:03,240

[Irfan] And the bachelor's was – What's the university again?

260

00:12:04,440 --> 00:12:08,903

[Alina] I think now it is called the Southeastern Finland University

261

00:12:08,903 --> 00:12:10,320

of Applied Sciences.

262

00:12:10,320 --> 00:12:10,840

[Irfan] OK, OK.

263

00:12:10,840 --> 00:12:12,440

So you went straight to

An ammattikorkeakoulu.

264

00:12:12,840 --> 00:12:13,120

[Alina] Yeah.

265

00:12:13,120 --> 00:12:16,915

So for me, I have an interesting
like experience with Finnish

266

00:12:16,915 --> 00:12:20,771

education system because I went
through all, almost all of the

267

00:12:20,771 --> 00:12:21,199

stages.

268

00:12:21,200 --> 00:12:24,531

I went to lukio, I went to
University of applied sciences,

269

00:12:24,531 --> 00:12:26,000

then I went to university.

270

00:12:26,000 --> 00:12:29,811

So like gradually developing. [Irfan] And
when you went to the University

271

00:12:29,811 --> 00:12:33,330

of Applied Sciences, was it a
specific international degree

272

00:12:33,330 --> 00:12:36,848

programme or was it just a
programme for everybody that you

273

00:12:36,848 --> 00:12:38,959

happened to be able to do in
English?

274

00:12:38,960 --> 00:12:40,360

Because I'm assuming you studied
in English.

275

00:12:40,520 --> 00:12:41,280

[Alina] Yeah, I did.

276

00:12:42,160 --> 00:12:46,730

I think it is like international
degree programme, but they have

277

00:12:46,730 --> 00:12:48,840

the same programme in Finnish.

278

00:12:49,240 --> 00:12:49,760

[Irfan] OK, OK, OK.

279

00:12:49,800 --> 00:12:54,635

[Alina] I think of course, like a lot of
time has passed and actually

280

00:12:54,635 --> 00:12:59,392

they change stuff, change stuff
and the degree programme now

281

00:12:59,392 --> 00:13:03,760

moved to another city where this

university has campus.

282

00:13:03,760 --> 00:13:07,650

So I, I do not know what now
happens in XAMK since I

283

00:13:07,650 --> 00:13:10,880

graduated way too long time ago
[Irfan] Been a while.

284

00:13:11,600 --> 00:13:15,387

So you don't do geography, but
let's see how good is your

285

00:13:15,387 --> 00:13:16,040

Geography:

286

00:13:16,640 --> 00:13:18,600

What's what's more down South?

287

00:13:18,600 --> 00:13:20,160

Is it Mikkeli or is it

Jyväskylä?

288

00:13:20,320 --> 00:13:24,160

[Alina] Well, I, I assume that
Mikkeli is slightly lower.

289

00:13:24,240 --> 00:13:24,800

[Irfan] OK, OK.

290

00:13:24,800 --> 00:13:25,120

OK.

291

00:13:25,840 --> 00:13:28,189

So you then decided like, OK, I
don't like it, you know, this

292

00:13:28,189 --> 00:13:28,720

this down low.

293

00:13:28,720 --> 00:13:30,040

I need to go a little bit
further up.

294

00:13:31,160 --> 00:13:32,640

Was that the single procedure?

295

00:13:32,760 --> 00:13:33,040

[Alina] Yeah.

296

00:13:33,040 --> 00:13:36,440

I I must admit, that wasn't the
reason I chose Jyväskylä.

297

00:13:36,560 --> 00:13:37,360

[Irfan] What a surprise.

298

00:13:37,360 --> 00:13:39,730

You're telling me geography
wasn't the essential decision

299

00:13:39,730 --> 00:13:41,120

for you to come to
Jyväskylä?

300

00:13:41,400 --> 00:13:43,040

[Alina] No, that's not what I said.

301

00:13:43,040 --> 00:13:48,601

Geography did matter, but not
the how far south or north it

302

00:13:48,601 --> 00:13:48,880

is.

303

00:13:49,120 --> 00:13:50,560

[Irfan] It just mattered that it's in
Finland.

304

00:13:51,120 --> 00:13:52,120

[Alina] Oh, yes, it did.

305

00:13:52,120 --> 00:13:53,400

Of course, Yes.

306

00:13:54,000 --> 00:13:56,360

[Irfan] So how how did it go actually
for you?

307

00:13:56,360 --> 00:14:01,161

So did you just - you graduated,
I'm guessing from XAMK

308

00:14:01,161 --> 00:14:03,520

In 2019-2020?

[Alina] 2020, early 2020.

309

00:14:03,520 --> 00:14:05,760

Yeah, that was a wonderful time.

310

00:14:05,760 --> 00:14:06,080

Yeah.

311

00:14:06,080 --> 00:14:07,080

Fun experience.

312

00:14:07,320 --> 00:14:11,560

You graduated in February 2020

and then COVID happens.

313

00:14:12,360 --> 00:14:17,086

Gosh, that was the time to
forget, actually not to

314

00:14:17,086 --> 00:14:17,920

remember.

315

00:14:17,920 --> 00:14:22,976

That was very, very painful
thing because you graduated into

316

00:14:22,976 --> 00:14:23,640

nothing.

317

00:14:24,400 --> 00:14:28,656

And yeah, that's that's very
difficult to go through as a

318

00:14:28,656 --> 00:14:32,400

person, especially when you're

about 20 years old.

319

00:14:32,400 --> 00:14:35,960

You're like, what am I supposed
to do with my life?

320

00:14:35,960 --> 00:14:40,191

So yeah, it took some time
figuring it out, like working

321

00:14:40,191 --> 00:14:44,201

here and there trying to
understand what is it that I

322

00:14:44,201 --> 00:14:46,279

want with to do with myself?

323

00:14:46,280 --> 00:14:46,880

What is it?

324

00:14:47,920 --> 00:14:48,840

That is my field.

325

00:14:48,840 --> 00:14:52,384

Because the thing is that when
you're getting a Bachelor of

326

00:14:52,384 --> 00:14:55,575

Business Administration, you
learn a little bit about

327

00:14:55,575 --> 00:14:59,120

everything, but you do not
really have a very narrow focus.

328

00:14:59,120 --> 00:15:03,870

I kind of knew that, OK, I need
to move probably towards

329

00:15:03,870 --> 00:15:08,870

marketing things or, or, or
something like this because I'm

330

00:15:08,870 --> 00:15:13,870

not interested in finances, data
analytics and like general

331

00:15:13,870 --> 00:15:16,120
management is not my thing.

332

00:15:16,120 --> 00:15:21,736
So probably marketing and yeah,
that was the time when I was

333

00:15:21,736 --> 00:15:27,445
like when I actually started to
think how like how to make my

334

00:15:27,445 --> 00:15:30,760
life better and in terms of
career.

335

00:15:30,960 --> 00:15:35,861
And I started to figure out, OK,
I need to find the, and this is

336

00:15:35,861 --> 00:15:40,612

a big advice for everyone who is
in that stage of their career

337

00:15:40,612 --> 00:15:45,212

and personal development is that
you need to find a industry

338

00:15:45,212 --> 00:15:49,662

niche that where you want to
develop and like put all your

339

00:15:49,662 --> 00:15:52,000

efforts towards that direction.

340

00:15:52,000 --> 00:15:55,320

Do not like disperse all, all
your energy.

341

00:15:55,560 --> 00:15:59,691

So I was like, OK, I, I
literally wrote a list of things

342

00:15:59,691 --> 00:16:02,880

that I kind of feel comfortable
with doing.

343

00:16:03,080 --> 00:16:03,520

Back then.

344

00:16:03,520 --> 00:16:07,558

I was teaching English and
teaching in general was like an

345

00:16:07,558 --> 00:16:10,160

education was always like my
passion.

346

00:16:10,400 --> 00:16:14,047

I was like, yeah, that's so cool
to like pass the knowledge to

347

00:16:14,047 --> 00:16:14,800

someone else.

348

00:16:15,400 --> 00:16:20,360

And also I always enjoyed
communications and the marketing

349

00:16:20,360 --> 00:16:24,480

and I was like, OK, I need to
combine these two.

350

00:16:24,760 --> 00:16:28,440

I need to do communications and
marketing in educational field.

351

00:16:28,920 --> 00:16:33,560

And I was like, OK, that's let's
assume that that's my focus.

352

00:16:34,000 --> 00:16:38,128

How do I get to the get get
there, how to get to the

353

00:16:38,128 --> 00:16:42,880

position where I can do both of

these things simultaneously?

354

00:16:43,520 --> 00:16:47,954

And I in Finland it is much
easier to find a job with a

355

00:16:47,954 --> 00:16:51,280

master's degree than it is with
bachelor.

356

00:16:51,280 --> 00:16:55,269

Not in all fields, but I'm
talking about marketing and

357

00:16:55,269 --> 00:16:56,720

business in general.

358

00:16:56,720 --> 00:16:59,040

I think I can generalise a
little bit in here.

359

00:16:59,920 --> 00:17:05,003

And I started to search for
master's degrees and I knew that

360

00:17:05,003 --> 00:17:08,920

I need something very practical
like hands on.

361

00:17:10,120 --> 00:17:14,000

So prior to this episode, we
were joking that the word

362

00:17:14,000 --> 00:17:17,880

international is sometimes a red
flag for some people.

363

00:17:17,880 --> 00:17:22,196

I was among that group that I
definitely didn't want a degree

364

00:17:22,196 --> 00:17:26,442

that has something to do with
international business because

365

00:17:26,442 --> 00:17:30,898

it it sounds for me personally a
bit too general, like it's not

366

00:17:30,898 --> 00:17:34,240

fitting into the focus that I
found for myself.

367

00:17:34,800 --> 00:17:38,490

[Irfan] And especially in this framework
of like, sorry to jump in very

368

00:17:38,490 --> 00:17:41,950

quickly, there's that saying
that they have, you know, Jack

369

00:17:41,950 --> 00:17:43,680

of all trades, master of none.

370

00:17:44,800 --> 00:17:47,436

And you kind of realise for
yourself, like, OK, I want

371

00:17:47,436 --> 00:17:50,360

something that is very, very,
very specific, a little niche.

372

00:17:50,720 --> 00:17:53,793

So then for you, again, going
back to the whole personal

373

00:17:53,793 --> 00:17:56,812

experience, not general
experience seeing international

374

00:17:56,812 --> 00:18:00,262

with a programme meant to you, OK,
I feel like this isn't precise

375

00:18:00,262 --> 00:18:00,640

enough.

376

00:18:00,640 --> 00:18:03,240

I want something that's going to

give me that exact focus.

377

00:18:03,520 --> 00:18:04,280

[Alina] Absolutely.

378

00:18:04,280 --> 00:18:07,150

I totally understand that there
are people who think

379

00:18:07,150 --> 00:18:07,800

differently.

380

00:18:07,800 --> 00:18:11,302

They are mostly into, for
example, management, and for

381

00:18:11,302 --> 00:18:14,040

them that's the perfect type of
education.

382

00:18:14,040 --> 00:18:16,840

But I wasn't this type of

person.

383

00:18:17,200 --> 00:18:20,436

And back then when I was
searching for master's degrees,

384

00:18:20,436 --> 00:18:23,787

digital marketing and corporate
communication was the only

385

00:18:23,787 --> 00:18:26,796

master degree programme,
international master degree

386

00:18:26,796 --> 00:18:29,920

programme in Finland that
promised something tangible.

387

00:18:30,480 --> 00:18:32,960

And yeah, it looked very nice.

388

00:18:33,000 --> 00:18:37,452

And then I was like, OK, let's
research where it is, let's see

389

00:18:37,452 --> 00:18:39,360
what is the city and so on.

390

00:18:39,360 --> 00:18:41,160
And turned out to be in
Jyväskylä.

391

00:18:41,640 --> 00:18:44,120
And I was like, yeah, like the
city, why not?

392

00:18:44,480 --> 00:18:47,967
And I applied only to this
programme, only to this

393

00:18:47,967 --> 00:18:48,720
university.

394

00:18:49,080 --> 00:18:50,720

And I didn't know.

395

00:18:51,040 --> 00:18:53,274

Probably I was a bit
overconfident, but I was like,

396

00:18:53,274 --> 00:18:55,080

yeah, obviously I'm going to get
through.

397

00:18:56,240 --> 00:18:59,932

[Irfan] I, I feel like this also a
advertisement for DMCC because

398

00:18:59,932 --> 00:19:03,440

basically everybody who I've
ever met who's studying DMCC.

399

00:19:03,440 --> 00:19:05,480

The story is always very
similar, kind of like this.

400

00:19:05,800 --> 00:19:06,120

It's.

401

00:19:06,560 --> 00:19:08,880

Oh, I realised that I wanted to
do something specific.

402

00:19:09,160 --> 00:19:10,400

I found it in Jyväskylä.

403

00:19:11,120 --> 00:19:12,480

And then I just applied to that.

404

00:19:13,360 --> 00:19:13,760

[Alina] Yeah.

405

00:19:13,760 --> 00:19:15,640

[Irfan] And nobody, they don't
have backups.

406

00:19:15,640 --> 00:19:16,840

And that always surprises me.

407

00:19:16,920 --> 00:19:18,560

[Alina] Specific people
love them.

408

00:19:18,840 --> 00:19:22,323

[Irfan] I mean, did you really not
have a fear even for a second

409

00:19:22,323 --> 00:19:25,400

that, Oh my God, I'm not gonna
get the dream career?

410

00:19:25,400 --> 00:19:26,480

I'm not gonna get the dream.

411

00:19:27,040 --> 00:19:31,343

[Alina] Well, no, actually, like usually
I am this type of person, but

412

00:19:31,343 --> 00:19:35,373

with this thing, I was like,

yeah, of course I'm gonna get

413

00:19:35,373 --> 00:19:35,919

through.

414

00:19:36,280 --> 00:19:38,280

Of course I'm gonna be studying
there.

415

00:19:38,280 --> 00:19:38,800

Like, come on.

416

00:19:39,040 --> 00:19:40,480

I'm usually not like that at
all.

417

00:19:40,480 --> 00:19:44,516

But for some reason with this,
I'm about to drop the mic for

418

00:19:44,516 --> 00:19:48,486

some reason with, with this

choice and with this programme,

419

00:19:48,486 --> 00:19:51,200

I was like, yeah, it's going to
be cool.

420

00:19:51,280 --> 00:19:53,000

It's going to be absolutely all
right.

421

00:19:53,000 --> 00:19:53,680

And it was.

422

00:19:54,080 --> 00:19:57,971

[Irfan] So do you remember how did
you respond when you got the

423

00:19:57,971 --> 00:19:59,120

acceptance letter?

424

00:19:59,480 --> 00:20:05,564

[Alina] I was like I had to run some

risk evaluation like because it

425

00:20:05,564 --> 00:20:07,160

required moving.

426

00:20:07,640 --> 00:20:11,600

And it required the back then a
distance relationship.

427

00:20:11,600 --> 00:20:14,200

So that was also a thing to
consider.

428

00:20:14,640 --> 00:20:16,240

And yeah, I went for it.

429

00:20:16,360 --> 00:20:19,520

I decided like, yes, I must do.

430

00:20:19,520 --> 00:20:23,040

I must develop and otherwise I'm
going to be stuck.

431

00:20:23,720 --> 00:20:28,849

And also we remember my focus on
teaching, academic career and

432

00:20:28,849 --> 00:20:29,760

everything.

433

00:20:29,760 --> 00:20:34,160

So I was like, I struggle
without university in my life.

434

00:20:34,680 --> 00:20:38,640

I need to have it there to feel
fulfilled.

435

00:20:39,720 --> 00:20:42,306

[Irfan] I really want - 'cause we talked
about this a little bit before

436

00:20:42,306 --> 00:20:44,560

when we met to just discuss you

being on the episode.

437

00:20:45,400 --> 00:20:48,577

You mentioned that already and
I'm really curious, why do you

438

00:20:48,577 --> 00:20:51,960

feel that the university is such
a, such a big necessity for you?

439

00:20:52,840 --> 00:20:54,040

Is it the structure?

440

00:20:54,040 --> 00:20:57,786

Is it just like the academic
curiosity or... [Alina] I think the second

441

00:20:57,786 --> 00:21:01,656

I think that like academia in
general, it gives me this kind

442

00:21:01,656 --> 00:21:03,560

of like feeling of being alive.

443

00:21:04,280 --> 00:21:05,600

I do not know why.

444

00:21:05,960 --> 00:21:10,090

I do recognise that I'm quite a
rare species in this type of

445

00:21:10,090 --> 00:21:14,288

sense that many people try to
run away from the university as

446

00:21:14,288 --> 00:21:15,440

soon as possible.

447

00:21:15,920 --> 00:21:21,018

I'm not that person and I enjoy
the places that provide

448

00:21:21,018 --> 00:21:22,840

education to people.

449

00:21:22,840 --> 00:21:24,000

I enjoyed school.

450

00:21:24,240 --> 00:21:25,840

I loved school, actually.

451

00:21:26,600 --> 00:21:28,400

Same with the universities.

452

00:21:28,440 --> 00:21:31,572

Yeah, it was a little bit
different with bachelor because

453

00:21:31,572 --> 00:21:33,840

I was like wild, young and
reckless there.

454

00:21:34,080 --> 00:21:38,777

But yeah, once I got for like
once I got here and started my

455

00:21:38,777 --> 00:21:42,320

master's, I was like, yeah,
that's the place.

456

00:21:42,320 --> 00:21:43,840

That's where I want to be.

457

00:21:44,240 --> 00:21:46,280

So, yeah, this is who I am as a
person.

458

00:21:48,920 --> 00:21:51,564

[Irfan] So you finished your master's
degree in digital marketing

459

00:21:51,564 --> 00:21:52,640

and corporate communication?

460

00:21:53,000 --> 00:21:54,320

Yeah, 2023.

461

00:21:54,600 --> 00:21:56,960

[Alina] Yeah, like early 2023.

462

00:21:56,960 --> 00:22:02,223

And I needed to speed up my
thesis process so that I can

463

00:22:02,223 --> 00:22:04,440

right away apply to PhD.

464

00:22:05,360 --> 00:22:08,440

[Irfan] So you had this expectation
from DMCC.

465

00:22:08,920 --> 00:22:11,600

Would you say that the
expectation was met that you

466

00:22:11,600 --> 00:22:14,280

were able to engage in that
practical type of work?

467

00:22:14,280 --> 00:22:14,720

[Alina] Yeah.

468

00:22:14,720 --> 00:22:16,960

OK, so here is the deal.

469

00:22:17,040 --> 00:22:22,720

I I'm very good at managing the
level of expectations and I know

470

00:22:22,720 --> 00:22:28,051

that some people probably we
will hear something about it in

471

00:22:28,051 --> 00:22:33,207

the comments section that some
people think that the their

472

00:22:33,207 --> 00:22:35,480

expectations were not met.

473

00:22:35,920 --> 00:22:36,680

But it depends.

474

00:22:36,680 --> 00:22:39,160

What is it that you expect very much.

475

00:22:39,760 --> 00:22:45,160

I had some expected outcomes and some very unexpected outcomes.

476

00:22:45,720 --> 00:22:47,960

I knew that through my master's.

477

00:22:47,960 --> 00:22:51,840

I want to build a foundation for my academic career.

478

00:22:52,560 --> 00:22:57,228

So I right away started to like from basically day one in at the

479

00:22:57,228 --> 00:23:01,897

university, I started to network
with professors and being like,

480

00:23:01,897 --> 00:23:05,560

yeah, I want an academic career,
what should I do?

481

00:23:05,560 --> 00:23:07,880

What can you recommend and this
type of stuff?

482

00:23:08,280 --> 00:23:13,202

And it paid off a lot, but I
think we can talk about it in

483

00:23:13,202 --> 00:23:14,120

the future.

484

00:23:14,120 --> 00:23:19,459

So in order not to jump from the
topic then an unexpected outcome

485

00:23:19,459 --> 00:23:24,070

from the expectations that I
had, I went, as I said, for

486

00:23:24,070 --> 00:23:24,880

marketing.

487

00:23:25,520 --> 00:23:30,007

During that degree, I realised
that it's not marketing that

488

00:23:30,007 --> 00:23:34,196

interests me and it's not
marketing that has my biggest

489

00:23:34,196 --> 00:23:36,440

passion, it is communications.

490

00:23:37,320 --> 00:23:41,107

So I'm very grateful to whoever
person who decided that digital

491

00:23:41,107 --> 00:23:43,947

marketing and corporate
communication should go

492

00:23:43,947 --> 00:23:44,480

together.

493

00:23:44,680 --> 00:23:45,520

Thank you.

494

00:23:45,520 --> 00:23:46,800

Thank you very much.

495

00:23:47,280 --> 00:23:54,988

So yes, I did this switch from
marketing to more communications

496

00:23:54,988 --> 00:23:58,120

courses during the degree.

497

00:23:58,400 --> 00:24:01,850

Also, there were of course,

obviously in any, at any

498

00:24:01,850 --> 00:24:06,018

university in any degree, there
are courses that you're like, I

499

00:24:06,018 --> 00:24:10,120

do not know why did I spend so
much time on it. And it happens.

500

00:24:10,440 --> 00:24:13,200

You just - like it depends on your
attitude.

501

00:24:13,280 --> 00:24:18,379

Do you concentrate on the thing
that OK, I spent 20 hours for

502

00:24:18,379 --> 00:24:23,314

this assignment that gave me
nothing or you're just like OK

503

00:24:23,314 --> 00:24:28,414

did it, I got my ECTS, got my
grade done and forget about it

504

00:24:28,414 --> 00:24:33,432

and move to more interesting
stuff like this is a necessity,

505

00:24:33,432 --> 00:24:36,640

especially if it's a mandatory
course.

506

00:24:36,640 --> 00:24:38,200

You just do it and you like.

507

00:24:38,200 --> 00:24:41,800

If it's not like necessary for
you, you forget about it.

508

00:24:42,080 --> 00:24:46,578

If it's a course that you chose
well, if you realise that it's

509

00:24:46,578 --> 00:24:50,720

not good for you, you can skip
it, choose something else.

510

00:24:50,720 --> 00:24:55,600

Do not create this negative
environment around yourself.

511

00:24:56,000 --> 00:25:02,971

Yeah, So for me, I would say
that 80% of my expectations for

512

00:25:02,971 --> 00:25:06,400

master's level degree was met.

513

00:25:07,240 --> 00:25:10,841

[Irfan] But I feel like you mentioned
just now like a very important

514

00:25:10,841 --> 00:25:14,265

thing of building your own
paradigm and adjusting it in a

515

00:25:14,265 --> 00:25:15,800

way to fit your own needs.

516

00:25:16,120 --> 00:25:18,637

Because what I'm getting from
you, and I think you probably

517

00:25:18,637 --> 00:25:21,155

got that at least a little bit
because of the fact that you

518

00:25:21,155 --> 00:25:22,960

didn't come into Finland blind
in a sense.

519

00:25:23,360 --> 00:25:27,017

When you're coming to a country
for the first time and you don't

520

00:25:27,017 --> 00:25:30,506

have enough experiences, a lot

of your expectations are going

521

00:25:30,506 --> 00:25:33,883

to be based on something which
will oftentimes end up being

522

00:25:33,883 --> 00:25:34,840

very unrealistic.

523

00:25:35,360 --> 00:25:35,800

[Alina] Oh yeah, true.

524

00:25:36,080 --> 00:25:39,026

[Irfan] But if you already have a little
bit of experience, you know how

525

00:25:39,026 --> 00:25:41,746

to adjust the expectation that
you might have, it's kind of

526

00:25:41,746 --> 00:25:44,648

like, you know, the difference

between the everybody, you know,

527

00:25:44,648 --> 00:25:46,280

90% of guys would like to have
ABS.

528

00:25:46,280 --> 00:25:47,760

Everybody would probably
like to have ABS.

529

00:25:48,040 --> 00:25:50,332

There's a difference between
somebody who expects to get them

530

00:25:50,332 --> 00:25:52,588

in a month, they're going to
give up immediately and they're

531

00:25:52,588 --> 00:25:53,920

going to be complaining about
that.

532

00:25:54,320 --> 00:25:56,185

And then you're going to have
somebody who's going to be

533

00:25:56,185 --> 00:25:57,560

putting in years and years worth
of work.

534

00:25:57,560 --> 00:26:00,714

And every time they drop, you
know, the, the fat percentage by

535

00:26:00,714 --> 00:26:03,668

like 0.001, they're going to be
like, Oh my God, I'm going

536

00:26:03,668 --> 00:26:05,120

through this little progress.

537

00:26:05,440 --> 00:26:08,803

So it's kind of about managing
these expectations and I do love

538

00:26:08,803 --> 00:26:10,800

it how you're just saying about
that.

539

00:26:10,880 --> 00:26:13,933

You know, the reality of the
situation is every course, every

540

00:26:13,933 --> 00:26:16,543

programme is going to have
classes that you like and

541

00:26:16,543 --> 00:26:19,744

classes that you don't like and
you just take out the stuff that

542

00:26:19,744 --> 00:26:20,680

is valuable to you.

543

00:26:21,040 --> 00:26:21,600

[Alina] Absolutely.

544

00:26:21,640 --> 00:26:26,838

I think this theory that we are
discussing here or hypothesis,

545

00:26:26,838 --> 00:26:31,789

call it whatever is that it is
applicable to absolutely any

546

00:26:31,789 --> 00:26:33,440

aspect of your life.

547

00:26:34,880 --> 00:26:36,560

It is up to you.

548

00:26:36,760 --> 00:26:40,706

Are you choosing to look at it
negatively and like drown

549

00:26:40,706 --> 00:26:42,160

yourself in all this?

550

00:26:43,080 --> 00:26:46,320

Oh, I thought it will be like
that, but it turned out

551

00:26:46,320 --> 00:26:48,360

something else or you will be
OK?

552

00:26:48,360 --> 00:26:52,028

Here is the situation, If I do
not like it, what do I do to

553

00:26:52,028 --> 00:26:52,640

change it?

554

00:26:52,920 --> 00:26:55,480

If I like it, cool, that's it.

555

00:26:55,520 --> 00:27:00,194

And I think it is very much
applicable in to Finland in

556

00:27:00,194 --> 00:27:05,286

general because of course there
is very, very big discussion

557

00:27:05,286 --> 00:27:10,212

among international people in
Finland that like is Finland

558

00:27:10,212 --> 00:27:12,800

worth the effort type of thing.

559

00:27:13,160 --> 00:27:18,602

And for myself, at least from
the pool of people that I know,

560

00:27:18,602 --> 00:27:24,307

those who are happily living in
Finland, they found this balance

561

00:27:24,307 --> 00:27:28,960

of managing their expectations
and their priorities.

562

00:27:29,640 --> 00:27:35,359

And those who are coming with
like very high expectations that

563

00:27:35,359 --> 00:27:41,350

are coming from unrealistic type
of standpoint standpoints, yeah,

564

00:27:41,350 --> 00:27:44,799

that for them it doesn't really
work.

565

00:27:45,680 --> 00:27:48,771

[Irfan] But, but I think both things are
here important, having that

566

00:27:48,771 --> 00:27:52,065

right paradigm, having the right
level of expectations, and also

567

00:27:52,065 --> 00:27:55,410

having an understanding that you

can shape the future that you're

568

00:27:55,410 --> 00:27:56,120

going to have.

569

00:27:56,400 --> 00:27:59,366

And I think the big one in

Finland is exactly that level of

570

00:27:59,366 --> 00:27:59,960

proactivity.

571

00:28:00,240 --> 00:28:02,683

I mean, I think you, we're going

to get into this a little bit

572

00:28:02,683 --> 00:28:04,972

later, but you're a perfect

example of somebody who's very

573

00:28:04,972 --> 00:28:05,360

proactive.

574

00:28:05,640 --> 00:28:08,000

You immediately mentioned the
second you got on campus you

575

00:28:08,000 --> 00:28:08,840

went into networking.

576

00:28:09,280 --> 00:28:10,360

And I hate that term.

577

00:28:10,440 --> 00:28:12,360

I'll just tell you off the bat,
I hate the term networking.

578

00:28:12,480 --> 00:28:13,600

[Alina] Oh yeah, me too.

579

00:28:13,640 --> 00:28:15,320

I hate being proactive.

580

00:28:15,440 --> 00:28:16,400

Let's be honest.

581

00:28:16,640 --> 00:28:19,721

[Irfan] Like we all want to be in our
bed and just wake up one day

582

00:28:19,721 --> 00:28:22,750

from a phone call from the
employment office and be like,

583

00:28:22,750 --> 00:28:24,160

hey, we have a job for you.

584

00:28:24,160 --> 00:28:26,800

It's €20,000 and you move a
pencil.

585

00:28:27,560 --> 00:28:30,083

But reality of this, I mean,
then again, that would be kind

586

00:28:30,083 --> 00:28:30,840

of boring in life.

587

00:28:31,000 --> 00:28:31,560

[Alina] Exactly.

588

00:28:32,240 --> 00:28:34,774

[Irfan] But I think in your case, it's
like you're exactly saying, you

589

00:28:34,774 --> 00:28:37,067

know, you went a little bit out
of that comfort zone and

590

00:28:37,067 --> 00:28:39,280

realised this is what I want to
do and went immediately...

591

00:28:39,280 --> 00:28:39,520

[Alina] Yeah.

592

00:28:39,520 --> 00:28:43,793

The thing is that if you are not
putting yourself out there, if

593

00:28:43,793 --> 00:28:47,800
you are not, I actually hate the
word proactive in general.

594

00:28:47,800 --> 00:28:52,574
But if you are not like standing
up and going to ask somewhere,

595

00:28:52,574 --> 00:28:53,320
like what?

596

00:28:53,320 --> 00:28:54,560
What can I do?

597

00:28:54,560 --> 00:28:55,760
How can I help?

598

00:28:56,960 --> 00:29:00,841
Do you have positions for me and

stuff like that or anything

599

00:29:00,841 --> 00:29:01,160

else?

600

00:29:01,160 --> 00:29:04,982

If you are just hiding in your
shell, oh nothing gonna go your

601

00:29:04,982 --> 00:29:06,560

way, nothing gonna happen.

602

00:29:07,000 --> 00:29:12,155

And yeah, you need to find this
internal motivation of why you

603

00:29:12,155 --> 00:29:17,228

are doing it and what are the
drivers that like, what are the

604

00:29:17,228 --> 00:29:22,383

things that you want to achieve

and who are the people who can

605

00:29:22,383 --> 00:29:23,120

help you.

606

00:29:23,440 --> 00:29:27,275

Because the thing is that, at

least in my experience, to

607

00:29:27,275 --> 00:29:30,640

achieve something, you need to

find right people.

608

00:29:31,280 --> 00:29:35,876

And people are your biggest

treasure, they are your biggest

609

00:29:35,876 --> 00:29:40,090

resource and they are your

biggest help definitely, at

610

00:29:40,090 --> 00:29:44,381

least in Finland, 90% of jobs
that I have, for example,

611

00:29:44,381 --> 00:29:49,284
because a recruitment is a big
thing for international students

612

00:29:49,284 --> 00:29:51,200
and international people.

613

00:29:51,960 --> 00:29:56,573
They came through connections
like except one that went

614

00:29:56,573 --> 00:29:58,880
through application process.

615

00:29:58,880 --> 00:30:05,411
But yeah, people you know, will
help you if you are like asking

616

00:30:05,411 --> 00:30:06,840

for this help.

617

00:30:06,840 --> 00:30:08,520

So that's the thing you need to ask.

618

00:30:09,000 --> 00:30:10,920

[Irfan] So who's the first person that you asked?

619

00:30:11,840 --> 00:30:12,480

Who did you...

620

00:30:12,480 --> 00:30:12,880

[Alina] About what?

621

00:30:13,920 --> 00:30:14,360

[Irfan] Good point.

622

00:30:15,160 --> 00:30:17,311

You said that you were interested in doing research at

623

00:30:17,311 --> 00:30:19,541

the university, and you
immediately started reaching out

624

00:30:19,541 --> 00:30:20,480

to your faculty members.

625

00:30:20,480 --> 00:30:21,800

So who were they?

626

00:30:22,120 --> 00:30:24,828

Like, I mean, you don't have to
say specific names, but in what

627

00:30:24,828 --> 00:30:25,760

way did that help you?

628

00:30:25,760 --> 00:30:25,960

[Alina] Oh, yeah.

629

00:30:26,160 --> 00:30:26,520

OK.

630

00:30:26,520 --> 00:30:31,266

So at first I talked to the
person who was like student

631

00:30:31,266 --> 00:30:35,080

counsellor or student supervisor
of DMCC.

632

00:30:35,080 --> 00:30:37,665

I'm not sure what this did like
or like a educational

633

00:30:37,665 --> 00:30:38,240

coordinator.

634

00:30:38,240 --> 00:30:39,960

I'm guessing something,
something like that.

635

00:30:39,960 --> 00:30:40,400

I'm not sure.

636

00:30:40,400 --> 00:30:44,656

So she was the person who was
babysitting us, let's say I

637

00:30:44,656 --> 00:30:47,920

was like, yeah, I aspire for
academic career.

638

00:30:48,240 --> 00:30:53,850

And she was like, oh really,
here is the thing that you can

639

00:30:53,850 --> 00:30:55,160

do to help me.

640

00:30:55,440 --> 00:30:58,840

And then I also mentioned to her
that I'm teaching English.

641

00:30:59,160 --> 00:31:03,308

And she was like, yeah, I know a
person here in Jyväskylä who owns

642

00:31:03,308 --> 00:31:04,440

a language centre.

643

00:31:04,680 --> 00:31:07,040

Do you want me to connect you to
her?

644

00:31:07,040 --> 00:31:12,240

And that's the job that I've
been doing during my master's.

645

00:31:12,240 --> 00:31:15,280

I've been teaching English to
kids in this language centre.

646

00:31:15,280 --> 00:31:19,487

And all it took me to get this
job is to ask and tell that,

647

00:31:19,487 --> 00:31:20,960

yeah, I'm doing that.

648

00:31:21,120 --> 00:31:22,600

Do you know any opportunities?

649

00:31:22,920 --> 00:31:29,558

But this is, this wasn't like
the biggest boom that happened

650

00:31:29,558 --> 00:31:35,000

when I asked for stuff: closer to
the second year.

651

00:31:35,000 --> 00:31:40,040

I do not remember exactly when
it was, but I was like, OK, I'm

652

00:31:40,040 --> 00:31:44,600

graduating, let's say, in a
year, and I want an academic

653

00:31:44,600 --> 00:31:45,160

career.

654

00:31:45,560 --> 00:31:47,680

We need to start acting.

655

00:31:48,120 --> 00:31:52,263

And I searched for heads of
research groups in JSBE,

656

00:31:52,263 --> 00:31:57,043

Jyväskylä University School of
Business and Economics, and

657

00:31:57,043 --> 00:31:57,920

there were two people.

658

00:31:58,280 --> 00:32:03,024

And I'm sending them an e-mail
saying that, yeah, I want to do

659

00:32:03,024 --> 00:32:06,640

research for free, take me
something like that.

660

00:32:07,160 --> 00:32:11,774

And one person did not have
anything to offer but another,

661

00:32:11,774 --> 00:32:16,388

my current PhD supervisor,
Vilma, if you're watching this,

662

00:32:16,388 --> 00:32:17,640

you're the best.

663

00:32:18,840 --> 00:32:22,907

She right away suggested me
three options, how I can be

664

00:32:22,907 --> 00:32:24,360

helpful in research.

665

00:32:24,760 --> 00:32:30,370

And yeah, I started doing it for
free and not even for credits at

666

00:32:30,370 --> 00:32:30,880

first.

667

00:32:30,880 --> 00:32:33,800

And then I got some credits
eventually from it.

668

00:32:34,160 --> 00:32:37,000

But I needed, I was desperate
for experience.

669

00:32:37,400 --> 00:32:43,445

I think that's something that
helped me a lot in finding the

670

00:32:43,445 --> 00:32:46,320

further employment and so on.

671

00:32:46,320 --> 00:32:50,851

I was desperate to gain as much relevant experience as I can for

672

00:32:50,851 --> 00:32:51,200

free.

673

00:32:51,200 --> 00:32:55,160

[Irfan] I mean, I do want to say that that does have a monetary value.

674

00:32:55,360 --> 00:32:58,056

It might not be an immediate monetary value, but when you do

675

00:32:58,056 --> 00:33:00,400

get that experience, you can at least talk about it.

676

00:33:00,600 --> 00:33:01,320

[Alina] Yep, absolutely.

677

00:33:01,640 --> 00:33:01,920

Yeah.

678

00:33:01,920 --> 00:33:07,119

So I was doing like a lot of
small tasks that eventually

679

00:33:07,119 --> 00:33:12,956

turned out to be in two working
contracts for university during

680

00:33:12,956 --> 00:33:13,960

my studies.

681

00:33:13,960 --> 00:33:18,145

So I was helping with the new
international bachelor programme

682

00:33:18,145 --> 00:33:22,396

planning, and then I was helping
with the accreditation process

683

00:33:22,396 --> 00:33:25,120

of our School of Business and
Economics.

684

00:33:25,120 --> 00:33:29,000

And yeah, all thanks to one
e-mail to the correct person.

685

00:33:29,760 --> 00:33:30,840

Isn't that amazing?

686

00:33:31,200 --> 00:33:33,840

[Irfan] But I think that is something
that you get from a university

687

00:33:33,840 --> 00:33:34,360

environment.

688

00:33:34,360 --> 00:33:36,760

And that's a big thing that I
think people need to realise.

689

00:33:37,360 --> 00:33:40,123

Getting admission to an
educational institution in

690

00:33:40,123 --> 00:33:43,592

Finland doesn't just mean, oh,
in two years you're going to get

691

00:33:43,592 --> 00:33:44,080

a degree.

692

00:33:44,680 --> 00:33:48,840

You're getting like this huge
pool of people, intellectuals,

693

00:33:48,840 --> 00:33:53,068

academics, industry experts, and
just having that willingness

694

00:33:53,068 --> 00:33:54,160

like you had it.

695

00:33:54,560 --> 00:33:58,323

I need to talk to these people
because I have this particular

696

00:33:58,323 --> 00:33:59,720

desire, goal, whatever.

697

00:34:00,120 --> 00:34:04,433

And sooner or later you're
going to bump into somebody!

698

00:34:04,433 --> 00:34:08,747

[Alina] Absolutely as long as you keep
doing something towards the

699

00:34:08,747 --> 00:34:13,280

direction where you want to go,
that will eventually pay off.

700

00:34:13,360 --> 00:34:16,983

And university is a great like
coming back to the topic why

701

00:34:16,983 --> 00:34:19,640

everybody needs a university in
their life.

702

00:34:19,720 --> 00:34:23,465

Exactly for this reason, you
have a huge amount of

703

00:34:23,465 --> 00:34:27,358

possibilities if you are
connected to the university

704

00:34:27,358 --> 00:34:28,240

environment.

705

00:34:28,760 --> 00:34:31,932

[Irfan] And so speaking about the
university environment and stuff

706

00:34:31,932 --> 00:34:35,212

paying off in your very literal
sense, the the work that you

707

00:34:35,212 --> 00:34:38,438

just did for your master's
thesis literally paid off 'cause

708

00:34:38,438 --> 00:34:38,600

It...

709

00:34:38,800 --> 00:34:39,200

[Alina] Oh, yeah.

710

00:34:39,640 --> 00:34:41,040

[Irfan] You got two awards that I know
of.

711

00:34:41,040 --> 00:34:43,833

One is, one is in Finnish, but
I'm not gonna even try to

712

00:34:43,833 --> 00:34:46,920

pronounce it because I'm trying to
not embarrass myself too much.

713

00:34:47,840 --> 00:34:51,634

And the other one is the

European Business Ethics Network

714

00:34:51,634 --> 00:34:55,560

awarded you an award for the

best thesis in Finland, right?

715

00:34:55,560 --> 00:35:01,331

[Alina] Yeah, it was actually this year,

early this year, that I received

716

00:35:01,331 --> 00:35:03,080

that award for 2023.

717

00:35:03,840 --> 00:35:04,160

Yeah.

718

00:35:04,160 --> 00:35:08,480

So you can earn money on your

master's thesis.

719

00:35:08,480 --> 00:35:11,040

Guys, this is amazing.

720

00:35:11,040 --> 00:35:13,988

I didn't know about this
opportunity was when I was

721

00:35:13,988 --> 00:35:15,520

writing my master's thesis.

722

00:35:15,520 --> 00:35:22,481

So the deal was that I obviously
hijacked Vilma as my master's

723

00:35:22,481 --> 00:35:28,780

thesis supervisor and we right
away knew that we will be

724

00:35:28,780 --> 00:35:30,879

writing the thesis.

725

00:35:30,880 --> 00:35:34,544

Well, I will be writing, she
will be supervising the thesis

726

00:35:34,544 --> 00:35:37,720

in a way that we will make a
publication out of it.

727

00:35:38,680 --> 00:35:41,600

So that was the only thing I was
concentrating on.

728

00:35:41,600 --> 00:35:47,180

So this thesis must be decent
enough to proceed with it during

729

00:35:47,180 --> 00:35:47,800

my PhD.

730

00:35:48,800 --> 00:35:50,160

And that's it.

731

00:35:50,600 --> 00:35:56,367

So I wrote it, submitted it, got
my grade, applied for PhD, got

732

00:35:56,367 --> 00:35:58,800

admitted to PhD, that's it.

733

00:35:59,200 --> 00:36:02,120

And then when the things start
to happen, very interesting.

734

00:36:02,760 --> 00:36:07,430

I got nominated within JSBE for
the best thesis in my

735

00:36:07,430 --> 00:36:08,400

discipline.

736

00:36:08,400 --> 00:36:09,200

I won that.

737

00:36:09,200 --> 00:36:10,600

So I got the scholarship.

738

00:36:10,840 --> 00:36:14,280

Then I applied for for another
scholarship and I got it.

739

00:36:14,600 --> 00:36:20,588

And then all of a sudden, Vilma
again, the best, she sends me an

740

00:36:20,588 --> 00:36:26,577

e-mail like, hey, there is this
European Business Ethics Network

741

00:36:26,577 --> 00:36:27,960

award going on.

742

00:36:28,200 --> 00:36:29,640

Do you want to submit your
thesis?

743

00:36:29,680 --> 00:36:31,520

I'm like, yeah, why not?

744

00:36:31,840 --> 00:36:34,900

I mean, they required like, I
don't know, 200 words,

745

00:36:34,900 --> 00:36:38,365

motivational letter or something
like this to accompany the

746

00:36:38,365 --> 00:36:40,040

thesis and the thesis itself.

747

00:36:40,680 --> 00:36:41,120

That's it.

748

00:36:41,120 --> 00:36:43,160

So very low key entrance.

749

00:36:43,920 --> 00:36:46,280

Well, first you need to have the

master's thesis.

750

00:36:46,840 --> 00:36:49,560

[Alina] You gotta write 87 pages
of a master's thesis.

751

00:36:49,560 --> 00:36:51,160

I think it was 87 in your case.

752

00:36:51,800 --> 00:36:51,960

[Alina] Yeah.

753

00:36:52,000 --> 00:36:54,440

I'm still shocked that you read
my master's thesis.

754

00:36:54,480 --> 00:36:54,680

[Irfan] OK.

755

00:36:54,680 --> 00:36:55,960

I read portions of it.

756

00:36:55,960 --> 00:36:58,259

I read portions of it so that
people don't have an

757

00:36:58,259 --> 00:36:58,800

expectation.

758

00:36:58,800 --> 00:37:00,960

Not every guest gets their
master's thesis read.

759

00:37:00,960 --> 00:37:01,800

Not every guest.

760

00:37:01,840 --> 00:37:02,120

[Alina] Yeah.

761

00:37:02,480 --> 00:37:07,920

OK, yes, so I submitted without
any like further thought.

762

00:37:07,920 --> 00:37:11,654

And then they contacted me like
yeah, we decided to choose your

763

00:37:11,654 --> 00:37:12,880

thesis as the winner.

764

00:37:13,200 --> 00:37:15,440

So I got the scholarship from
them as well.

765

00:37:15,440 --> 00:37:17,840

So that was a nice bonus.

766

00:37:18,160 --> 00:37:21,828

[Irfan] So again, all of this started
with a simple, hi, I'm a student

767

00:37:21,828 --> 00:37:22,120

here.

768

00:37:22,120 --> 00:37:23,000

I just came here.

769

00:37:23,000 --> 00:37:24,840

I would like to do some research
for free.

770

00:37:24,960 --> 00:37:25,840

KK Thanks.

771

00:37:26,080 --> 00:37:26,600

[Alina] Yes.

772

00:37:26,920 --> 00:37:29,496

[Irfan] Do you ever reflect on that and
just think to yourself, like,

773

00:37:29,496 --> 00:37:31,200

well, this is cool, I'm happy
with this.

774

00:37:32,480 --> 00:37:34,320

[Alina] I'm incredibly grateful.

775

00:37:35,040 --> 00:37:42,517

There are people in my life who
just came very randomly in my

776

00:37:42,517 --> 00:37:43,120

life.

777

00:37:43,440 --> 00:37:45,880

And then it turned out to be
something very big.

778

00:37:46,080 --> 00:37:48,320

And that's the case with my
supervisor.

779

00:37:48,720 --> 00:37:53,016

And yeah, but I think in, in
general, in life, this is always

780

00:37:53,016 --> 00:37:53,640

happened.

781

00:37:53,680 --> 00:37:55,800

Like big things happen from
something small.

782

00:37:56,560 --> 00:37:58,640

[Irfan] But I think it's important to be
in the right community.

783

00:37:58,960 --> 00:37:59,760

[Alina] Oh, definitely.

784

00:37:59,760 --> 00:38:01,600

[Irfan] I'll, I'll, I'll get a little
bit personal here.

785

00:38:01,600 --> 00:38:04,751

I was in a community for four
years where let's just say,

786

00:38:04,751 --> 00:38:08,228

regardless of how many times you

ask for certain things, if you

787

00:38:08,228 --> 00:38:11,434

get a response for an e-mail,
you should consider yourself

788

00:38:11,434 --> 00:38:11,760

happy.

789

00:38:12,320 --> 00:38:13,880

But I think here there is.

790

00:38:14,040 --> 00:38:17,151

I don't know how they managed to
structure the university that

791

00:38:17,151 --> 00:38:20,163

way, but I do genuinely have a
feeling that people just they

792

00:38:20,163 --> 00:38:22,880

care about like this being an

educational institution.

793

00:38:23,080 --> 00:38:23,920

[Alina] Absolutely.

794

00:38:23,920 --> 00:38:29,458

And well, at maybe somewhere in
Finland, the situation is

795

00:38:29,458 --> 00:38:35,283

different, but I personally
always got the help I needed and

796

00:38:35,283 --> 00:38:41,108

always got the compassion and
understanding and people truly

797

00:38:41,108 --> 00:38:46,360

care, at least like the
professors that I worked with.

798

00:38:46,360 --> 00:38:48,600

Of course, it's very personal.

799

00:38:48,600 --> 00:38:52,469

You have to find the right
person, the one who will be a

800

00:38:52,469 --> 00:38:56,000

compassionate, helpful and all
these things to you.

801

00:38:56,560 --> 00:39:01,997

But in general, it is probably
much easier to find that person

802

00:39:01,997 --> 00:39:04,760

or group of people for yourself.

803

00:39:04,760 --> 00:39:08,520

And in general, Finnish society
is built like that.

804

00:39:09,320 --> 00:39:11,200

[Irfan] And I mean, there's that level
of trust and comfort.

805

00:39:11,200 --> 00:39:14,004

I mean, you're literally just
super excitedly calling your

806

00:39:14,004 --> 00:39:17,000

thesis advisor Vilma Vilma, as
if she's like your best friend.

807

00:39:18,480 --> 00:39:25,001

[Alina] Well, actually the thing is
that in Finland, this very

808

00:39:25,001 --> 00:39:29,240

horizontal hierarchy is it is
amazing.

809

00:39:29,400 --> 00:39:31,040

[Irfan] I think it normalises a lot of
stuff.

810

00:39:31,320 --> 00:39:32,040

[Alina] Absolutely.

811

00:39:32,920 --> 00:39:36,200

[Irfan] I think it humbles the educators
a little bit.

812

00:39:36,440 --> 00:39:40,596

And it lowers also the fear that
students might have of asking a

813

00:39:40,596 --> 00:39:44,560

question because if you have
this mentality of, you know, God

814

00:39:44,560 --> 00:39:48,525

knows for a 5, I know for a 4,
you maybe know at best for a

815

00:39:48,525 --> 00:39:52,426

3, of course a student isn't
going to feel comfortable to

816

00:39:52,426 --> 00:39:54,920

come up to you and ask you a question.

817

00:39:55,120 --> 00:39:57,487

But if you have this mentality of like, yeah, of course you

818

00:39:57,487 --> 00:39:58,040

could call me...

819

00:39:58,040 --> 00:40:00,800

Something that's very interesting to me is the

820

00:40:00,800 --> 00:40:03,471

professors that I've had here, you know, the default is the

821

00:40:03,471 --> 00:40:05,520

first name. They don't even have

to tell you.

822

00:40:05,520 --> 00:40:07,480

Like it's OK to call me this.

823

00:40:07,480 --> 00:40:09,320

You... Doesn't have to be Mr or
whatever.

824

00:40:09,960 --> 00:40:13,434

And I think that puts everybody
on that level of comfort because

825

00:40:13,434 --> 00:40:16,160

imagine if you had a friend who
was, I don't know.

826

00:40:16,800 --> 00:40:19,869

Nuclear physicist, you'd be a
lot more comfortable asking them

827

00:40:19,869 --> 00:40:22,793

how, you know, fusion works
rather than if you bumped into,

828

00:40:22,793 --> 00:40:25,229

I was going to say Stephen
Hawking, but he's been

829

00:40:25,229 --> 00:40:28,055

underground for a couple of
years, Neil deGrasse Tyson or

830

00:40:28,055 --> 00:40:30,930

somebody like that, where you
have that immediate level of

831

00:40:30,930 --> 00:40:31,320

comfort.

832

00:40:31,520 --> 00:40:32,640

[Alina] Yeah, that's true.

833

00:40:32,640 --> 00:40:38,555

Like, I originally come from
more like different culture

834

00:40:38,555 --> 00:40:44,160
where the superiority of
teachers is more emphasised.

835

00:40:45,280 --> 00:40:48,011
So when I first moved to
Finland, it was very weird to

836

00:40:48,011 --> 00:40:49,600
call teacher just by first name.

837

00:40:50,600 --> 00:40:55,987
So this is something that I now
think I do not even think about

838

00:40:55,987 --> 00:40:56,240
it.

839

00:40:56,440 --> 00:41:00,823

I mean, you call the professors,
the teachers by their first

840

00:41:00,823 --> 00:41:04,560
names and people at work also by
their first names.

841

00:41:04,960 --> 00:41:09,733
And yeah, you kind of tend to
forget that in other parts in

842

00:41:09,733 --> 00:41:12,280
the world, it is very different.

843

00:41:13,200 --> 00:41:16,314
[Irfan] And I think that might give
people a little bit of like a

844

00:41:16,314 --> 00:41:17,120
like a barrier.

845

00:41:17,560 --> 00:41:20,085

Because I think a big thing that
people mention in Finland is

846

00:41:20,085 --> 00:41:22,000
always we we already said the
word networking.

847

00:41:22,600 --> 00:41:24,640
And that's always the big advice
that you get in Finland.

848

00:41:24,640 --> 00:41:27,336
Oh, just talk to people, which
is always also a paradox

849

00:41:27,336 --> 00:41:30,269
because there is this idea of
like, oh, Finns are very closed

850

00:41:30,269 --> 00:41:33,392
off people, but just communicate
with people and you will find an

851

00:41:33,392 --> 00:41:33,959

opportunity.

852

00:41:33,960 --> 00:41:36,982

And I think that blows the minds
for most people that are coming

853

00:41:36,982 --> 00:41:39,960

from abroad because first you're
expecting a closed off society.

854

00:41:40,720 --> 00:41:44,083

And on top of that, if you have
like this rigid hierarchy in

855

00:41:44,083 --> 00:41:47,391

your brain, of course you're
going to be thinking like, oh,

856

00:41:47,391 --> 00:41:50,919

why would I, a simple, lonely, not
even master's holding student...

857

00:41:51,440 --> 00:41:54,240

What is the value in the
thing that I have to say?

858

00:41:54,280 --> 00:41:58,396

And what I think they really
understand here is it's an

859

00:41:58,396 --> 00:42:00,160

educational institution.

860

00:42:00,720 --> 00:42:02,160

Our point is to teach.

861

00:42:02,560 --> 00:42:05,467

Sometimes we're going to be
successful, sometimes we're not,

862

00:42:05,467 --> 00:42:08,566

but I think it's, you know, it's
a two way street: the professors are

863

00:42:08,566 --> 00:42:09,520

there as a resource.

864

00:42:09,520 --> 00:42:12,487

They give the effort, but the
students also have to, you know,

865

00:42:12,487 --> 00:42:13,600

put in their own effort.

866

00:42:13,760 --> 00:42:15,200

[Alina] Absolutely, absolutely.

867

00:42:15,320 --> 00:42:17,200

[Irfan] And again, you're the perfect
example over here.

868

00:42:17,200 --> 00:42:18,920

You're one of the more proactive
people I've met.

869

00:42:18,920 --> 00:42:20,960

I mean, even you were proactive
to get on the podcast.

870

00:42:20,960 --> 00:42:23,297

You were just like, hey, I have
something that I would like to

871

00:42:23,297 --> 00:42:23,520

offer.

872

00:42:23,520 --> 00:42:25,840

Would you like to have a
conversation and some somebody

873

00:42:25,840 --> 00:42:28,160

mastered here, you know, the
Finnish networking style!

874

00:42:29,080 --> 00:42:34,640

[Alina] Yeah, but important note that so
that it does not backfire on us.

875

00:42:35,080 --> 00:42:39,814

Finns are quite closed people
compared to many other countries

876

00:42:39,814 --> 00:42:40,480

cultures.

877

00:42:40,480 --> 00:42:43,920

So it is not easy to network
here.

878

00:42:44,280 --> 00:42:48,760

It is not easy, always easy to
find the right place to network.

879

00:42:49,160 --> 00:42:51,480

And university is the best place
to network.

880

00:42:51,760 --> 00:42:53,911

[Irfan] I think it's difficult to

network everywhere

881

00:42:53,911 --> 00:42:56,622

especially I think after COVID,
that probably made it a little

882

00:42:56,622 --> 00:42:57,440

bit more difficult.

883

00:42:57,920 --> 00:43:01,027

And I think, you know, sure,
Finland has its own cultural

884

00:43:01,027 --> 00:43:03,600

peculiarities just like every
other place does.

885

00:43:03,600 --> 00:43:05,760

You know, it takes you a little
bit of time to understand it.

886

00:43:06,200 --> 00:43:09,260

But that's the value of having
support systems here where, for

887

00:43:09,260 --> 00:43:11,932

example, if you're a new
student, you have a tutor and

888

00:43:11,932 --> 00:43:14,896

you can get a little bit of
advice, or in your case that you

889

00:43:14,896 --> 00:43:17,374

have that educational
coordinator who you say like

890

00:43:17,374 --> 00:43:18,200

babysat you guys.

891

00:43:20,000 --> 00:43:22,080

JSBE really loves its students,
it seems.

892

00:43:22,960 --> 00:43:27,280

[Alina] Yeah, it was very helpful and very genuine, I would say.

893

00:43:27,720 --> 00:43:28,240

[Irfan] So what

894

00:43:28,280 --> 00:43:30,160

What's it like to do your PhD right now?

895

00:43:30,960 --> 00:43:32,000

Oh, what's the topic

896

00:43:32,040 --> 00:43:33,560

even?

[Alina] My topic.

897

00:43:33,680 --> 00:43:38,526

So I research, to put it simple, corporate misinformation, when

898

00:43:38,526 --> 00:43:43,070

companies communicate about
something which is not entirely

899

00:43:43,070 --> 00:43:47,160

true and how stakeholders show
their dissent with it.

900

00:43:47,760 --> 00:43:51,589

So how can it backfire on the
company and what kind of

901

00:43:51,589 --> 00:43:53,400

consequences does it have?

902

00:43:53,640 --> 00:43:56,413

So in particular, now I'm
researching the cases of

903

00:43:56,413 --> 00:43:57,120

greenwashing.

904

00:43:57,960 --> 00:44:02,248

So if the company is accused of
greenwashing, first of all, how

905

00:44:02,248 --> 00:44:03,320

is it happening?

906

00:44:04,280 --> 00:44:07,734

What are the triggers and who
are the stakeholders who can

907

00:44:07,734 --> 00:44:09,960

accuse you of greenwashing and
so on.

908

00:44:10,400 --> 00:44:15,135

And yeah, long run, like long
term consequences of these

909

00:44:15,135 --> 00:44:16,880

actions of companies.

910

00:44:17,040 --> 00:44:17,240

[Irfan] OK.

911

00:44:17,240 --> 00:44:19,984

So very much an extension of the
masters thesis you did about the

912

00:44:19,984 --> 00:44:20,400

KLM thing.

913

00:44:20,400 --> 00:44:25,061

[Alina] Yeah, kind of, kind of, yes,
concentrate on, let's say

914

00:44:25,061 --> 00:44:28,959

negative things of
communication, like where,

915

00:44:28,959 --> 00:44:34,044

Because for a long time it was
believed that if the company

916

00:44:34,044 --> 00:44:38,875

communicates about their
corporate social responsibility

917

00:44:38,875 --> 00:44:43,197

and how they are helpful to
environment, people and

918

00:44:43,197 --> 00:44:48,282

everything around them, it has
only positive things for the

919

00:44:48,282 --> 00:44:48,960

company.

920

00:44:48,960 --> 00:44:53,464

The trust grows, the reputation
improves, their profit grows and

921

00:44:53,464 --> 00:44:53,880

so on.

922

00:44:53,880 --> 00:44:55,040

And everybody loves them.

923

00:44:55,040 --> 00:44:58,658

So like butterflies, unicorns
and the whole everything is

924

00:44:58,658 --> 00:44:58,960

pink.

925

00:44:59,880 --> 00:45:04,567

But it is not entirely true and
the corporate social

926

00:45:04,567 --> 00:45:09,521

responsibility and communication
around it has negative

927

00:45:09,521 --> 00:45:14,209

consequences and it is very
recent that the academic

928

00:45:14,209 --> 00:45:18,719

community started to pay a lot
of attention to it.

929

00:45:18,960 --> 00:45:24,389

So what are the negative impacts
of companies being not so

930

00:45:24,389 --> 00:45:29,359

truthful or being truthful but
still being accused of

931

00:45:29,359 --> 00:45:30,280

something?

932

00:45:30,280 --> 00:45:34,534

Because the thing is that in our
modern communication

933

00:45:34,534 --> 00:45:39,655

environment, in modern world, it
is not that hard to get accused

934

00:45:39,655 --> 00:45:40,680

of something.

935

00:45:42,280 --> 00:45:47,516

So and companies struggle a lot
with it because like they, the

936

00:45:47,516 --> 00:45:52,670

motive, the intent can be very
genuine and very raw corporate

937

00:45:52,670 --> 00:45:57,408

social responsibility in the
most positive way, but they

938

00:45:57,408 --> 00:45:59,320

still get the backfire.

939

00:45:59,680 --> 00:46:04,663

And it is us academics who are
trying to understand how does it

940

00:46:04,663 --> 00:46:09,646

happen, why does it happen, who
triggers it and how to mitigate

941

00:46:09,646 --> 00:46:09,880

it.

942

00:46:11,280 --> 00:46:15,071

[Irfan] So, well, let me just see if I'm
even remotely getting this

943

00:46:15,071 --> 00:46:15,640

straight.

944

00:46:17,520 --> 00:46:20,352

Would it be possible then that
it might even be better for a

945

00:46:20,352 --> 00:46:23,277

company not to publicly announce
the things that they're doing

946

00:46:23,277 --> 00:46:25,320

and just do them kind of in the
background?

947

00:46:25,880 --> 00:46:29,566

Or is there like doing - or
kind of getting back to that

948

00:46:29,566 --> 00:46:31,600

conversation about expectations?

949

00:46:32,000 --> 00:46:35,950

For example, a company, let's
say I'm trying to come up with a

950

00:46:35,950 --> 00:46:38,960

name of a company so that we go
don't get sued.

951

00:46:39,880 --> 00:46:40,760

[Alina] Company X.

952

00:46:40,960 --> 00:46:42,160

Oh, no, there is such.

953

00:46:42,240 --> 00:46:42,480

Yeah.

954

00:46:42,560 --> 00:46:43,280

[Irfan] Yeah, There is one.

955

00:46:43,680 --> 00:46:47,400

Formerly known as Twitter, who
calls it X. Sorry, Elon.

956

00:46:48,920 --> 00:46:49,640

Chairoflot.

957

00:46:49,720 --> 00:46:51,200

Let's call it like that

Chairoflot.

958

00:46:51,800 --> 00:46:54,160

[Alina] I hope it does not exist in the world.

959

00:46:54,160 --> 00:46:56,360

If it does, we apologise in advance.

960

00:46:56,680 --> 00:47:00,601

[Irfan] Legally, you cannot sue me or the guest or the university for

961

00:47:00,601 --> 00:47:01,360

that matter.

962

00:47:01,920 --> 00:47:04,520

So we have some sort of like an airline called Chairoflot.

963

00:47:04,920 --> 00:47:07,899

And Chairoflot says that they're making an investment in,

964

00:47:07,899 --> 00:47:09,920

I don't know, planting a million trees.

965

00:47:09,920 --> 00:47:11,360

And they're very publicly saying it.

966

00:47:11,880 --> 00:47:14,840

But in the end, they only planted half a million trees.

967

00:47:15,520 --> 00:47:18,260

So are you guys kind of contemplating, oh, would it have

968

00:47:18,260 --> 00:47:20,280

been better for them to not say anything?

969

00:47:20,640 --> 00:47:20,880

[Alina] OK. Yeah.

970

00:47:21,240 --> 00:47:26,400

So the thing is that it is not
exactly the action.

971

00:47:26,960 --> 00:47:29,000

It is how you communicate about
it.

972

00:47:29,640 --> 00:47:33,866

So it is all about words and
about framing and about the

973

00:47:33,866 --> 00:47:36,240

persuasion tactics that you use.

974

00:47:36,600 --> 00:47:42,914

So for example, if you're
building too, let's say rosy

975

00:47:42,914 --> 00:47:50,147

picture, too good, too easy to
solve type of thing, especially

976

00:47:50,147 --> 00:47:57,609

if we are talking about airlines
making air industry, air flying

977

00:47:57,609 --> 00:48:00,480

sustainable is very hard.

978

00:48:01,040 --> 00:48:06,574

And obviously, not every single
person who uses plane understand

979

00:48:06,574 --> 00:48:11,769

that it is very hard to make
airlines sustainable because, I

980

00:48:11,769 --> 00:48:17,048

mean, you need to dive deep into
the topic to understand like

981

00:48:17,048 --> 00:48:21,902

will planting of, let's say

hundreds of trees compensate

982

00:48:21,902 --> 00:48:23,520

your impact or not?

983

00:48:24,320 --> 00:48:26,680

Do you know, I don't And and and
so on.

984

00:48:26,680 --> 00:48:30,235

So very small amount of people
can calculate like the CO₂

985

00:48:30,235 --> 00:48:34,219

release from the flight and from
the trees and blah, blah, blah,

986

00:48:34,219 --> 00:48:35,200

too complicated.

987

00:48:35,200 --> 00:48:37,400

Who has energy to calculate all

that?

988

00:48:38,120 --> 00:48:44,074

But if you see an ad or just a
slogan, anything about the fact

989

00:48:44,074 --> 00:48:49,840

that, yeah, if you're flying
with this and that company, you

990

00:48:49,840 --> 00:48:55,794

will be making less damage to
the planet, you kind of tend to,

991

00:48:55,794 --> 00:49:01,560

oh, I want to be a good person,
let's fly with this company.

992

00:49:01,560 --> 00:49:02,920

So that's how it works.

993

00:49:03,160 --> 00:49:06,286

And then there come comes into
place the other groups of

994

00:49:06,286 --> 00:49:07,000
stakeholders.

995

00:49:07,000 --> 00:49:09,720
So it's not about the company
and customers only.

996

00:49:10,240 --> 00:49:16,589
It is also about all the people,
groups, organisations in the

997

00:49:16,589 --> 00:49:18,880
world of this company.

998

00:49:19,080 --> 00:49:22,809
So activists can come into play
and this is usually the group

999

00:49:22,809 --> 00:49:25,560

that accuses of something like
greenwashing.

1000

00:49:26,040 --> 00:49:31,195

And when activists come, they
like, debunk what was being

1001

00:49:31,195 --> 00:49:31,640

said.

1002

00:49:31,880 --> 00:49:36,637

And often it is not about the
action, but the company being

1003

00:49:36,637 --> 00:49:41,077

trying to persuade their
customers on something that is

1004

00:49:41,077 --> 00:49:45,200

not exactly true if you're
diving too deep into it.

1005

00:49:45,840 --> 00:49:50,503

Yes, if you build, if you plant
the trees, there is the positive

1006

00:49:50,503 --> 00:49:52,440

impact for the environment.

1007

00:49:52,440 --> 00:49:53,600

Nobody's arguing it.

1008

00:49:54,080 --> 00:49:59,298

But you cannot say that you
planting trees will absolutely

1009

00:49:59,298 --> 00:50:02,040

eliminate your negative impact.

1010

00:50:02,840 --> 00:50:03,480

That's the thing.

1011

00:50:03,480 --> 00:50:05,480

So it is about communication.

1012

00:50:05,760 --> 00:50:10,360

And I'm being biased being a
communication researcher.

1013

00:50:10,680 --> 00:50:13,440

I think that everything in the
world is about communication.

1014

00:50:14,480 --> 00:50:17,280

[Irfan] See, this is why I do the
natural sciences.

1015

00:50:17,280 --> 00:50:20,035

I get along with those things
a little bit better with the

1016

00:50:20,035 --> 00:50:21,120

formulas and everything.

1017

00:50:21,560 --> 00:50:23,560

[Alina] Yeah, it is much more

straightforward.

1018

00:50:23,560 --> 00:50:29,119

The thing is that based on how
you frame your sentence, you can

1019

00:50:29,119 --> 00:50:32,160

get billions of different
results.

1020

00:50:32,880 --> 00:50:36,083

[Irfan] And I think it - also you're in a
difficult situation where how do

1021

00:50:36,083 --> 00:50:38,400

you measure the impact of
something like this?

1022

00:50:38,640 --> 00:50:43,280

[Alina] Oh, it's not very measurable
unless you put it into numbers.

1023

00:50:43,280 --> 00:50:45,440

But that's not also very
objective.

1024

00:50:46,200 --> 00:50:48,280

[Irfan] Yeah, especially for a thing
like this.

1025

00:50:48,280 --> 00:50:49,320

I mean, how do you measure?

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00:50:49,320 --> 00:50:50,720

Like, what's the measure?

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00:50:50,720 --> 00:50:55,240

Measure of negative social
impact on a company?

1028

00:50:55,240 --> 00:50:56,040

How many?

1029

00:50:56,040 --> 00:50:57,320

I don't know.

Chairoflots.

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00:50:57,720 --> 00:50:59,240

[Alina] Yeah, it is.

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00:50:59,240 --> 00:51:00,600

It is very complicated.

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00:51:00,600 --> 00:51:06,301

So what scholars do they usually
run surveys among customers, for

1033

00:51:06,301 --> 00:51:11,225

example, and companies from
this, probably everyone gets

1034

00:51:11,225 --> 00:51:13,040

this type of service.

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00:51:13,040 --> 00:51:16,080

How did we do, give us the

feedback and type of things.

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00:51:16,080 --> 00:51:17,960

So that's how how it is
measured.

1037

00:51:18,440 --> 00:51:21,726

[Irfan] OK, so backtracking a little bit
and I'm totally not run running

1038

00:51:21,726 --> 00:51:24,456

away from this because it made
me feel intellectually

1039

00:51:24,456 --> 00:51:25,720

intimidated and inferior.

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00:51:27,080 --> 00:51:32,680

So you're doing both the PhD and
you're also working, right?

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00:51:32,680 --> 00:51:34,440

[Alina] Yeah, in the industry, right.

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00:51:34,640 --> 00:51:36,320

[Irfan] How do you find the time and the energy?

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00:51:37,280 --> 00:51:38,880

[Alina] That's a very good question.

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00:51:40,520 --> 00:51:46,020

Well, based on my story, it probably is obvious that I'm a...

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00:51:46,020 --> 00:51:48,240

[Irfan] Workaholic?

[Alina] Multitasker.

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00:51:48,760 --> 00:51:49,880

[Irfan] That's a nicer way to say it, I guess.

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00:51:51,720 --> 00:51:51,840

[Alina] Yes.

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00:51:52,520 --> 00:51:56,857

The problem is that when some...
like the world is so

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00:51:56,857 --> 00:52:00,600

interesting, how can you do just
one thing?

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00:52:01,120 --> 00:52:03,240

I, I truly did not understand
it.

1051

00:52:03,680 --> 00:52:05,840

And that's the case with me.

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00:52:06,200 --> 00:52:10,400

I want to develop in academia
and I want to develop in

1053

00:52:10,400 --> 00:52:15,058

corporate world because I was
very lucky to find the company

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00:52:15,058 --> 00:52:19,869

where like where I want to work,
where I feel passionate about

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00:52:19,869 --> 00:52:23,000

the product and about what we
are doing.

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00:52:23,000 --> 00:52:26,440

So yeah. [Irfan] But I think
that's kind of essential.

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00:52:26,440 --> 00:52:29,478

I had this conversation once
with an academic who said that

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00:52:29,478 --> 00:52:32,366

because he likes to walk this
line between, he teaches at

1059

00:52:32,366 --> 00:52:35,504

university, but he always makes
sure that he's doing some side

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00:52:35,504 --> 00:52:36,600

stuff in the industry.

1061

00:52:37,240 --> 00:52:38,800

And I asked him once, it's the
same question.

1062

00:52:38,800 --> 00:52:40,640

Like I asked you right now, how
do you have the time and energy?

1063

00:52:41,040 --> 00:52:45,183

And his big comment was, in
order to meet, for me to be an

1064

00:52:45,183 --> 00:52:49,467

effective researcher, I have to
know what is going on in the

1065

00:52:49,467 --> 00:52:50,240

real world.

1066

00:52:51,200 --> 00:52:52,520

[Alina] Yeah, I can relate.

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00:52:52,680 --> 00:52:53,680

I think it is.

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00:52:54,200 --> 00:53:02,779

Well, my corporate work is not
directly related to my research,

1069

00:53:02,779 --> 00:53:04,120

but still.

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00:53:04,120 --> 00:53:08,960

It's just, it keeps you
interested in what you're doing,

1071

00:53:08,960 --> 00:53:09,640

I think.

1072

00:53:10,040 --> 00:53:12,000

[Irfan] But you find it kind of
refreshing, like when you're

1073

00:53:12,000 --> 00:53:13,480

doing something a little bit
different.

1074

00:53:14,720 --> 00:53:15,400

[Alina] It depends.

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00:53:15,480 --> 00:53:16,640

It very much depends.

1076

00:53:16,640 --> 00:53:19,714

[Irfan] I mean, in this case, for
example, with your job. [Alina] Yeah,

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00:53:19,714 --> 00:53:22,240

like there are good days, there
are bad days.

1078

00:53:22,560 --> 00:53:25,480

Sometimes you do feel
overwhelmed.

1079

00:53:25,760 --> 00:53:29,985

I mean, I will not be building a
overly positive picture here

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00:53:29,985 --> 00:53:33,597

saying that like, yeah,
everybody should do PhD with

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00:53:33,597 --> 00:53:34,960

their full time job.

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00:53:35,360 --> 00:53:37,000

No guys, I do not recommend.

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00:53:37,000 --> 00:53:38,040

[Irfan] Wait it's a full time job?

1084

00:53:38,240 --> 00:53:38,840

[Alina] Yes, it is.

1085

00:53:39,840 --> 00:53:41,320

[Irfan] I thought it was part time.

1086

00:53:41,320 --> 00:53:46,844

[Alina] No, it is full time job and I do
not recommend it unless you

1087

00:53:46,844 --> 00:53:50,920

cannot exist without both, which
is my case.

1088

00:53:51,960 --> 00:53:53,600

[Irfan] Like, you're really that curious.

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00:53:53,600 --> 00:53:56,200

That, just the the curiosity
itself.

1090

00:53:56,280 --> 00:54:00,515

[Alina] Yeah, that's why I think that,
like, education is fascinating,

1091

00:54:00,515 --> 00:54:01,120

isn't it?

1092

00:54:01,200 --> 00:54:04,400

I mean, you just, you can learn
so much.

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00:54:04,720 --> 00:54:06,520

I'm getting way too engaged
about it.

1094

00:54:06,640 --> 00:54:08,120

[Irfan] No, hey, I completely
understand.

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00:54:08,120 --> 00:54:10,882

I mean, you're literally talking

to a guy who decided to do 2

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00:54:10,882 --> 00:54:11,640

master's degrees.

1097

00:54:11,840 --> 00:54:12,400

[Alina] Oh, yeah.

1098

00:54:12,760 --> 00:54:13,960

So like, here we are.

1099

00:54:14,160 --> 00:54:16,600

[Irfan] And my joke half the time is I'm
going to do a third one.

1100

00:54:17,280 --> 00:54:17,840

[Alina] Why not?

1101

00:54:18,080 --> 00:54:21,800

I mean, as long as you are
mentally stable, go ahead.

1102

00:54:22,120 --> 00:54:25,791

[Irfan] I think the sign of doing multiple masters, this is a sign

1103

00:54:25,791 --> 00:54:27,160

of mental instability.

1104

00:54:27,160 --> 00:54:29,320

[Alina] But but we are not getting there.

1105

00:54:29,560 --> 00:54:29,880

[Irfan] Yeah, yeah.

1106

00:54:29,880 --> 00:54:31,948

We're going to leave that for my therapist when I have one one

1107

00:54:31,948 --> 00:54:32,080

day.

1108

00:54:34,080 --> 00:54:36,440

But, so what is the work that you
do exactly right now?

1109

00:54:36,440 --> 00:54:36,720

What?

1110

00:54:36,720 --> 00:54:37,480

What is even your work?

1111

00:54:38,400 --> 00:54:41,987

[Alina] Yes, I work in the company
called Real Game Business

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00:54:41,987 --> 00:54:42,800

Simulations.

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00:54:43,040 --> 00:54:47,367

It is a Finnish based company
that does business simulations

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00:54:47,367 --> 00:54:51,552

for universities and companies
in the fields of operations

1115

00:54:51,552 --> 00:54:55,170

management, supply chain

management, business, data

1116

00:54:55,170 --> 00:54:55,880

analytics.

1117

00:54:55,880 --> 00:54:57,560

So many many fields.

1118

00:54:58,320 --> 00:55:04,109

So basically there is a game for
students and it in a very

1119

00:55:04,109 --> 00:55:08,917

engaging and in a very
illustrative manner helps

1120

00:55:08,917 --> 00:55:11,960

teacher to teach their courses.

1121

00:55:12,280 --> 00:55:14,040

[Irfan] So you basically gamified education.

1122

00:55:14,120 --> 00:55:14,560

[Alina] Yes.

1123

00:55:14,920 --> 00:55:18,304

[Irfan] OK, so now it makes complete sense to me that you're in a in

1124

00:55:18,304 --> 00:55:20,080

a company like that.

[Alina] Yes exactly.

1125

00:55:20,080 --> 00:55:22,480

So it combines it.

1126

00:55:22,840 --> 00:55:27,951

Remember in the beginning of the

episode I said that my possibly

1127

00:55:27,951 --> 00:55:33,062

I want to combine education and
communications and marketing and

1128

00:55:33,062 --> 00:55:37,465

I'm doing marketing and
communications in the education

1129

00:55:37,465 --> 00:55:38,960

technology company.

1130

00:55:39,600 --> 00:55:40,720

Isn't that amazing?

1131

00:55:41,240 --> 00:55:42,240

[Irfan] It's such a win win.

1132

00:55:42,240 --> 00:55:44,120

But so you say it's a domestic
Finnish company.

1133

00:55:44,160 --> 00:55:45,080

[Alina] Yes, it is.

1134

00:55:45,160 --> 00:55:45,840

[Irfan] Where is it based?

1135

00:55:46,280 --> 00:55:46,760

[Alina] Turku.

1136

00:55:47,200 --> 00:55:48,240

[Irfan] Oh, So do you have to like...

1137

00:55:48,560 --> 00:55:51,598

[Alina] Yeah, yeah, I sometimes, like, I
need to commute sometimes, but

1138

00:55:51,598 --> 00:55:52,880

mostly I can work remotely.

1139

00:55:52,880 --> 00:55:58,774

So I can stay in Jyväskylä and
do my PhD related stuff quite

1140

00:55:58,774 --> 00:55:59,440
easily.

1141

00:55:59,800 --> 00:56:00,080
[Irfan] Oh, OK.

1142

00:56:00,080 --> 00:56:00,320
OK.

1143

00:56:00,320 --> 00:56:03,184
And you get to stay, you know,
farther up north, as we've

1144

00:56:03,184 --> 00:56:05,160
concluded, that is the preferred
thing.

1145

00:56:06,160 --> 00:56:06,400
[Alina] Yeah.

1146

00:56:06,400 --> 00:56:11,487

But like, I bet some people
might argue that calling

1147

00:56:11,487 --> 00:56:16,400

Jyväskylä North might not be
like, it's Central Finland.

1148

00:56:16,400 --> 00:56:16,760

[Irfan] Yeah, yeah, yeah.

1149

00:56:17,400 --> 00:56:18,640

It's the jewel of Finland.

1150

00:56:18,640 --> 00:56:21,000

It's in the heart of Finland.

[Alina] The best city.

1151

00:56:21,640 --> 00:56:22,440

[Irfan] I will tell you that.

1152

00:56:22,440 --> 00:56:23,560

Like, I genuinely believe that.

1153

00:56:23,840 --> 00:56:24,440

I'm not saying that.

Because they are paying me.

1154

00:56:24,440 --> 00:56:24,880

[Alina] Me too.

1155

00:56:25,280 --> 00:56:26,440

[Irfan] I genuinely believe it.

1156

00:56:27,080 --> 00:56:28,280

[Alina] That's why I live here.

1157

00:56:28,280 --> 00:56:29,080

It's amazing.

1158

00:56:29,080 --> 00:56:32,477

It's not too big, not too small,

has everything that is needed

1159

00:56:32,477 --> 00:56:35,120

and has the university, which is
the main thing.

1160

00:56:35,520 --> 00:56:37,932

[Irfan] It has technically three
universities, if we're going to

1161

00:56:37,932 --> 00:56:38,320

go there.

1162

00:56:38,920 --> 00:56:39,120

[Alina] True.

1163

00:56:39,400 --> 00:56:41,280

[Irfan] So you have your intellectual
curiosity...

1164

00:56:41,680 --> 00:56:44,214

I'm going to sidetrack just a

little bit because I saw the

1165

00:56:44,214 --> 00:56:46,920

excitement in your eyes when you
said you know about the city.

1166

00:56:47,200 --> 00:56:48,840

Why do you like Jyväskylä so
much?

1167

00:56:49,320 --> 00:56:56,030

[Alina] Oh, as I said, it is not too
big, not too small, and has the

1168

00:56:56,030 --> 00:56:57,240

university.

1169

00:56:57,240 --> 00:57:01,361

Here are the three things why
Jyväskylä is the best city in

1170

00:57:01,361 --> 00:57:01,920

Finland.

1171

00:57:02,280 --> 00:57:08,177

And also, well, I think it is
not only about Jyväskylä, but

1172

00:57:08,177 --> 00:57:12,600

nature is super close everywhere
in Finland.

1173

00:57:13,080 --> 00:57:19,200

And it is an extremely important
thing for everyone who lives in

1174

00:57:19,200 --> 00:57:22,120

Finland for some time, I think.

1175

00:57:22,640 --> 00:57:26,498

And I just happen to love the
parks and lakes and forests in

1176

00:57:26,498 --> 00:57:30,235

Jyväskylä better than in any
other place where I lived so

1177

00:57:30,235 --> 00:57:30,480
far.

1178

00:57:31,200 --> 00:57:31,400
[Irfan] Oh yeah.

1179

00:57:31,400 --> 00:57:34,006
It's, I genuinely love the city
in the sense exactly what we're

1180

00:57:34,006 --> 00:57:35,840
talking about, the nature and
the closeness.

1181

00:57:36,720 --> 00:57:39,966
You're walking to class and you
just, you can hear, you know,

1182

00:57:39,966 --> 00:57:42,584

the different sounds, the
animals, the smells and

1183

00:57:42,584 --> 00:57:43,160
everything.

1184

00:57:43,560 --> 00:57:46,675
And what I absolutely love is
just the proximity of the campus

1185

00:57:46,675 --> 00:57:47,120
at least.

1186

00:57:47,880 --> 00:57:48,080
Yeah.

1187

00:57:48,080 --> 00:57:49,600
I mean, we're roughly in the
same region.

1188

00:57:49,600 --> 00:57:54,240
I'm in... [Alina] 20 minutes walk, 30

minutes walk.

1189

00:57:54,440 --> 00:57:54,840

Perfect.

1190

00:57:55,200 --> 00:57:55,960

[Irfan] Everything's in walking

1191

00:57:55,960 --> 00:57:56,160

distance.

1192

00:57:56,160 --> 00:57:59,371

I just look at like there was
this, you know, what they see in

1193

00:57:59,371 --> 00:58:02,735

the modern days, you know, touch
grass, touch grass and...

1194

00:58:02,735 --> 00:58:05,080

[Alina] Oh, yeah, barefoot walking
and all these kind of stuff.

1195

00:58:05,080 --> 00:58:08,680

[Irfan] Hug a tree literally. [Alina] Have
you ever hugged a tree?

1196

00:58:09,080 --> 00:58:10,040

[Irfan] Many times, actually.

1197

00:58:10,120 --> 00:58:10,920

[Alina] I did too.

1198

00:58:11,200 --> 00:58:14,500

Maybe something actually that I
funnily enough, I got into it

1199

00:58:14,500 --> 00:58:17,480

with a colleague who's
coincidentally her name is also

1200

00:58:17,480 --> 00:58:17,800

Alina.

1201

00:58:17,800 --> 00:58:21,145

We would go on hikes back in
undergrad during COVID and I was

1202

00:58:21,145 --> 00:58:23,520

just like, Oh my God, I need to
hug a tree.

1203

00:58:24,600 --> 00:58:25,680

That was the one thing that we
need to.

1204

00:58:25,760 --> 00:58:26,760

[Alina] It grounds you.

1205

00:58:26,840 --> 00:58:30,240

I have, I have no clue how it
works, but it works.

1206

00:58:30,480 --> 00:58:34,163

[Irfan] I mean, we did start off as like
Cavemen and then our progress

1207

00:58:34,163 --> 00:58:35,800

was to get into the forests.

1208

00:58:36,160 --> 00:58:38,720

So maybe there's a genetic
correlation to that.

1209

00:58:38,720 --> 00:58:41,735

[Alina] How did we jump from like
talking about science to hugging

1210

00:58:41,735 --> 00:58:42,400

trees?

1211

00:58:42,400 --> 00:58:44,160

I think it is connected somehow.

1212

00:58:44,760 --> 00:58:46,120

[Irfan] I believe it is connected.

1213

00:58:46,120 --> 00:58:46,760

It's like that.

1214

00:58:46,760 --> 00:58:49,855

There's... [Alina] If you're a
scientist, you're allowed to be

1215

00:58:49,855 --> 00:58:50,160

weird.

1216

00:58:51,080 --> 00:58:53,160

[Irfan] If you're a human, you're
allowed to be weird.

1217

00:58:53,160 --> 00:58:55,080

[Alina] OK, yes, let's not discriminate.

1218

00:58:55,160 --> 00:58:57,000

[Irfan] No, I mean, what
what is weirdness anyway?

1219

00:58:57,000 --> 00:58:58,960

Anyway, it's just the... [Alina]

How do you define it?

1220

00:58:58,960 --> 00:58:59,520

That's true.

1221

00:58:59,560 --> 00:59:01,360

[Irfan] No, it's just a
moment of perception.

1222

00:59:01,880 --> 00:59:04,797

You know, somebody might think
that a person who is doing a PhD

1223

00:59:04,797 --> 00:59:07,760

at the same time while having a
full time job is insanely weird.

1224

00:59:07,760 --> 00:59:08,920

And who wants to hug a tree.

1225

00:59:08,920 --> 00:59:10,840

[Alina] Well, that is a matter of fact.

1226

00:59:10,880 --> 00:59:14,280

The person who does PhD with a
full time job is weird.

1227

00:59:14,720 --> 00:59:19,012

[Irfan] But I think it's, there are just
some people who function that

1228

00:59:19,012 --> 00:59:20,920

way who really enjoy that.

1229

00:59:20,920 --> 00:59:22,120

And it's not for everybody.

1230

00:59:22,600 --> 00:59:25,390

So that job that you're doing
right now, getting back from,

1231

00:59:25,390 --> 00:59:28,320

you know, hugging the trees, did

you get it by hugging a tree?

1232

00:59:28,800 --> 00:59:29,920

[Alina] Unfortunately not.

1233

00:59:29,920 --> 00:59:33,440

But I also got it through the
university somewhat.

1234

00:59:33,960 --> 00:59:40,160

So it was a rather harsh period
of time for me.

1235

00:59:40,160 --> 00:59:44,640

So our episode today is very
like positive and everything.

1236

00:59:44,880 --> 00:59:51,400

But of course there are very
gloomy days and months even.

1237

00:59:51,800 --> 00:59:55,910

And I knew that, OK, graduation
from master's programme is

1238

00:59:55,910 --> 01:00:00,438
approaching, what am I going to
do, where I'm going to work, how

1239

01:00:00,438 --> 01:00:02,320
my life going to look like.

1240

01:00:02,840 --> 01:00:08,387
And I've been applying and I
knew that getting a job in

1241

01:00:08,387 --> 01:00:11,360
Finland it is the easiest way.

1242

01:00:11,920 --> 01:00:16,537
Is to get it through internship
and I've searched for internship

1243

01:00:16,537 --> 01:00:20,800

starting from the first year and
in the summer between the...

1244

01:00:21,520 --> 01:00:25,783

I plan to do it in the summer
between the 1st and 2nd masters

1245

01:00:25,783 --> 01:00:27,640

year and that was terrible

1246

01:00:27,840 --> 01:00:30,800

Really.

1247

01:00:30,800 --> 01:00:37,233

So that nobody sees it as an
easy way it is never easy for

1248

01:00:37,233 --> 01:00:37,960

anyone.

1249

01:00:37,960 --> 01:00:41,862

So like whenever you see a very

happy person online, please

1250

01:00:41,862 --> 01:00:45,504

remember that it is not always
about happiness and like

1251

01:00:45,504 --> 01:00:46,480

positive stuff.

1252

01:00:47,360 --> 01:00:49,480

So it was the same for me.

1253

01:00:50,680 --> 01:00:52,800

I got rejected many times.

1254

01:00:53,120 --> 01:00:57,906

Even once there was a position
in a company or organisation

1255

01:00:57,906 --> 01:01:02,295

that was connected to the
government and there was the

1256

01:01:02,295 --> 01:01:07,002

again, the combination of
communications and marketing and

1257

01:01:07,002 --> 01:01:07,800

education.

1258

01:01:08,080 --> 01:01:09,240

And I was like, that's it.

1259

01:01:09,240 --> 01:01:10,840

That has to be, oh, come on.

1260

01:01:10,840 --> 01:01:15,582

I wanted to like combine these
fields and I ended up in the

1261

01:01:15,582 --> 01:01:20,246

last round of interviews with
another person and I was not

1262

01:01:20,246 --> 01:01:20,799

chosen.

1263

01:01:22,080 --> 01:01:26,260

This is a hard thing to go
through and it was painful and

1264

01:01:26,260 --> 01:01:30,080

you start to question your
selfworth and everything.

1265

01:01:30,520 --> 01:01:32,360

So yeah.

1266

01:01:32,400 --> 01:01:36,680

And it was in summer and lasted
this kind of period

1267

01:01:36,680 --> 01:01:39,960

with rejections and everything
lasted till November.

1268

01:01:40,880 --> 01:01:42,200

So good.

1269

01:01:42,200 --> 01:01:43,000

Half a year.

1270

01:01:43,560 --> 01:01:47,720

And in November I get a very
random e-mail.

1271

01:01:47,720 --> 01:01:49,720

I do not even remember from
whom.

1272

01:01:49,720 --> 01:01:54,728

It was something like we got
this information that the

1273

01:01:54,728 --> 01:02:00,465

company's looking for interns,
and I was like, yeah, whatever,

1274

01:02:00,465 --> 01:02:02,560

I'm sending everything.

1275

01:02:03,440 --> 01:02:08,816

I went through the website, I
read the description of the job,

1276

01:02:08,816 --> 01:02:12,400

and I was like, OK, business
simulations.

1277

01:02:12,400 --> 01:02:16,920

That sounds like education and
marketing.

1278

01:02:17,480 --> 01:02:18,520

Maybe that's it.

1279

01:02:18,800 --> 01:02:22,974

So I went to the website and I
right away understood that like

1280

01:02:22,974 --> 01:02:26,618

a Finnish based business

simulations company, I need to

1281

01:02:26,618 --> 01:02:29,600

do my best to proceed with this
application.

1282

01:02:30,200 --> 01:02:34,520

And yeah, I filled in all the
stuff that was needed.

1283

01:02:34,520 --> 01:02:38,720

I, I invested time in the
motivational letter.

1284

01:02:38,720 --> 01:02:42,426

You know, usually when you are
applying like all the time, you

1285

01:02:42,426 --> 01:02:45,898

just have the motivational

letter that you somewhat modify

1286

01:02:45,898 --> 01:02:46,840

and send it out.

1287

01:02:47,440 --> 01:02:49,840

And I really worked on that one.

1288

01:02:50,400 --> 01:02:52,640

[Irfan] I'm going to interrupt you very quickly on this thing.

1289

01:02:53,160 --> 01:02:55,960

Did anybody help you with all the job applications?

1290

01:02:56,040 --> 01:03:01,160

[Alina] No, I was alone by myself as a strong independent woman.

1291

01:03:01,560 --> 01:03:02,960

[Irfan] I was waiting for that

statement.

1292

01:03:04,040 --> 01:03:04,760

[Alina] Here it is.

1293

01:03:05,240 --> 01:03:05,840

You're welcome.

1294

01:03:06,440 --> 01:03:10,484

[Irfan] We're going to use it in the shorts as clickbait, but how did

1295

01:03:10,484 --> 01:03:12,200

you figure out how to do it?

1296

01:03:12,200 --> 01:03:13,840

Because I mean, I can hear somebody...

1297

01:03:13,840 --> 01:03:17,320

[Alina] Oh yeah, I'm going to share life hacks with our audience now.

1298

01:03:17,880 --> 01:03:24,449

So you learn from your mistakes
a lot and you learn because when

1299

01:03:24,449 --> 01:03:30,008

you're sending a lot of
applications, it's somewhat as

1300

01:03:30,008 --> 01:03:31,119

AB testing.

1301

01:03:31,760 --> 01:03:35,016

You're sending this thing and
this thing and then see what

1302

01:03:35,016 --> 01:03:36,120

works type of thing.

1303

01:03:36,440 --> 01:03:40,770

So it is very important to
shorten the way you speak, use

1304

01:03:40,770 --> 01:03:44,877

the keywords very carefully
because the people who are

1305

01:03:44,877 --> 01:03:49,058

reading your applications, they
are not reading it very

1306

01:03:49,058 --> 01:03:49,880

thoroughly.

1307

01:03:50,160 --> 01:03:51,120

It's impossible.

1308

01:03:51,120 --> 01:03:54,240

I mean, we have to relate to
these people in HR.

1309

01:03:54,480 --> 01:03:57,717

They are getting like hundreds
of applications, even more

1310

01:03:57,717 --> 01:03:59,280

thousands in some positions.

1311

01:03:59,280 --> 01:04:01,880

So absolutely, they do not have time.

1312

01:04:01,880 --> 01:04:06,276

So one thing that worked for me very well, and this is a big

1313

01:04:06,276 --> 01:04:10,240

life hack for all people who are now looking for a job.

1314

01:04:11,200 --> 01:04:13,000

For me, it was so that.

1315

01:04:13,520 --> 01:04:16,852

Do you remember there was a period of time when everyone

1316

01:04:16,852 --> 01:04:18,840

started to do their CVs in

Canva?

1317

01:04:20,040 --> 01:04:20,320

[Irfan] Yeah.

1318

01:04:20,400 --> 01:04:24,833

[Alina] Like, and in general, trying to
make their CVs looking

1319

01:04:24,833 --> 01:04:25,640

beautiful.

1320

01:04:26,120 --> 01:04:26,560

Yeah.

1321

01:04:26,720 --> 01:04:31,548

There was this very famous post
of a person getting a job at

1322

01:04:31,548 --> 01:04:36,455

Spotify because he, he or she or
they did the CV looking like

1323

01:04:36,455 --> 01:04:37,880

Spotify interface.

1324

01:04:37,920 --> 01:04:42,080

It was very like popular in
social media.

1325

01:04:42,840 --> 01:04:45,880

And I also had my CV with a
picture and so on.

1326

01:04:46,840 --> 01:04:50,859

And then I was like, I don't
remember where did I get this

1327

01:04:50,859 --> 01:04:51,200

idea?

1328

01:04:51,200 --> 01:04:53,320

Probably from somewhere online.

1329

01:04:54,120 --> 01:05:03,285

And I did my CV like from the
90s, like blank, one page, A4

1330

01:05:03,285 --> 01:05:11,992

format, Times New Roman 12,
very, very like blank with a

1331

01:05:11,992 --> 01:05:15,200

very clear structure.

1332

01:05:15,440 --> 01:05:21,137

And all the descriptions of my
skills started with action,

1333

01:05:21,137 --> 01:05:26,544

verb, organised, managed,
controlled, so on like random

1334

01:05:26,544 --> 01:05:30,600

verbs with very specific numeric results.

1335

01:05:30,600 --> 01:05:35,248

So something KPI related, like measurable...

1336

01:05:35,248 --> 01:05:36,720

[Irfan] You want to just mention what's KPI?

1337

01:05:37,120 --> 01:05:38,480

[Alina] Key performance indicator.

1338

01:05:39,440 --> 01:05:43,575

I hope people who are searching for a new job, they know what's

1339

01:05:43,575 --> 01:05:46,160

KPI if you don't do your research guys.

1340

01:05:47,320 --> 01:05:50,480

So yeah, I did the CV like that
and it worked.

1341

01:05:51,120 --> 01:05:51,920

It did work.

1342

01:05:51,960 --> 01:05:56,280

I get a lot, got a lot of
replies from that CV.

1343

01:05:56,520 --> 01:06:00,409

It was closer to the date when I
was already applying for a job

1344

01:06:00,409 --> 01:06:01,200

at Real Game.

1345

01:06:01,920 --> 01:06:06,320

And yeah, Real Game has invited
me for the interview or the

1346

01:06:06,320 --> 01:06:07,200

first round.

1347

01:06:07,640 --> 01:06:12,320

And I did prepare, I did my
homework.

1348

01:06:12,320 --> 01:06:17,240

I had the ideas because I I
desperately needed that job.

1349

01:06:17,880 --> 01:06:22,516

I like, I was like, if this is
not it, I have no idea what I'm

1350

01:06:22,516 --> 01:06:23,400

going to do.

1351

01:06:24,000 --> 01:06:29,362

So probably that was kind of
clear to my now colleagues that

1352

01:06:29,362 --> 01:06:32,440

I was very desperate for that
job.

1353

01:06:32,440 --> 01:06:36,116

But I I hope they didn't pity
me, but they actually hired me

1354

01:06:36,116 --> 01:06:36,960

for my skills.

1355

01:06:38,760 --> 01:06:39,000

Yeah.

1356

01:06:39,000 --> 01:06:44,143

So it was two round interview
and I knew after the was it it

1357

01:06:44,143 --> 01:06:48,528

not was it 3 rounds, but
whatever several rounds of

1358

01:06:48,528 --> 01:06:54,009

interview and I knew that by the
end there were two people again

1359

01:06:54,009 --> 01:06:57,720

two people and one whom they
were choosing.

1360

01:06:58,000 --> 01:07:00,040

And it was right before
Christmas.

1361

01:07:00,040 --> 01:07:02,520

I think it was a week before
Christmas or something.

1362

01:07:03,240 --> 01:07:07,696

And that was like we will call
you like when we have the

1363

01:07:07,696 --> 01:07:08,400

decision.

1364

01:07:08,760 --> 01:07:13,770

And from the experience, I know
if not always, but often, if the

1365

01:07:13,770 --> 01:07:18,626

company doesn't call you back
within like two or three working

1366

01:07:18,626 --> 01:07:23,329

days, they are probably talking
to another candidate and are

1367

01:07:23,329 --> 01:07:27,800

waiting until this person signs
the papers to inform you.

1368

01:07:28,920 --> 01:07:32,536

And with Real Game, after the
second interview, I think like

1369

01:07:32,536 --> 01:07:33,960

maybe a week has passed.

1370

01:07:33,960 --> 01:07:39,640

And I was like, yeah, I need to
prepare to cry a lot.

1371

01:07:41,920 --> 01:07:46,892

So I remember like, as it was
yesterday, I was walking and

1372

01:07:46,892 --> 01:07:49,000

it's December in Finland.

1373

01:07:49,000 --> 01:07:50,680

I mean, I'm packed.

1374

01:07:50,680 --> 01:07:51,960

I look like a Penguin.

1375

01:07:53,600 --> 01:07:55,080

I was walking somewhere.

1376

01:07:55,080 --> 01:07:59,867

And the thing is that phones do
not live in cold temperatures

1377

01:07:59,867 --> 01:08:00,640

very well.

1378

01:08:00,920 --> 01:08:03,000

So I had my phone in my glove.

1379

01:08:03,680 --> 01:08:07,889

It's a life hack for those who
are moving to Finland from warm

1380

01:08:07,889 --> 01:08:11,765

countries in winter, you put
your phone in your gloves so

1381

01:08:11,765 --> 01:08:15,240

that it is warm from your body
also hits the phone.

1382

01:08:15,920 --> 01:08:16,280

Yeah.

1383

01:08:16,280 --> 01:08:18,200

So I had my phone in my glove.

1384

01:08:18,520 --> 01:08:21,560

And I hear that there is a phone
call and I had it there.

1385

01:08:21,560 --> 01:08:23,920

And I was like, what do I do?

1386

01:08:24,600 --> 01:08:28,570

And it was the phone call from
my current supervisor saying

1387

01:08:28,570 --> 01:08:31,880

that they are happy to welcome
me to a Real Game.

1388

01:08:33,160 --> 01:08:36,146

That was one of the best
Christmas presents I have ever

1389

01:08:36,146 --> 01:08:36,360

got.

1390

01:08:37,560 --> 01:08:42,738

And it turned out that they also
hired the second person because

1391

01:08:42,738 --> 01:08:47,360

they couldn't decide between us
and we became colleagues.

1392

01:08:47,800 --> 01:08:50,080

And the internship was for five
months.

1393

01:08:50,080 --> 01:08:55,050

And after that they hired us
full time and I got promoted to

1394

01:08:55,050 --> 01:08:58,880

the marketing communications
manager position.

1395

01:08:59,320 --> 01:09:03,961

And this is where I work for
over a year and a half already

1396

01:09:03,961 --> 01:09:07,520

and I'm proud to be a part of
Real Game team.

1397

01:09:07,960 --> 01:09:11,315

[Irfan] I'm actually, I genuinely find
it lovely how the company was

1398

01:09:11,315 --> 01:09:14,615

willing to compromise on their
own stuff when they realised

1399

01:09:14,615 --> 01:09:17,695

that, OK, we have two good
candidates, we would like to

1400

01:09:17,695 --> 01:09:18,520

keep them both.

1401

01:09:18,520 --> 01:09:21,886

That's, you know, I don't know
anything about the company, but

1402

01:09:21,886 --> 01:09:24,985

like, kudos to them for having
enough wisdom to recognise

1403

01:09:24,985 --> 01:09:25,360

talent.

1404

01:09:25,760 --> 01:09:26,920

[Alina] You are the best guys.

1405

01:09:27,720 --> 01:09:28,880

[Irfan] You're praising everybody.

1406

01:09:29,320 --> 01:09:33,712

[Alina] I mean, if I meet wonderful
people in my life, why shouldn't

1407

01:09:33,712 --> 01:09:34,720

I praise them?

1408

01:09:35,040 --> 01:09:39,256

I mean, why shouldn't I tell
that these people are doing very

1409

01:09:39,256 --> 01:09:41,160

great things in their lives?

1410

01:09:41,640 --> 01:09:43,440

[Irfan] I think somebody's trying
to get another promotion.

1411

01:09:44,040 --> 01:09:46,920

[Alina] No, no, it's not about
promotion.

1412

01:09:46,920 --> 01:09:49,800

It's about being grateful to
people around you.

1413

01:09:50,440 --> 01:09:51,400

[Irfan] I completely understand that.

1414

01:09:51,400 --> 01:09:54,440

Like I, you know, you're
preaching to the choir.

1415

01:09:54,600 --> 01:09:58,214

[Alina] I mean, the thing is that if you
are nice to people, people going

1416

01:09:58,214 --> 01:09:59,200

to be nice to you.

1417

01:09:59,960 --> 01:10:03,065

There is a saying in my mother
tongue that, like, treat people

1418

01:10:03,065 --> 01:10:04,840

the way you want them to treat
you.

1419

01:10:05,440 --> 01:10:09,520

I want to everyone to be happy
and feel comfortable around me.

1420

01:10:10,120 --> 01:10:12,200

So that's what I'm doing
genuinely.

1421

01:10:12,640 --> 01:10:15,200

[Irfan] OK, kind of just slightly
backtracking

1422

01:10:15,200 --> 01:10:15,480

I can...

1423

01:10:15,520 --> 01:10:16,240

[Alina] Yeah, of course.

1424

01:10:16,240 --> 01:10:20,229

[Irfan] You know, this Christmas
present, I can imagine just like

1425

01:10:20,229 --> 01:10:21,880

the level of excitement.

1426

01:10:22,480 --> 01:10:22,880

[Alina] Oh, yeah.

1427

01:10:22,880 --> 01:10:25,206

Especially in like I was it was
one of those, you know, dark,

1428

01:10:25,206 --> 01:10:26,520

gloomy December nights in
Finland.

1429

01:10:26,640 --> 01:10:26,840

Yeah.

1430

01:10:26,880 --> 01:10:31,125

I was in the middle of nowhere,
literally with one, like light,

1431

01:10:31,125 --> 01:10:35,105

Dark, snowing, everything is it
was like from the movie, but

1432

01:10:35,105 --> 01:10:39,417

from some comedic movie because
I was trying to get my phone out

1433

01:10:39,417 --> 01:10:40,280

of the glove.

1434

01:10:40,360 --> 01:10:42,605

[Irfan] Oh, then the light was
coming through the glove from

1435

01:10:42,605 --> 01:10:43,000

the phone.

1436

01:10:43,600 --> 01:10:45,360

[Alina] No, it was like very
thick glove.

1437

01:10:45,360 --> 01:10:46,120

It's December.

1438

01:10:47,440 --> 01:10:48,040

[Irfan] Fair enough.

1439

01:10:48,320 --> 01:10:49,120

Fair enough.

1440

01:10:49,840 --> 01:10:52,240

So how has it been working at
the company so far?

1441

01:10:53,440 --> 01:10:59,320

[Alina] Like I do not want
to put like too rosy picture.

1442

01:10:59,320 --> 01:11:00,080

It was great.

1443

01:11:00,440 --> 01:11:04,899

Like to put it simple, it was
great because I am doing the

1444

01:11:04,899 --> 01:11:09,661

things that I have always wanted
to do and I'm doing it with a

1445

01:11:09,661 --> 01:11:12,080

great team who wants to develop.

1446

01:11:12,680 --> 01:11:17,751

But of course, there are things
that are getting difficult

1447

01:11:17,751 --> 01:11:22,480

sometimes because I mean,
corporate world is not easy.

1448

01:11:22,760 --> 01:11:25,160

So does academia like it is.

1449

01:11:25,880 --> 01:11:32,489

It is not always easy to combine
a lot of tasks and sometimes it

1450

01:11:32,489 --> 01:11:34,320

gets overwhelming.

1451

01:11:34,640 --> 01:11:40,671

But in general, when you love
what you're doing, the stress is

1452

01:11:40,671 --> 01:11:43,160

not that bad, I would say.

1453

01:11:43,160 --> 01:11:44,680

But of course it is there.

1454

01:11:45,000 --> 01:11:50,342

Of course there are things that

you feel stressed with the

1455

01:11:50,342 --> 01:11:54,960

things that like I want to do
this, this and that.

1456

01:11:54,960 --> 01:11:59,849

How do I fit it in eight hour
working day type of thing and or

1457

01:11:59,849 --> 01:12:02,600

7 1/2 if we do not count the
lunch.

1458

01:12:05,480 --> 01:12:11,147

Yeah, so the difficulty with
work is always how to manage to

1459

01:12:11,147 --> 01:12:14,400

do everything that you want to
do.

1460

01:12:15,520 --> 01:12:18,665

[Irfan] But the one thing that I was
kind of wondering about is how

1461

01:12:18,665 --> 01:12:22,074

do you feel that your coursework
and the actual programme at JYU

1462

01:12:22,074 --> 01:12:23,279

helped you handle that?

1463

01:12:24,760 --> 01:12:28,484

[Alina] Well, you learn to multitask
definitely because you are

1464

01:12:28,484 --> 01:12:32,141

having several courses on
different topics at the same

1465

01:12:32,141 --> 01:12:35,400

time with assignments, with
exams or whatever.

1466

01:12:35,880 --> 01:12:39,640

So yeah, that helps a lot.

1467

01:12:39,640 --> 01:12:40,160

Also.

1468

01:12:40,160 --> 01:12:43,960

I mean, come on, the primary
purpose of any degree is to give

1469

01:12:43,960 --> 01:12:44,880

you the skills.

1470

01:12:45,760 --> 01:12:49,185

Obviously without the skills
that I got from my masters, I

1471

01:12:49,185 --> 01:12:52,320

would not be able to do what I'm
doing now at my job.

1472

01:12:53,080 --> 01:12:53,720

Definitely.

1473

01:12:54,120 --> 01:12:59,180

So, yeah, if to put it, if I
rephrase your question, did DMCC

1474

01:12:59,180 --> 01:13:04,160

and JYU University of Jyväskylä
help me in my working life?

1475

01:13:04,160 --> 01:13:05,360

The answer is yes.

1476

01:13:06,120 --> 01:13:09,119

[Irfan] I again, I appreciate, you
know, the simplest like

1477

01:13:09,119 --> 01:13:12,618

rephrase, but there's another
thing that I need to ask you and

1478

01:13:12,618 --> 01:13:16,118

there's always this opinion of I

I do appreciate the fact that

1479

01:13:16,118 --> 01:13:19,284

you're giving a lot like, you

know, nicer look about the

1480

01:13:19,284 --> 01:13:19,840

situation.

1481

01:13:19,840 --> 01:13:22,332

I'm not saying that, you know,

it's not, you know, rose

1482

01:13:22,332 --> 01:13:25,003

coloured glasses viewpoint, but

it's this viewpoint of sure

1483

01:13:25,003 --> 01:13:27,808

there is a struggle, but you can

overcome it if you put in the

1484

01:13:27,808 --> 01:13:28,119

effort.

1485

01:13:29,120 --> 01:13:31,205

But something that I'm, and I'm
just trying to think about what

1486

01:13:31,205 --> 01:13:31,760

people might say.

1487

01:13:32,040 --> 01:13:35,256

Somebody might say, oh, you've
been here since high school, you

1488

01:13:35,256 --> 01:13:38,423

probably like learned Finnish or
something and that helped you

1489

01:13:38,423 --> 01:13:41,639

because people assume that the
big barrier is Finnish language.

1490

01:13:42,080 --> 01:13:42,320

[Alina] Yeah.

1491

01:13:42,600 --> 01:13:44,240

[Irfan] So first of all, is your job in Finnish?

1492

01:13:44,360 --> 01:13:48,160

[Alina] My job is fully in English, which is great.

1493

01:13:48,160 --> 01:13:50,680

But of course we practise some Finnish.

1494

01:13:51,000 --> 01:13:55,014

But the actual, I don't know, typing of texts is in English

1495

01:13:55,014 --> 01:13:58,560

and the official language of the company is English.

1496

01:13:59,160 --> 01:13:59,520

Yeah.

1497

01:13:59,640 --> 01:14:05,835

But I do understand that I have
a little bit of privilege In the

1498

01:14:05,835 --> 01:14:10,696

amount of years I've spent in
Finland, I feel very

1499

01:14:10,696 --> 01:14:11,840

comfortable.

1500

01:14:11,840 --> 01:14:15,120

I I mean, Finland is my home,
love this country.

1501

01:14:15,600 --> 01:14:20,760

And but my Finnish is not C2.

1502

01:14:20,920 --> 01:14:22,640

No, not even C1.

1503

01:14:22,720 --> 01:14:27,080

I got B2 with my proved by YKI
testy.

1504

01:14:28,880 --> 01:14:33,572

Yes, and but Finnish is a big
kind of problem for

1505

01:14:33,572 --> 01:14:38,735

internationals in Finland,
definitely because a lot of

1506

01:14:38,735 --> 01:14:40,800

workplaces require it.

1507

01:14:41,000 --> 01:14:43,787

[Irfan] So just quick little aside, can
you tell the listeners what is

1508

01:14:43,787 --> 01:14:43,920

YKI?

1509

01:14:44,400 --> 01:14:45,360

[Alina] Oh yeah.

1510

01:14:45,360 --> 01:14:51,152

So when you spend enough time in
Finland, you want to stay here

1511

01:14:51,152 --> 01:14:54,320

forever for the rest of your
life.

1512

01:14:54,680 --> 01:14:58,501

You want to apply for example,
for Finnish citizenship or you

1513

01:14:58,501 --> 01:15:02,200

just study Finnish and you want
to know what is your level.

1514

01:15:02,400 --> 01:15:07,600

So this is a national like state
exam of Finnish language.

1515

01:15:08,280 --> 01:15:14,179

And people who apply for Finnish
citizenship, they must do that

1516

01:15:14,179 --> 01:15:14,640

test.

1517

01:15:15,240 --> 01:15:17,160

And a spoiler.

1518

01:15:17,360 --> 01:15:22,585

This test is prepared at JYU and
JYU is heavily involved in YKI

1519

01:15:22,585 --> 01:15:23,000

test.

1520

01:15:23,000 --> 01:15:28,080

So this is the alma mater of
Finnish language studies.

1521

01:15:28,400 --> 01:15:31,498

[Irfan] So would you say that actually
the Finnish language courses at

1522

01:15:31,498 --> 01:15:32,040

JYU helped?

1523

01:15:32,120 --> 01:15:33,840

And yes, I know what we're going
for.

1524

01:15:33,840 --> 01:15:34,960

I know what we're going for.

1525

01:15:35,560 --> 01:15:35,800

[Alina] Yeah.

1526

01:15:35,800 --> 01:15:38,880

So we talked a little bit about
it.

1527

01:15:38,880 --> 01:15:43,106

And once again, spoiler, we have
opinions that a little bit

1528

01:15:43,106 --> 01:15:46,840

differ, but I think it adds
spice to the episode.

1529

01:15:47,600 --> 01:15:50,522

[Irfan] Do we want to go with the...
Actually, first I need to tell

1530

01:15:50,522 --> 01:15:51,240

you one thing.

1531

01:15:51,520 --> 01:15:55,493

I think you're underselling your
success by having a B2 on the YKI

1532

01:15:55,493 --> 01:15:57,600

because the requirement is a
B1.

1533

01:15:58,040 --> 01:15:58,520

[Alina] Is it?

1534

01:15:58,520 --> 01:15:59,680

Yeah, I didn't know.

1535

01:15:59,680 --> 01:16:01,120

[Irfan] So you went one level above.

1536

01:16:01,240 --> 01:16:02,440

[Alina] Oh, nice.

1537

01:16:03,000 --> 01:16:06,160

[Irfan] I think that's that's, I mean,
no, B2 is fairly impressed.

1538

01:16:06,160 --> 01:16:08,235

So I mean, that means you're

comfortable with like everyday

1539

01:16:08,235 --> 01:16:08,720

conversations.

1540

01:16:08,720 --> 01:16:08,960

[Alina] Yeah.

1541

01:16:09,080 --> 01:16:09,240

Yeah.

1542

01:16:09,280 --> 01:16:14,696

It is quite easy to have
conversations like on simple

1543

01:16:14,696 --> 01:16:15,800

life stuff.

1544

01:16:15,800 --> 01:16:18,261

But when it comes to, for
example, academic Finnish, uh

1545

01:16:18,261 --> 01:16:18,440

huh.

1546

01:16:18,440 --> 01:16:23,240

[Irfan] So what level of

Finnish did you come into?

1547

01:16:23,600 --> 01:16:28,935

[Alina] Yeah, okay, so since I have long

history in Finland, of course I

1548

01:16:28,935 --> 01:16:33,943

had the prior language knowledge

before coming to JYU for my

1549

01:16:33,943 --> 01:16:34,600

master's.

1550

01:16:35,160 --> 01:16:39,367

And because I didn't want to go

through the basics of the

1551

01:16:39,367 --> 01:16:42,560

language once again in my life,
I enrolled...

1552

01:16:42,920 --> 01:16:46,985

So any international student in
Finland must complete at at

1553

01:16:46,985 --> 01:16:49,560

least one course in Finnish
language.

1554

01:16:50,120 --> 01:16:54,390

And it it, it doesn't matter
whether it is Finnish 1, the

1555

01:16:54,390 --> 01:16:56,600

easiest, or any other Finnish.

1556

01:16:57,080 --> 01:16:59,160

And I enrolled right away to
Finnish 3.

1557

01:16:59,760 --> 01:17:03,046

And here where it comes the
difference between your

1558

01:17:03,046 --> 01:17:04,880

experience and my experience.

1559

01:17:05,240 --> 01:17:11,609

So shortly about my experiences,
courses of Finnish language at

1560

01:17:11,609 --> 01:17:17,680

University of Jyväskylä were
the key thing why I passed YKI.

1561

01:17:18,880 --> 01:17:25,175

I have never had better courses
in Finnish ever before and I was

1562

01:17:25,175 --> 01:17:30,599

extremely lucky with the

teacher, with the group I took

1563

01:17:30,599 --> 01:17:32,440

around 4-5 courses.

1564

01:17:32,440 --> 01:17:36,822

I think of Finnish, I will not
count like now, but yeah, I over

1565

01:17:36,822 --> 01:17:41,136

the course of my master's I was
always studying Finnish, always

1566

01:17:41,136 --> 01:17:44,560

practising and by the end of my
master's I passed YKI.

1567

01:17:44,560 --> 01:17:50,800

OK, so I started from Finnish 3
and continued further on.

1568

01:17:50,800 --> 01:17:52,400

So I skipped the basic stuff.

1569

01:17:53,040 --> 01:17:54,320

[Irfan] Finnish 3 is B1, right?

1570

01:17:55,920 --> 01:18:00,739

[Alina] I hope that it is not because

I think it is A2, because you

1571

01:18:00,739 --> 01:18:05,040

cannot like jump over a level of
language in half a year.

1572

01:18:05,040 --> 01:18:06,280

That's impossible.

1573

01:18:06,280 --> 01:18:07,560

I think it is A2.

1574

01:18:07,960 --> 01:18:13,038

We should, you should invite
someone from language school to

1575

01:18:13,038 --> 01:18:17,640

explain stuff like that and
actually ask the question why

1576

01:18:17,640 --> 01:18:22,560

the beginners level courses are
difficult for internationals.

1577

01:18:22,800 --> 01:18:25,781

[Irfan] See, I think you actually might
have like slightly changed my

1578

01:18:25,781 --> 01:18:28,619

opinion about like Finnish 1
and Finnish 2 because I had

1579

01:18:28,619 --> 01:18:30,880

this opinion of I was not a fan
of Finnish 1.

1580

01:18:31,200 --> 01:18:34,480

That's not that's not something
that I deny.

1581

01:18:34,720 --> 01:18:37,369

And I say again, you know,
public disclaimer, that is my

1582

01:18:37,369 --> 01:18:38,160

personal opinion.

1583

01:18:38,480 --> 01:18:40,640

If we say that something is
great, that is a fact.

1584

01:18:40,640 --> 01:18:42,520

If something is not great, it's
a personal opinion.

1585

01:18:42,520 --> 01:18:43,480

That's usually how it works.

1586

01:18:44,880 --> 01:18:48,560

But no, so like I did not like
it just didn't vibe with me.

1587

01:18:48,800 --> 01:18:53,680

I felt like I left it, you know,
without some major progress.

1588

01:18:54,920 --> 01:18:58,000

And I kept thinking like, OK,
what was what didn't work?

1589

01:18:58,480 --> 01:18:59,280

Was it me?

1590

01:18:59,280 --> 01:19:00,760

Was it the professor?

1591

01:19:00,760 --> 01:19:02,400

Was it the environment,
whatever.

1592

01:19:03,240 --> 01:19:05,345

And when I come back to it, as
you know, the professor was

1593

01:19:05,345 --> 01:19:05,560
great.

1594

01:19:05,880 --> 01:19:07,640
Can't, can't blame them at all.

1595

01:19:08,080 --> 01:19:11,737
But I think the big difference
was, and that's kind of what you

1596

01:19:11,737 --> 01:19:15,280
mentioned the other day, it's
about the group that you're in.

1597

01:19:15,640 --> 01:19:19,524
There is this fact that when
it's your first Finnish language

1598

01:19:19,524 --> 01:19:23,408

course, you're already going
through a cultural adaptation to

1599

01:19:23,408 --> 01:19:24,159
the society.

1600

01:19:24,440 --> 01:19:27,800
You're trying to learn how the
master's programme functions.

1601

01:19:28,280 --> 01:19:31,710
And as you mentioned, you know,
everybody has to do it and

1602

01:19:31,710 --> 01:19:35,140
people are going to have, you
know, different commitments,

1603

01:19:35,140 --> 01:19:38,861
different desires, how much they
want to invest themselves into

1604

01:19:38,861 --> 01:19:42,000

the language and then that can
shape a little bit the

1605

01:19:42,000 --> 01:19:42,640

perception.

1606

01:19:42,640 --> 01:19:45,739

So I think for me, it was just
kind of like, you know, I'm

1607

01:19:45,739 --> 01:19:49,049

already going through a lot of
these things that I'm trying to

1608

01:19:49,049 --> 01:19:52,360

figure out and not everybody is
super enthusiastic about this.

1609

01:19:52,360 --> 01:19:54,280

And we there were a lot of us
anyway.

1610

01:19:55,080 --> 01:19:59,138

So I think that was might have
influenced the difference in our

1611

01:19:59,138 --> 01:20:00,280

opinion over here.

1612

01:20:00,640 --> 01:20:03,208

But honestly, just like hearing
you say that made me even

1613

01:20:03,208 --> 01:20:05,776

reconsider like, oh, maybe I
should take like Finnish 3 at

1614

01:20:05,776 --> 01:20:06,240

some point.

1615

01:20:06,440 --> 01:20:11,334

[Alina] Highly recommended, especially
if the professor is the same who

1616

01:20:11,334 --> 01:20:14,240

taught me because that was very good.

1617

01:20:14,320 --> 01:20:19,080

And also as you mentioned the group, I was very lucky with the

1618

01:20:19,080 --> 01:20:23,915

group because the thing is that why do one of the key things to

1619

01:20:23,915 --> 01:20:27,240

progressing was the fact that you actually.

1620

01:20:27,520 --> 01:20:31,991

Speak without being afraid to make mistake because everybody

1621

01:20:31,991 --> 01:20:36,535

around you is committed to

study, so they also try to speak

1622

01:20:36,535 --> 01:20:40,640

the best they can and they also
do mistakes so you feel

1623

01:20:40,640 --> 01:20:41,520

comfortable.

1624

01:20:41,520 --> 01:20:45,417

So these people have the same
motivation and at the same time

1625

01:20:45,417 --> 01:20:49,000

they are on the same level, so
they are making mistakes.

1626

01:20:49,000 --> 01:20:51,280

Somebody speaks better.

1627

01:20:51,280 --> 01:20:55,360

Somebody speaks not so innocent,

so advanced words and so on.

1628

01:20:55,560 --> 01:20:59,080

But in general, you are among
people who want to learn.

1629

01:20:59,560 --> 01:21:01,960

So that that makes the
difference, I think.

1630

01:21:02,120 --> 01:21:03,920

[Irfan] Yeah, everybody's roughly
in the same ballpark.

1631

01:21:03,920 --> 01:21:06,452

And again, I do got to say like,
I kind of love it that we had

1632

01:21:06,452 --> 01:21:08,623

like different experiences
because I think oftentimes

1633

01:21:08,623 --> 01:21:10,753

people, you know, people are
going to have different

1634

01:21:10,753 --> 01:21:12,039

experiences, whatever you think.

1635

01:21:12,200 --> 01:21:14,490

And I think the problem might at
times be, you know, maybe

1636

01:21:14,490 --> 01:21:16,974

somebody who would have bumped
into me six months ago and asked

1637

01:21:16,974 --> 01:21:19,536

like, hey, how was Finnish 1, I
would have said like, Oh my God,

1638

01:21:19,536 --> 01:21:20,080

it's horrible.

1639

01:21:20,320 --> 01:21:21,000

Don't take it.

1640

01:21:21,040 --> 01:21:21,920

Don't take any of it.

1641

01:21:22,960 --> 01:21:24,911

But now if somebody bumps into
you, then you can say like,

1642

01:21:24,911 --> 01:21:26,560

yeah, no, it really helped me
with my education.

1643

01:21:26,560 --> 01:21:28,600

And that's kind of like the
important thing to show people.

1644

01:21:28,680 --> 01:21:33,278

[Alina] I'm quite confident that people
in our groups, like for example,

1645

01:21:33,278 --> 01:21:37,593

the person who was sitting next
to me on Finnish 3 Course

1646

01:21:37,593 --> 01:21:42,049

could have absolutely opposite
opinion from mine because it is

1647

01:21:42,049 --> 01:21:43,040

so individual.

1648

01:21:43,400 --> 01:21:46,749

[Irfan] And I think that's the important
thing of just understanding that

1649

01:21:46,749 --> 01:21:49,793

you have to experience it for
yourself and understand that,

1650

01:21:49,793 --> 01:21:52,280

you know, hell, your opinion is
going to change.

1651

01:21:53,040 --> 01:21:54,200

[Alina] Yeah, absolutely.

1652

01:21:54,720 --> 01:21:58,454

[Irfan]] So I'm going to try to kind of
like, reel us back to the, you

1653

01:21:58,454 --> 01:21:59,840

know, whole work stuff.

1654

01:22:00,360 --> 01:22:05,670

What is a big piece of advice
that you would offer to incoming

1655

01:22:05,670 --> 01:22:10,560

international students? [Alina] In
terms of possibilities of work?

1656

01:22:10,640 --> 01:22:11,520

[Irfan] Actually, let's go with this.

1657

01:22:11,520 --> 01:22:13,867

Like, what's the first thing
that you think about when I say

1658

01:22:13,867 --> 01:22:15,560

advice for incoming
international students?

1659

01:22:15,600 --> 01:22:17,920

[Alina] Manage your expectations.

1660

01:22:19,760 --> 01:22:22,120

Learn to be an adult.

1661

01:22:22,560 --> 01:22:23,960

Think of the decision.

1662

01:22:23,960 --> 01:22:29,510

So all this basic stuff, like
actually a very important thing

1663

01:22:29,510 --> 01:22:35,061

that I would say, for example,
if let's say my younger sister

1664

01:22:35,061 --> 01:22:40,075
came to me for an advice
regarding Finland, I would say

1665

01:22:40,075 --> 01:22:45,715
that you must try to as soon as
possible understand if Finland

1666

01:22:45,715 --> 01:22:48,759
is your country, by your
country.

1667

01:22:48,760 --> 01:22:52,705
I mean, if that's the place that
fulfils you, if that's the place

1668

01:22:52,705 --> 01:22:56,471
where you feel like you are at
home, if that's the place where

1669

01:22:56,471 --> 01:22:59,760

you want to stay, because that
is the main thing here.

1670

01:23:00,160 --> 01:23:04,870

If you understand that, OK,
Finland is not my place, this

1671

01:23:04,870 --> 01:23:05,520

happens.

1672

01:23:06,600 --> 01:23:08,080

I mean, people are different.

1673

01:23:08,080 --> 01:23:11,650

For some people it is very
important to be to live by the

1674

01:23:11,650 --> 01:23:14,360

seashore and have plus 30 like
half a year.

1675

01:23:15,880 --> 01:23:20,305

And in Finland you obviously
cannot have that, unfortunately,

1676

01:23:20,305 --> 01:23:24,160

[Irfan] Or fortunately, if you're some
of us. [Alina] Yes, exactly.

1677

01:23:24,440 --> 01:23:25,680

Once again, people are
different.

1678

01:23:26,080 --> 01:23:32,112

So and if you are not the person
who feels like Finland is your

1679

01:23:32,112 --> 01:23:38,240

place, you can get the education
because the education is great.

1680

01:23:38,240 --> 01:23:41,790

And I know a lot of people who

got a degree in Finland and

1681

01:23:41,790 --> 01:23:45,160

built a very successful career
abroad, a lot of people.

1682

01:23:45,600 --> 01:23:51,353

So that can be your path if you
are a person who feels like,

1683

01:23:51,353 --> 01:23:55,880

yeah, when I land in Helsinki
Airport, I relax.

1684

01:23:56,040 --> 01:23:56,800

That's me.

1685

01:23:56,800 --> 01:23:57,360

Hello.

1686

01:23:58,000 --> 01:23:58,440

Yeah.

1687

01:23:58,480 --> 01:24:02,268

It's just like until you get
that feeling, you cannot

1688

01:24:02,268 --> 01:24:03,040

understand.

1689

01:24:03,320 --> 01:24:07,204

But I know many people who are
like, yeah, when I land there,

1690

01:24:07,204 --> 01:24:10,964

I'm like, finally I can just
relax and be OK. [Irfan] The joy of

1691

01:24:10,964 --> 01:24:12,280

hearing Finnish again.

1692

01:24:12,280 --> 01:24:15,320

Like I don't even speak the
language even remotely properly.

1693

01:24:15,320 --> 01:24:19,562

But the second I land in Vantaa
and I just hear people like, you

1694

01:24:19,562 --> 01:24:22,280

know, oh, it's like...

[Alina] Yeah, home finally.

1695

01:24:22,320 --> 01:24:23,080

Exactly.

1696

01:24:23,520 --> 01:24:29,329

So if you're from this category,
as you and I, you need to a

1697

01:24:29,329 --> 01:24:31,520

Start learning Finnish.

1698

01:24:31,960 --> 01:24:34,920

There is no way avoiding it,
absolutely no way.

1699

01:24:34,920 --> 01:24:38,560

If you want to spend your life
here, start learning Finnish.

1700

01:24:38,560 --> 01:24:39,440

It is worth it.

1701

01:24:40,640 --> 01:24:46,833

Second thing is try to build
your network within Finnish

1702

01:24:46,833 --> 01:24:47,920

community.

1703

01:24:47,920 --> 01:24:52,265

So if you found your industry,
your niche, look what is

1704

01:24:52,265 --> 01:24:56,301

happening in this field in
Finland, who are the key

1705

01:24:56,301 --> 01:24:57,000

speakers?

1706

01:24:57,000 --> 01:24:58,200

Who are the key players?

1707

01:24:58,200 --> 01:24:59,800

What are the companies that are
there?

1708

01:24:59,800 --> 01:25:05,279

So start your research and start
trying to find how to connect to

1709

01:25:05,279 --> 01:25:08,600

these individuals, companies and
so on.

1710

01:25:09,160 --> 01:25:12,000

I do not promise that it will
work for everyone.

1711

01:25:12,160 --> 01:25:13,120

Obviously not.

1712

01:25:13,320 --> 01:25:13,840

And maybe.

1713

01:25:13,840 --> 01:25:17,545

And who says that you will be
able to find your industry

1714

01:25:17,545 --> 01:25:21,640

immediately or you will not want
to change it later on easily?

1715

01:25:22,040 --> 01:25:26,372

So the thing is that if you
decide for yourself that I am

1716

01:25:26,372 --> 01:25:30,705

going to do everything that I
can to stay in Finland, you

1717

01:25:30,705 --> 01:25:33,319

start, do everything that you
can.

1718

01:25:33,600 --> 01:25:34,040

That's it.

1719

01:25:34,280 --> 01:25:34,440

Yeah.

1720

01:25:34,440 --> 01:25:37,766

[Irfan] Don't just put your toe in the
water and, you know, stay there

1721

01:25:37,766 --> 01:25:38,400

for an hour

1722

01:25:38,400 --> 01:25:40,000

thinking if you're going to jump in
or not.

1723

01:25:40,000 --> 01:25:42,080

You already made the decision to
come here.

1724

01:25:42,080 --> 01:25:45,941

Might as well just jump into the
pool or in this context, jump

1725

01:25:45,941 --> 01:25:46,800

into the lake.

1726

01:25:46,800 --> 01:25:47,440

[Alina] Exactly.

1727

01:25:47,680 --> 01:25:51,533

So the thing is that you need to
understand is it is, is Finland

1728

01:25:51,533 --> 01:25:55,327

a long term commitment in your
life or short term commitment in

1729

01:25:55,327 --> 01:25:55,920

your life?

1730

01:25:56,200 --> 01:25:59,354

[Irfan] But I think the best way to
come into it is assume that it's

1731

01:25:59,354 --> 01:26:01,887

going to be a long term
commitment because then your

1732

01:26:01,887 --> 01:26:04,803

chances of it actually working
out as a long term commitment

1733

01:26:04,803 --> 01:26:05,520

are increasing.

1734

01:26:05,680 --> 01:26:06,520

[Alina] Yeah, definitely.

1735

01:26:06,520 --> 01:26:08,945

[Irfan] Just like what you said,
you know, when you come here,

1736

01:26:08,945 --> 01:26:10,360

Start learning Finnish
immediately.

1737

01:26:10,640 --> 01:26:13,328

Because if you go in with the
attitude of like, yeah, yes...

1738

01:26:13,328 --> 01:26:15,880

[Alina] Start learning it
before you're coming here.

1739

01:26:15,880 --> 01:26:17,480

[Irfan] Start learning it yesterday.

1740

01:26:18,600 --> 01:26:19,120

That's the one thing.

1741

01:26:19,120 --> 01:26:21,642

If I could travel back in time
and just, like, send myself a

1742

01:26:21,642 --> 01:26:22,800

single note, it wouldn't be.

1743

01:26:23,000 --> 01:26:25,032

It wouldn't be, hey, there's
going to be a pandemic, OK,

1744

01:26:25,032 --> 01:26:27,243

maybe I would tell myself who's
going to win the World Cup or

1745

01:26:27,243 --> 01:26:27,599

something.

1746

01:26:28,000 --> 01:26:31,600

But the simple note would be
learn Finnish.

1747

01:26:32,520 --> 01:26:34,840

Just like transport it four
years into the past.

1748

01:26:35,760 --> 01:26:38,760

Any piece of advice that you
have for students who are

1749

01:26:38,760 --> 01:26:41,760

freshly graduating, one of them
being in front of you.

1750

01:26:42,160 --> 01:26:48,950

[Alina] Oh yeah, actually, for students
who are not yet graduating,

1751

01:26:48,950 --> 01:26:51,440

start looking for job.

1752

01:26:52,400 --> 01:26:54,320

The earlier you start, the
better.

1753

01:26:54,760 --> 01:27:00,246

Because I mean, the recruitment,
like the lead time of you being

1754

01:27:00,246 --> 01:27:03,200

recruited is very long in
Finland.

1755

01:27:03,280 --> 01:27:04,600

It is a matter of fact.

1756

01:27:05,120 --> 01:27:07,520

Some are very lucky, some are
not.

1757

01:27:07,920 --> 01:27:08,520

It happens.

1758

01:27:08,960 --> 01:27:13,238

And yeah, advice to those who
are graduating, and I think it will

1759

01:27:13,238 --> 01:27:17,240

be absolutely the same as to
those who are just starting.

1760

01:27:17,720 --> 01:27:21,080

Yeah, I cannot come up with
anything very smart.

1761

01:27:21,080 --> 01:27:23,360

I will not be able to crack the
code here.

1762

01:27:23,360 --> 01:27:27,560

You know, I mean, Finland is
very individual for absolutely

1763

01:27:27,560 --> 01:27:28,960

every single person.

1764

01:27:29,240 --> 01:27:32,640

I can give advice to those who
want to go to academia.

1765

01:27:33,080 --> 01:27:37,485

Yeah, actually academia is one of the fields in Finland that is

1766

01:27:37,485 --> 01:27:39,000

very English friendly.

1767

01:27:39,320 --> 01:27:43,322

By the way, this is probably important to some people who are

1768

01:27:43,322 --> 01:27:47,324

considering coming to Finland but are like doubting will I be

1769

01:27:47,324 --> 01:27:51,520

able to like have a career with career with English in academia?

1770

01:27:51,960 --> 01:27:52,800

It is possible.

1771

01:27:52,800 --> 01:27:56,748

The thing is that academia has
its own tricks with grants and

1772

01:27:56,748 --> 01:27:57,640

all the stuff.

1773

01:27:57,640 --> 01:28:01,763

It is very hard to get funding,
a lot of paperwork, a lot of

1774

01:28:01,763 --> 01:28:02,440

paperwork.

1775

01:28:02,440 --> 01:28:07,880

And it is not that you will be
engaging in your research 24/7.

1776

01:28:08,160 --> 01:28:10,920

No, academia is not only about
research.

1777

01:28:11,000 --> 01:28:13,120

[Irfan] I think half of the time is
unfortunately writing grants.

1778

01:28:13,120 --> 01:28:15,998

But but when you get the grant
and get to do the research,

1779

01:28:15,998 --> 01:28:17,560

that's the that's the best part.

1780

01:28:17,600 --> 01:28:18,400

[Alina] Absolutely.

1781

01:28:18,400 --> 01:28:18,640

Yeah.

1782

01:28:18,640 --> 01:28:23,800

So prior research before you get
any decision.

1783

01:28:23,920 --> 01:28:24,360

Yeah.

1784

01:28:24,520 --> 01:28:26,160

Do the research of the field.

1785

01:28:27,040 --> 01:28:32,825

Actually one of the advices I
got early on when I started to

1786

01:28:32,825 --> 01:28:39,085

vocalise that I want a career in
academia related things, they're

1787

01:28:39,085 --> 01:28:42,120

like think twice, are you sure?

1788

01:28:42,240 --> 01:28:47,768

And for me it is not about like
money or success, it's about

1789

01:28:47,768 --> 01:28:49,400

doing what I love.

1790

01:28:50,040 --> 01:28:53,412

So I think this is the best
motivation if you want to go to

1791

01:28:53,412 --> 01:28:56,280

academia, if you want to go to
academia for money.

1792

01:28:57,320 --> 01:28:59,760

No... [Irfan] go into
consulting.

1793

01:29:00,520 --> 01:29:03,831

[Alina] Yeah, but to get to consulting,
you have to be on a certain

1794

01:29:03,831 --> 01:29:06,480

level and probably do a fair
share of academia.

1795

01:29:07,320 --> 01:29:08,160

[Irfan] Yeah, fair enough.

1796

01:29:08,160 --> 01:29:10,584

I mean, there is that prediction
that we're all going to be

1797

01:29:10,584 --> 01:29:12,200

digital consultants thanks
to AI.

1798

01:29:13,760 --> 01:29:16,600

Don't know if I buy that yet,
but hey.

1799

01:29:16,600 --> 01:29:19,750

So since we spoke a little bit
about networking and advice and

1800

01:29:19,750 --> 01:29:22,700

everything, my kind of last bit
for you is do you have any

1801

01:29:22,700 --> 01:29:25,800

networking opportunities for
students, any jobs, internships,

1802

01:29:25,800 --> 01:29:27,200

something you can recommend?

1803

01:29:27,200 --> 01:29:32,600

[Alina] Yes, we have a big
present to our listeners.

1804

01:29:32,920 --> 01:29:34,680

[Irfan] So is this Oprah?

1805

01:29:34,680 --> 01:29:35,680

You get a...

1806

01:29:38,160 --> 01:29:38,600

[Alina] Yes.

1807

01:29:38,680 --> 01:29:43,235

So I was allowed to share this
information with the people who

1808

01:29:43,235 --> 01:29:47,501

will watch our episode and
listen it on Spotify and Apple,

1809

01:29:47,501 --> 01:29:48,079

I think.

1810

01:29:48,640 --> 01:29:49,560

Yeah, everywhere.

1811

01:29:50,920 --> 01:29:56,132

So Real Game Business Simulation
is planning to announce two

1812

01:29:56,132 --> 01:30:01,875

internships very soon, so I will
not be sharing any details yet,

1813

01:30:01,875 --> 01:30:04,880

but please follow us on
LinkedIn.

1814

01:30:05,240 --> 01:30:08,200

All the information will be
published there.

1815

01:30:09,440 --> 01:30:13,754

Real Game Business Simulations
on LinkedIn is a place where you

1816

01:30:13,754 --> 01:30:17,799

will find all the information
about upcoming internships in

1817

01:30:17,799 --> 01:30:19,080

English in Finland.

1818

01:30:19,840 --> 01:30:20,520

You're welcome.

1819

01:30:21,280 --> 01:30:26,240

Yes, and if anybody just wants
to chit chat with me, also can

1820

01:30:26,240 --> 01:30:28,640

drop me a message in LinkedIn.

Yes

1821

01:30:29,080 --> 01:30:32,960

[Irfan] I think this is literally
the perfect place to stop.

1822

01:30:33,520 --> 01:30:35,240

I don't see where next I could
go with this.

1823

01:30:35,680 --> 01:30:37,600

Well, hey, Alina, thank you so
much.

1824

01:30:37,600 --> 01:30:40,560

Thank you for your time, your
energy, your enthusiasm.

1825

01:30:41,080 --> 01:30:45,177

It is genuinely lovely to see
somebody who has this immense

1826

01:30:45,177 --> 01:30:49,139

love for this country, this
entire area, and who's really

1827

01:30:49,139 --> 01:30:52,895

found a way to accept and
appreciate everything that's

1828

01:30:52,895 --> 01:30:53,920

offered to you.

1829

01:30:54,240 --> 01:30:56,952

But also to have this
willingness to, you know, take

1830

01:30:56,952 --> 01:30:59,819

the essential step forward and

try to get something for

1831

01:30:59,819 --> 01:31:00,280

yourself.

1832

01:31:00,280 --> 01:31:03,242

Because I think it's very
important for people to realise

1833

01:31:03,242 --> 01:31:06,510

that there are many good things
ahead of them, but they need to

1834

01:31:06,510 --> 01:31:09,320

be willing to take that first
step and take that risk.

1835

01:31:10,000 --> 01:31:13,310

So for you guys, we hope this
was, you know, the first step

1836

01:31:13,310 --> 01:31:16,180

for your future successful
careers in Finland, your

1837

01:31:16,180 --> 01:31:19,160

wonderful education at the
University of Jyväskylä.

1838

01:31:19,720 --> 01:31:22,902

You can watch this entire
episode multiple times because I

1839

01:31:22,902 --> 01:31:25,600

think it's one of those you can
watch many times.

1840

01:31:25,600 --> 01:31:28,968

As Alina mentioned, there's
going to be an announcement at

1841

01:31:28,968 --> 01:31:31,480

[Alina] Real Game Business
Simulations on LinkedIn.

1842

01:31:32,200 --> 01:31:34,913

[Irfan] So keep track of that and any other possible internship and

1843

01:31:34,913 --> 01:31:37,400

work opportunities, study opportunities that you have.

1844

01:31:37,800 --> 01:31:41,461

If you're a freshly incoming student, start immediately,

1845

01:31:41,461 --> 01:31:44,865

start with Finnish, start reaching out to your future

1846

01:31:44,865 --> 01:31:48,720

faculty members and just have a great time, explore things.

1847

01:31:48,760 --> 01:31:50,520

And we will see you in the next

episode.

1848

01:31:50,840 --> 01:31:51,840

Kiitos ja moikka!

1849

01:31:52,200 --> 01:31:52,600

Cheers.