

Your Guide to the Doctoral Programme in Business, Economics and Finance at JSBE

Specialization: Business Studies

How to use this guide ✓

This guide outlines how the program may proceed if you study full-time, though the exact structure will be tailored individually with your supervisor.

Welcome! 🤝

Dear Doctoral Students,

On behalf of our faculty and staff, I am delighted to welcome you to the Jyväskylä University School of Business and Economics (JSBE).

As Vice Dean of Research and Innovation Activities, I am proud to say that our school holds accreditation from the Association to Advance Collegiate Schools of Business (AACSB), a distinction that signifies the highest standards of excellence in business education worldwide. This accreditation together with those of AMBA and BGA further underscores our unwavering commitment to delivering outstanding business and management education.

As part of a multidisciplinary university, JSBE offers a unique opportunity to collaborate across various fields and take advantage of diverse courses and support structures. We are committed to nurturing your academic and professional growth, and we are here to support you on this exciting journey.

Congratulations on beginning this transformative chapter of your academic career. We are excited to welcome you into our vibrant academic community and look forward to witnessing the valuable contributions you will bring to JSBE.

Welcome to JSBE!

Sincerely,
Mika Haapanen
Vice Dean of Research and Innovation Activities
Jyväskylä University School of Business and Economics



Dear students,

I would also like to welcome you to the program.

New technologies are transforming the way businesses operate, while societal resilience faces challenges from trends such as population aging, environmental degradation, and the spread of misinformation. To help companies and society at large adapt to these changes in sustainable ways, we need well-trained researchers who excel at solving complex problems through scientific methods.

As part of a university-wide renewal, we streamlined the doctoral program structure in 2025–2026. JSBE now has one doctoral study program, the Doctoral Programme in Business, Economics, and Finance. The program is headed by the Vice Dean of Research and comprises two specializations: the Specialization in Business Studies and the Specialization in Economics and Finance.

The curriculum for the Business Studies specialization includes compulsory courses for all doctoral students conducting their dissertation research within this specialization. Since your dissertation topic will likely focus on a more specific area of expertise, such as accounting and corporate finance, corporate communication, corporate environmental management, management and leadership, marketing, or strategy and entrepreneurship, it is also important to deepen your domain-specific expertise through optional courses. Your supervision team will support you in selecting appropriate optional studies that complement your dissertation research.

I am delighted that you have decided to embark on this journey. Whether you choose a career in academia or industry after completing your doctorate, I hope you will look back on your time as a doctoral student as a valuable opportunity to develop expertise in a subject area that genuinely interests you.

Associate Professor Anna Salonen
Specialization Representative of Business Studies
Doctoral Programme in Business, Economics, and Finance



General Information

Degree length: 3-4 years, full-time

Your doctoral degree includes:

- **Postgraduate studies** (minimum of 40 ECTS required)
- **Dissertation.**

Programme Key People



Anna Salonen

Associate Professor of Marketing

**Specialization Representative of Business Studies,
Doctoral Programme in Business, Economics, and Finance**
anna.k.salonen@jyu.fi

Anna Salonen (D.Sc. Econ.) is an Associate Professor of Marketing (Tenure Track) and an Adjunct Professor in B2B Marketing at the University of Jyväskylä, Finland. She holds a doctoral degree from Aalto University. As the Specialization Representative of Business Studies, she oversees the development of the specialization's curriculum to ensure it meets the programme's learning objectives. She is also involved in teaching many of the courses offered within the specialization.



Mika Skippari

**Program Coordinator of the Doctoral Programme in Business,
Economics, and Finance**

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Mika Skippari (PhD) works as university researcher in Marketing and Program Coordinator of the Doctoral Programme in Business, Economics, and Finance. He holds a PhD from strategic management at Tampere University of Technology, and he is an Adjunct Professor in business society relations at the University of Tampere. As the Program Coordinator, Mika Skippari is responsible for the academic coordination, communication, and execution of the programme's operational activities. He also teaches on several doctoral courses offered by the programme.



Miska Lepistö

**Coordinator, Student and Academic Services,
Support for Doctoral Studies**

doctoral-studies-jsbe@jyu.fi

Miska Lepistö (M.Sc. Admin.) is the coordinator of doctoral education at the Jyväskylä University School of Business and Economics and at the Faculty of Sport and Health Sciences. She is responsible for the student and academic services of doctoral education, such as the admission process, study counseling and the examination process of the doctoral dissertation.

Funding

- A **funding plan** is essential, as admission does not guarantee faculty funding.
- Students typically start with funding from **Finnish foundations** (e.g. The Foundation for Economic Education, Jenny and Antti Wihuri Foundation) or **JSBE doctoral study grants**.
- JSBE also provides doctoral study positions under an **employment contract** through an application process.
- Funding for full-time doctoral studies may combine **several options**.
- There may be periods when studies are **part-time** (e.g. alongside work outside the university).
- [Click here](#) for more information.

Internationalisation

- All doctoral students should gain experience in **international research cooperation**.
- **Dissertation work** is often conducted in an international research group.
- Experience in international cooperation at home is best complemented by visits abroad for research or postgraduate studies.
- You may earn **credits** from conference presentations or international mobility.
- If not employed by JYU, you may apply for **student exchange** at partner universities.
- Through **Erasmus+**, you can do an internship in Europe.
- JYU is part of the **FORTHEN Alliance** through which you can do short-term mobility or an internship abroad.
- [Click here](#) for more information.

Dissertation

- A dissertation is a research-based scientific presentation from your field of study.
- **3 possible formats**, covered in the **Dissertation Analysis course**:
 - Article
 - Monograph
 - Essay
- A dissertation **must**: present new scientifically convincing information and justified results; demonstrate critical thinking, profound knowledge of the field, and proficiency in research methods; adhere to scientific honesty and research integrity standards.
- [Click here](#) for more information.

Wellbeing

- In Uno, the **Learning and Wellbeing** section provides up-to-date guidelines and services for competence and wellbeing.
- If you are ill or need medical attention, you can read more about healthcare services [here](#).
- Try out the **Student's Compass**: an evidence-based online programme designed to enhance mental well-being and study ability skills.
- [Click here](#) for more information.

Programme Roadmap

- Plan your studies and register for courses via Sisu.
- More information on how to find suitable studies is [here](#).
- The KATAJA network offers courses for business doctoral students. [Click here](#) for more information.

COMPULSORY SPECIALIZATION STUDIES (21 cr)	TRANSFERABLE SKILLS STUDIES (8+ cr; compulsory)	OPTIONAL SPECIALIZATION STUDIES (0+ cr)	RESEARCH
YEAR 1			
<p>JSBJ1950 Doctoral Research Seminar (2 cr)</p> <p>JSBJ1220 Doctoral Level Introduction to Business Research (5 cr)</p> <p>JSBJ1130 Research and Theories in Business Studies (6 cr)</p>	<p>JSBJ6110 Introduction to Doctoral Studies (0 cr)</p> <p>Theory of science (3+ cr), recommended course: IHMJ1201 Theory of Science Online Course</p> <p>Data management and publishing (2+ cr), recommended course: LIBJ2002 Collect, Manage and Publish Information</p> <p>Open science (1+ cr), recommended course: LIBJ1001 Open Science Resource</p> <p>Research ethics (1+ cr), recommended course: IHMJ1202 Research Ethics Online Course</p>	<p>JSBJ1200 Independent Advanced Studies (0-10 cr)</p> <p>JSBJ1310 Statistical Research Methods (5-8 cr)</p> <p><i>Remember to check KATAJA course options</i></p>	<ul style="list-style-type: none"> • Review literature • Refine research plan • Start data collection
YEAR 2			
<p>JSBJ1110 Dissertation Analysis (2 cr)</p> <p>JSBJ4110 Academic Writing and Publishing (6 cr)</p>	<p>Internationalisation (1-3 cr)</p>	<p>JSBJ1311 Advanced Statistical Research Methods (7-10 cr)</p> <p>Teaching Related to Research Activities (0-4 cr)</p> <p>Working as a Project Researcher (0-3 cr)</p> <p><i>Remember to check KATAJA course options</i></p>	<ul style="list-style-type: none"> • Write and publish articles • Draft dissertation introduction
YEAR 3-4			
<p>Examination process of doctoral dissertation (click here for more information):</p> <ol style="list-style-type: none"> 1. Preliminary examination 2. Public examination permission 3. Dissertation publishing 4. Public examination 5. Approval and assessment 			

Greetings from our students and alumni



**Janne Hepola, Customer Insight & Engagement Manager
Finavia**

I graduated in 2019 and am currently responsible for customer insights and digital service development at Finavia. My Master's thesis supervisor asked me to pursue a PhD on three different occasions. I finally gave in.

The program provided me with quantitative research and critical thinking skills, with the latter being especially valuable. Conduct research that is valuable for the business world, so you can get published in reputable journals or easily find a job outside academia. If you think you have such a research topic, please reconsider—at least twice. Additionally, pursuing a PhD can be one of the best times in your life. Remember to enjoy it to the fullest!



**Miika Lipiäinen, Professor of Practice of Experience Economy
Tampere University**

Hi, I'm Miika. I'm very happy to call JSBE's department of Strategy and Entrepreneurship my home for my on-going PhD studies. After completing a Master's in Accounting, I see my career in three stages. I began with corporate work at PwC and GSK, which was great for building skills from analysis to change management. Next step was entrepreneurship, where me and my co-founders founded a distillery called Kyrö Distillery Company - now Finland's largest craft spirits maker and exporter. During this stage I learned a lot about execution and leadership. Now, in the third stage, I'm conducting research on market category dynamics and strategy.

For me the PhD process is about building a deep understanding of the chosen theme. This work has already led to me being selected as a Professor of Practice of Experience Economy at Tampere University. JSBE has offered a fantastic platform for discussion and open-minded pursuit of knowledge across disciplinary boundaries of science. I hope you will join us!

Greetings from our students and alumni



Alekski Niittymies, Assistant Professor of International Business Aalto University School of Business

I am Alekski Niittymies, currently working as an Assistant Professor of International Business at Aalto University School of Business. My role includes conducting research, teaching two courses per year, and managing various administrative duties. My academic journey has been quite adventurous, including experiences of studying and working at various universities in Finland and abroad, including Switzerland and Ireland.

The foundation of my academic career was laid at the University of Jyväskylä, and I am happy for the opportunities it provided. JYU's friendly, supportive, and close-knit community, filled with competent people, played an important role in shaping my career. The connections I made during my time at JYU continue to influence my work and life today. For those considering a PhD, my advice is simple: if you enjoy reading, writing, and exploring your own ideas, academia offers amazing opportunities to turn those qualities into a fun and meaningful career.



Kate Ivanova, Doctoral Researcher Jyväskylä University School of Business and Economics

I graduated from the Digital Marketing and Corporate Communication master's program at JSBE in 2021. Afterward, I worked as an Influencer Marketing Manager at an international agency, managing influencer campaigns exceeding \$100,000 USD for global companies, analyzing results, and overseeing influencers from micro to celebrity levels. This experience inspired my dissertation on human and virtual influencers.

I'm currently a doctoral student specializing in Corporate Communication. I chose this program because I genuinely love research, reading, and writing. I've always felt comfortable in a university setting, and now I've embarked on a fulfilling academic career, securing multiple competitive grants for full-time work. A PhD can be fun and meaningful, especially when you find an exciting topic and match with your supervisors. I also work as an assistant in our discipline, which allows me to learn more about the daily life of our faculty. I hope your doctoral journey will be as fulfilling as mine!