

JANI HOLOPAINEN

PERSONAL FACTS

- **Name:** Holopainen, Jani Markus
- **Date of birth:** 15.3.1982
- **Nationality:** Finnish
- **Marital status:** Engaged with Nadja Vuori, Doctoral Candidate in Medicine
- **Offspring:** A baby girl born in summer 2018

EDUCATION

PHD, STRATEGIC MARKETING AND MANAGEMENT, UNIVERSITY OF HELSINKI, FINLAND SEPTEMBER 2016

- **Thesis topic:** “Changing institutions and consumer-driven development of forest products and services”
- **Doctoral studies:** The Finnish doctoral program in business studies 62 ECTS

MASTER OF SCIENCE IN FORESTRY, UNIVERSITY OF JOENSUU, FINLAND FEBRUARY 2008

- **Major:** Forest Planning and Economics
- **First Minor:** Computer Science
- **Second Minor:** Management and Leadership

ACADEMIC STUDIES ABROAD, TECHNISCHE UNIVERSITÄT MÜNCHEN, GERMANY APRIL – AUGUST 2006

- Studied Software Project Management.
- Strong experience of German language and culture.

MATRICULATION EXAMINATION, JOENSUU’S LYCEUM JUNE 2001

- Graduating Exam Honors: Magna cum laude
- Graduating Mark for Upper Secondary School: 9.0

WORK EXPERIENCE

UNIVERSITY OF HELSINKI, DEPARTMENT OF FOREST SCIENCES, 2016 – PRESENT

STRATEGIC MARKETING AND MANAGEMENT

Programme Manager, Postdoctoral Researcher

- Initiating, fundraising and managing cross-disciplinary Mixed Reality research and development programmes “Mixed Reality User Experiences – MIREUX”, “VRForest”, “Forest sector MOOCs”, “EdTech Digital Leap”, “EdTech Implementation Workshops” and “Mixed Reality HUB”
- User experience, user value and service design research accelerating and developing a new digital service sector
- Organizing and lecturing on a bachelor level course “Principles of Business for Bioscientists”
- Organizing and lecturing on a bachelor level course “Forest Economy Field Course: Principles of Sociological Service Research”
- Organizing and lecturing on a doctoral level course “Marketing and Sales Management for Bioscientists”
- A course assistant and lecturer at a master’s level course “Sales management and business models”
- Supervising several master’s theses in the fields of service and learning design, sensory research, sales management, customer experience management and business ecosystem research

UNIVERSITY OF HELSINKI, DEPARTMENT OF FOREST SCIENCES, 2012 – 2016

STRATEGIC MARKETING AND MANAGEMENT

Doctoral Candidate

- Thesis topic: “Changing institutions and consumer-driven development of forest products and services”
- Conducting research and composing dissertation on consumers’ perceptions and behavior influenced by micro-institutional dynamics in the Corporate Responsibility context
- Developing a model, where better understanding of consumer sustainability perceptions can be incorporated to the long-term corporate strategies, transparent stakeholder interactions and in product/service design and development
- A course assistant and lecturer at a master’s level course “Sales management and business models”
- Organizing and lecturing on a bachelor level course “International forest policy”
- Supervising several master’s thesis in the field of service innovations and model development
- Doctoral level courses in business studies (KATAJA) 62 ECTS supporting the dissertation work.

JANI HOLOPAINEN

INTERNATIONAL TROPICAL TIMBER ORGANIZATION, YOKOHAMA JAPAN

2010–2011

Market Information Service Coordinator, Analyst

- Executive analyst and coordinator of Market Information Service and Tropical Timber Market Reports
- Managing Market Intelligence and ad-hoc Information Services on forest product markets
- Project Manager in forest product market related projects
- Working at United Nations Professional Level P-4.

**EUROPEAN COMMISSION DIRECTORATE-GENERAL FOR MARITIME AFFAIR
AND FISHERIE, BRUSSELS BELGIUM**

OCTOBER 2009 – FEBRUARY 2010

Stagiaire

- Participating to stakeholder communication, coordination and hearings
- Market and trade analysis on eco-labelling, carbon footprint and carbon markets
- Impact assessment of post climate regime measures for the sector applying the price transmission theory and impulse response analysis
- Assessment of certification schemes on carbon footprint
- Worked in Market and Trade Unit close to international agreements, EU regulation and national governance, law enforcement and control.

MINISTRY FOR FOREIGN AFFAIRS OF FINLAND, HELSINKI

MARCH 2009 – SEPTEMBER 2009

Project assistant

- Assisting forest-, environment-, and climate experts in project coordination and program development.
- Reducing Emissions from Deforestation and Forest Degradation (REDD) –project desk in bilateral and multilateral development cooperation projects.

INDUFOR OY, HELSINKI FINLAND

MARCH 2008 – SEPTEMBER 2008

Forest Policy Consultant

- Project coordination, research, tendering
- Producing and editing a special issue of European Tropical Forest Research Network News on Financing for Sustainable Forest Management. Coordinating the production of expert and organization articles to the ETFRN Newsletter
- Coordinating the production and drafting the final report “Mozambique Forestry Sector Review” for the Forestry Entrepreneurship and Joint Forest Management Project in Mozambique
- Comparison of selected forest certification standards, national laws and regulations in Canada and Germany
- Conformity assessment of Belarus forest certification scheme against the PEFC Council Requirements.

UNITED NATIONS ENVIRONMENT PROGRAMME (UNEP), WASHINGTON D.C. USA

JULY 2007 – DECEMBER 2007

Intern

- Promoting partnerships between UNEP and stakeholders in the North American Region
- Drafting market analyses for the Division of Early Warning and Assessment (DEWA) assessing trade flows and global risk areas for biofuel exploitation
- Updating and informing on stakeholder groups on environmental developments.

FINNISH FOREST RESEARCH INSTITUTE (METLA), JOENSUU RESEARCH UNIT

SEPTEMBER 2006 – JUNE 2007

Research Assistant

- Drafted a study and market analysis concerning Convergence of Roundwood Prices in Estonia, Finland and Lithuania
- Study accepted as a Master Thesis in Forest Science
- Working in a project with an experienced and cross-scientific team.

STORA ENSO – WOOD SUPPLY FINLAND, REGION OF NORTH KARELIA

MAY 2005 – JULY 2005

Intern

- Responsible for planning and updating forest data information through fieldwork and using GIS-tools.
- Maintained customer relations through participation in forest management planning and wood supply management.

JANI HOLOPAINEN

KONEPAJA ANTTI RANTA OY (LIPE-TRAILERS), YLÄMYLLY FINLAND

SUMMERS 1998 – 2002

Assistant

- System design and implementation using Exel-, WinCat-, AutoCad-programs for Finland's leading peat and chip trailer manufacturer.
- Assisting deliveries and giving instructions on use of conveyors in Stora Enso sawmills in Kopparfors and Gruvön, Sweden.

PUBLICATIONS

- Holopainen, J. M., Mattila, O. P. A., Parvinen, P. M. T., Pöyry, E. I. & Seppälä, K. 2018. Employing Mixed Reality Applications: Customer Experience Perspective. 51st Hawaii International Conference on System Sciences.
- Holopainen, J. M., Mattila, O. P. A., Parvinen, P. M. T., Pöyry, E. I. & Tuunanen, T. 2019. Enabling Sociability When Using Virtual Reality Applications: A Design Science Research Approach. (Accepted/In press) 52nd Hawaii International Conference on System Sciences.
- Mattila, O. P. A., Tuunanen, T., Holopainen, J. M., Parvinen, P. M. T. 2018. Scaling Consultative Selling with Virtual Reality: Design and Evaluation of Digitally Enhanced Services. (Accepted/In press) The 9th International Conference on Exploring Service Science.
- Parvinen, P. M. T., Holopainen, J. M., Pöyry, E. I., Mattila, O. P. A. 2018. Gameful Service Experience with Mixed Reality Technology: A Design Science Approach. In review for Journal of Business Research (2nd round).
- Parvinen, P. M. T., Pöyry, E. I., Mattila, O. P. A., Holopainen, J. M. 2018. Wow! Aha! – Improving Buyer-Seller Interactions with Mixed Reality Technology. In review for Industrial Marketing Management (2nd round).
- Pöyry, E. I., Holopainen, J. M., Mattila, O. P. A., Parvinen, P. M. T. 2018. Mixed Reality Technology and Customer Engagement. In review for European Journal of Marketing (3rd round).
- Ahtinen, P. Holopainen, J. Mattila, O. Södervik, I. Pöyry, E. Parvinen, P. (2018) Learning affordances of Mixed Reality – An experiment evaluating retention and skills. Manuscript.
- Holopainen, J., Rekola, M., Lähtinen, K., Toppinen, A. (2017). Forest Certification and Country of Origin: Choice Experiment Analysis of Outdoor Decking Material Selection in E-Commerce Market in Finland. Forests 8(11) pp. 431.
- Holopainen, J. 2016. Changing institutions and consumer-driven development of forest products and services. Dissertationes Forestales 223.
- Brent D. Matthies, B.D. Dalia D'Amato, D. Berghäll, S. Ekholm, T. Hoen, H.F. Holopainen, J. Korhonen, J.E. Lähtinen, K. Mattila, O. Toppinen, A. Valsta, L. Wang, L. Yousefpour, R. An ecosystem service-dominant logic? – integrating the ecosystem service approach and the service-dominant logic. Journal of Cleaner Production.
- Toppinen, A., Lähtinen, K., Holopainen, J. (2015). On corporate responsibility. In: Panwar, R., Hansen, E., Kozak, R. (ed.) Forests, business and sustainability. Chapter 5 pp. 70-90. Routledge, New York. ISBN 978-1-138-77929-7.
- Holopainen, J. M., Toppinen, A. M. K. Perttula, S. P. 2015. Impact of European Union Timber Regulation on Forest Certification Strategies in the Finnish Wood Industry Value Chain. Forests. 6 2879-2896
- Holopainen, J.M. Häyrynen, L. Toppinen, A. 2014. Consumer value dimensions for sustainable wood products: results from the Finnish retail sector. Scandinavian Journal of Forest Research. 29(4) 378-385
- Holopainen, J. 2012. Market Creation for Certified Forest Products - Literature Review. Scandinavian Forest Economics 44
- Producing and coordinating the work of 26 publications of bi-weekly Tropical Timber Market Reports
- Holopainen, J. 2010. Market trends. ITTO Tropical Forest Update 19/4
- Savenije, H., Holopainen, J., van Dijk, K., Barua, S. K. and Oksanen, T. 2008. Financing for Sustainable Forest Management: an overview. In: Holopainen, Jani and Marieke Wit (eds). Financing Sustainable Forest Management. Tropenbos International, Wageningen, the Netherlands. Issue 49(September 2008): VI-XVI. Available at: <http://www.etfm.org/etfm/newsletter/news49/index.html>

SEPTEMBER 2010

SCIENTIFIC CONFERENCES AND PRESENTATIONS

51ST ANNUAL HAWAII INTERNATIONAL CONFERENCE ON SYSTEM SCIENCES ON 1 JANUARY IN HAWAII, USA

- “Employing Mixed Reality Applications: Customer Experience Perspective” -oral presentation.

MIREUX DEMO DAYS AT HELSINKI THINK COMPANY ON 23 OCTOBER 2016 IN HELSINKI

- “Mixed Reality user experience research methods” -oral presentation.

VRFOREST, WORLDVIZ AND STEREOSCAP WORKSHOP DAY ON 13 APRIL 2016 IN HELSINKI

- “Forest services in virtual reality – an outlook” -oral presentation.

JANI HOLOPAINEN

THE FINNISH SOCIETY OF FOREST SCIENCE ON 17 NOVEMBER 2015 IN HELSINKI

- “Consumer and institutional orientations – a new chapter of digital marketplace research in forest sector” -oral presentation.

SITRA SMART FOREST HACKDAY ON 19 OCTOBER 2015 IN HELSINKI

- “Forests as a platform for value creation” -oral presentation.

MARKETING TUTORIAL ON 23– 24 OCTOBER 2014 IN TURKU

- “Institutional, affective and cognitive influences on consumer choice in the case of certified wood products” -oral presentation.

IUFRO WORLD CONGRESS 2014 ON 5–11 OCTOBER 2014 IN SALT LAKE CITY, UT, USA

- “Institutional, affective and cognitive influences on consumer choice in the case of certified wood products” -poster presentation.

NORDIC CONFERENCE ON CONSUMER RESEARCH ON 21–22 MAY 2014 IN VAASA

- “Corporate responsibility in the global forest industries” -oral presentation.

INTERNATIONAL YHYS COLLOQUIUM ON 21–22 NOVEMBER 2013 IN JYVÄSKYLÄ

- Proceedings of “Consumer value dimensions for sustainable wood products: results from the Finnish retail sector?” -oral presentation.

NORDIC WORKSHOP: “THE FOREST SECTOR IN THE BIOBASED ECONOMY – PERSPECTIVES FROM POLICY AND ECONOMIC SCIENCES” ON 28–29 AUGUST 2013, UPPSALA SWEDEN

- “Consumer value dimensions for sustainable wood products: results from the Finnish retail sector?” -oral presentation.

FOREST PRODUCTS SOCIETY'S 67TH INTERNATIONAL CONVENTION ON 9–11 JUNE 2013 IN AUSTIN, TEXAS, USA

- “Emerging issues from the EU Timber Regulation” -oral presentation.

FINNISH FOREST ECONOMISTS' SEMINAR ON 14 FEBRUARY 2013 IN HELSINKI

- Proceedings of “From forest certification to timber legality verification: views from the Finnish wood products sector” -oral presentation.

“ILLEGAL LOGGING AND LEGALITY VERIFICATION - THE FLEGT / VPA AS NEW MODES OF GOVERNANCE” ON 6–7 DECEMBER 2012 IN COPENHAGEN, DENMARK

- “From forest certification to timber legality verification: views from the Finnish wood products sector” -oral presentation.

BIENNIAL MEETING OF THE SCANDINAVIAN SOCIETY OF FOREST ECONOMICS (SSFE) ON 23–26 MAY 2012 IN HYYTIÄLÄ

- “Market Creation for Certified Forest Products - Literature Review” -oral presentation.

LANGUAGES

- **Finnish**, native
- **English**, fluent
- **German**, good
- **Swedish**, good
- **French**, satisfactory
- **Japanese**, elementary

MATRICULATION EXAMINATION DEGREE

JUNE 2001

- Completed in Finnish, English, German and Swedish.

COMPUTER SKILLS

- Unreal Engine Editor, MS Office, SPSS, Sawtooth, EViews, MATLAB, Microsoft Access, MySQL, ArcGIS, Pascal, Java, SQL

LIAISON OFFICIAL

HELSINKI WINDSURFING CLUB

- Chairman
- Vice-chairman.

INTERNATIONAL RENEWABLE ENERGY ORGANIZATION (IREO)

NOVEMBER 2007 – MARCH 2010

- Expert member.

JANI HOLOPAINEN

- Communicating and sharing future vision with international expert community in the fields of technical development, policies and business opportunities of renewables.

NORTHERN EUROPEAN INTERREGIONAL SUMMIT (NEIS)

APRIL 2003

- Symposium in Estonia: represented Joensuu Forestry Students' Association.
- An insight to transition dynamics and evolving forest products market.

INTERNATIONAL FORESTRY STUDENTS ASSOCIATION (IFSA)

SEPTEMBER 2002

- Symposium in Indonesia: represented Joensuu Forestry Students' Association.
- An insight to sustainable forest management in developing country, illegal loggings and governance.

MILITARY RANK

SECOND LIEUTENANT IN RESERVE, INFANTRY, BRIGADE OF NORTH KARELIA

JULY 2003 – JULY 2004

- Served during the Military Service leader period as a trainer in NCO-school.
- Trained as a company deputy commander.