



HANKEN
SCHOOL OF ECONOMICS

Annual Report
2019



Rector's review

The year 2019 marked Hanken's 110th anniversary. Hanken has developed from a School with some dozen students to today's university with a staff of 200 and about 2 500 students, with operations in two locations, Helsinki and Vaasa. During the year, Hanken strengthened its position as an attractive place of study as we received almost 1 500 applications to our integrated bachelor's and master's programme. Our international appeal also improved, which can be seen in the number of applications to the master's programme. Hanken also distinguished itself by appearing on ranking lists regarding research. All this has shown that our determined work to make Hanken attractive and international has been successful.

Hanken has also continued its strong development and investment in responsible education. This is reflected in the revised strategy as the new areas of strength include responsible organisation as one of the research areas. The focus can also be seen in Hanken's revised mission, which is to "create new knowledge and educate responsible professionals for the global economy and changing society".

The mission means that all subjects are committed to this development. We invest in courses and in integrating social responsibility in all our teaching. This does not mean that teaching in the traditional subjects is lacking

in our curriculum, but rather that the subjects follow the development in society. The financial market also focuses strongly on corporate social responsibility today, and companies must take this into account when making financial decisions and investments. In accounting, for example, there is a strong focus on research on sustainability reporting and so-called responsibility reports that many companies publish in addition to their financial reports to show how sustainable the company's operations are.

We are proud of the fact that during the year, students from 17 different countries have parttaken in our Hanken International Talent (HIT) initiative that connects international students with Finnish companies.

These investments and the success we had during the year would not have been possible without our excellent staff, talented students and student union, active alumni and committed partners. A big thank you to you all for the past year, I look forward to continuing our cooperation for an increasingly strong and visible Hanken, both nationally and internationally.

KAREN SPENS

Hanken celebrated its 110th anniversary with the theme of creativity

Hanken's 110th anniversary took place from May 2019 to April 2020. The theme of the celebration was creativity and it was made visible for the entire year at Hanken. The art exhibitions with works from Pro Artibus in Vaasa and selected works of art from the Nordic Contemporary Art Collection (NoCo) in Helsinki, were important parts of the anniversary.

The works from NoCo, produced by young Nordic artists, were displayed at Hanken's main building in Helsinki from mid-May 2019 until the end of February 2020. The selected works of art represent values of importance to Hanken, such as high quality, openness, sustainable development and Nordic identity.

"Through the NoCo exhibition we will introduce creative thinking in our everyday life at Hanken," said Rector Karen Spens in connection with the opening of the art exhibition. "Creating an entrepreneurial spirit is one of Hanken's roles. In order to create this spirit, creativity is required and that we move outside of our own comfort zone," she added.

The Rector hoped that the works of art would give rise to questions and discussions, both among the students and the staff members.

"Contemplating the traditional picture of a business school is also worthwhile. What is our role in society? We can be a place where we think a bit differently," Spens stated.





ACADEMIC EXCELLENCE

Hanken's new Areas of Strength are interdisciplinary

In December, the Board of Hanken decided on new Areas of Strength for the next five years. Defining Areas of Strength is a way to show which areas of research are particularly strong for Hanken.

Hanken's four new Areas of Strength are Competition Economics and Service Strategy, Financial Management, Accounting and Governance, Responsible Organising, and Leading People for Growth and Well-being.

The new Areas of Strength have a clearer focus compared to the previous Areas of Strength, says Jaakko Aspara, Dean of Research and Innovation.

"The previous Areas of Strength were based on the names of the departments or subjects. This time around, we decided that the Areas of Strength may be interdisciplinary, or more focused sub-disciplines within the subjects or departments", says Aspara.

Hanken's new Areas of Strength are research areas whose research output is world-class. According to the strategy of the School, the research conducted is to be cutting-edge, in the Areas of Strength in particular. The Areas of Strength clearly indicate to all stakeholders what Hanken has chosen to focus on and invest in.

Nine research groups showed an interest in becoming new Areas of Strength. An international panel of experts recommended four of these to become the new Areas of Strength of the School. The Board of Hanken made the final decision in December 2018.

TEXT: CAMILLA BERGHÄLL

Hanken's Areas of Strength 2019–2023

Competition Economics and Service Strategy

This research area focuses on company strategies as well as consumer and customer behaviours in new markets, which involve digitalization and servitization.

Financial Management, Accounting and Governance

This research area investigates how corporate governance mechanisms affect firms' investment and financing policies and long-term profitability.

Responsible Organising

Responsible Organising (RO) comprises research on how different actors, such as firms and other organisations and networks, organise for transformative action towards sustainable outcomes.

Leading People for Growth and Well-being

This research area focuses on people management and entrepreneurship; the researchers share an interest in well-being at work as a route to better performance on the individual, team, and organisational level.



Refugee camp Azraq in Jordan. Photo: Gyöngyi Kovács

Cash or physical goods? – Aid in conflict zones

In some cases, it is better to provide assistance in the form of cash, whereas in other cases it is better to deliver physical goods, such as food and medicine. The researchers within the project *Cash and/or carry: The challenges and modalities of delivering aid in conflict zones*, that focuses on Syria and Ukraine, study in which form aid should be delivered during conflicts.

Wojciech Piotrowicz, who leads the project, says that the most suitable form of aid depends on the conditions of the conflict area, meaning the local market conditions and the condition of the commercial supply chains in the area.

“It sounds simple, but in fact it is quite complex. In some places where we would assume that cash would work very well, it does not, and this is the reason why we are studying this”, says Piotrowicz.

Piotrowicz is an Associate Professor in Supply chain and social responsibility, and he is the Director of the HUMLOG Institute, which is a joint research institute between Hanken and the National Defence University. Humanitarian logistics is a growing research field, and especially regarding conflicts there is a need for more knowledge.

“Compared to natural disasters, conflicts are more complex to study due to access restrictions and the security of the researchers that needs to be ensured. This is the reason why there has not been that many studies within humanitarian logistics in conflicts. It depends a lot on the situation and how we gain access to the conflict areas”, says Piotrowicz.

In this project, the researchers cooperate with the humanitarian organisations that operate in the conflict areas in Syria and Ukraine. The purpose of the research project is to create a framework to help humanitarian organisations decide in what form it is best to deliver aid to conflict areas.

“In many cases, the humanitarian organisations are very involved in their work, while we as researchers can look at it in a more objective way. We hope we will be able to give them guidelines to help them make decisions and be well prepared for future emergencies.”

TEXT: CAMILLA BERGHÄLL



Conferment ceremony for doctoral degree holders and honorary doctors

On Friday, 25 October 2019, Hanken held a formal conferment ceremony for 47 people who obtained a doctoral degree and 10 honorary doctors. Five of the honorary doctoral degrees were conferred in recognition of their academic merits and five for their social merits.

The first conferment ceremony at Hanken took place in 1953, along with the inauguration of the Arkadiagatan 22 building. That year the first doctoral degree at the school was conferred on Axel Grandell. From 1953 to 2019, the school has conferred 312 doctoral degrees and 64 honorary doctoral degrees.

All those who have received their post-doctoral degrees in the past five years are invited to accept their traditional doctoral hat and diploma and to attend the gala dinner that follows. The next conferment ceremony at Hanken will take place in 2024.

Five honorary doctoral degrees for academic merit were conferred upon:

Mary Jo Bitner, Professor Emeritus of Marketing, Arizona State University

Tore Ellingsen, Professor of Economics, Stockholm School of Economics

Martha S. Feldman, Professor of Social Ecology, Political Science, Business, and Sociology, University of California, Irvine

Bjørn Nybo Jørgensen, Professor of Accounting and Financial Management, London School of Economics

Seppo Pynnönen, Professor of Statistics, University of Vaasa

Five honorary doctoral degrees for long and successful careers in business and society were conferred upon:

Ilkka Brotherus, Chairperson, Sinituote

Jannica Fagerholm, Managing Director, The Signe and Ane Gyllenberg Foundation

Kersti Kaljulaid, President of the Republic of Estonia

Kalle Löövi, Director of International Operations, Finnish Red Cross

Jan Vapaavuori, Mayor, City of Helsinki





Donors and partnering enterprises support Hanken

On 21 May, the fund collection campaign HANKEN 110 was launched. The theme of the campaign is the same as the theme for Hanken's anniversary year: creativity. Camilla Wardi, head of business relations and collaboration, says that it was natural to couple the collection of funds with the anniversary year.

"There is much to gain if you stake on creativity and creative learning types. The business school also needs to modernise its learning results. We need new educational tools, and we need new databases for our research. We must also be able to assist our students with the skills corresponding to the needs of the business sector and society. As a part of that, we have created a new option, Quantum, at Hanken in Helsinki, where students and staff members get access to quantitative databases, including Bloomberg's databases," says Camilla Wardi.

The collection HANKEN 110 has no end date or any quantitative targets. The collection is open-ended but, where required, it may include special peak campaigns. Funds from HANKEN 110 are used directly for the activities, but you may also choose to direct a donation to the basic fund as in previous collection campaigns. In 2019, the amount of EUR 648,841 was collected for the campaign.

During 2019, Hanken's partnering collaboration was increased by two new partners, Trainers' House and Accountor. "Hanken has a total of 19 partnering enterprises that actively come forward in various circumstances," says business sector planner Nikoline Stenman-Möller.

"We always try to create value based on a common platform that benefits both parties. The partnering enterprises get access to students and experts, and then they join in at events, participate in the education and are interested in developing the partnership with Hanken.

An actual way for the partnering enterprises to meet students is the career exhibition Hanken Network Day. More than 600 students were present at the exhibition area at Hanken's main building in Helsinki.

"The keynote speaker at the year's event was the former securities broker Alexis Stenfors, who attracted many students to the event. That was a great success," says Stenman-Möller.

TEXT: LINA LAURENT & CAMILLA BERGHÄLL



Alexis Stenfors at Hanken Network Day



GLOBAL COMPETENCES

Everyone needs knowledge about social responsibility and data analysis

Since the 2018–2019 academic year, all students on master level have taken part in a study module focusing on global competences. The module consists of two courses, one covering social responsibility and the other one on the topic of data analysis. The idea behind the study module is to provide all master-level students with certain knowledge about these subjects, says Martin Fougère, Associate Professor and examiner for the course on social responsibility within the module.

“The idea behind the global competence module is that it is good for students within all major subjects to gain an awareness of stakeholders beyond the usual ones and to have some knowledge of different data analysis techniques. These tools that we provide the students with could be called transferable skills that are applicable in many different situations. The idea is that it is not all about perspective, but that the skills can be applied to the students’ major subjects”, Fougère comments.

Global competence is one of Hanken’s strategic goals and includes everything from internationalisation to social responsibility, sustainability, ethics and analysis, says Hanken’s Education Planning Officer, Susanna Taimitarha.

“In connection with our Assurance of Learning assessments (AOL), we noticed that the master’s programme lacked

a module where all master’s students, regardless of their major, received teaching in social responsibility and analysis. Further, business representatives in the Hanken External stakeholder committee also pointed to deficiencies and needs of this kind. In the bachelor’s studies, the topics of social responsibility and analysis are covered in the compulsory basic courses that are included in all major subjects.”

The study module Global competencies was introduced in conjunction with the 2018 curriculum reform and has been mandatory for all master’s students since 2019.

Martin Fougère comments that both social responsibility and data analysis are subjects that all business school graduates need knowledge of.

“The course on social responsibility gives the students a deeper understanding of social responsibility from the perspective of their major subject. The students also gain an interdisciplinary insight into various functions in the business world and learn about the sustainable development goals. In recent years, data analysis has become increasingly important and a lot of valuable information can be extracted from data. However, this valuable information will not come by itself, it requires tools and techniques”, says Fougère.

TEXT: CAMILLA BERGHÄLL



Hanken commits to being carbon neutral

On 8 November 2019, Hanken signed the Climate Emergency Letter, an initiative started by the SDG Accord - the university and college sector's collective response to the global goals.

By signing the letter, Hanken has committed to:

- Mobilising more resources for action-oriented climate change research and skills creation
- Going carbon neutral by 2030
- Increasing the delivery of environmental and sustainability education across curriculum, campus and community outreach programmes

To reach its ambitious goal pertaining to carbon neutrality, Hanken has already started by approving a solar panel installation on the roof of its buildings in Helsinki and Vaasa. The projects will be realised in 2021 at the latest.

A major part of Hanken's emissions is attributable to flying and, thus, attending to the challenges of transportation is high on the priority list. Hanken is currently working on an intensive environmental action plan that will be implemented in the coming years, and is also investigating the possibility of compensating for the emissions.

During the week of 19-26 November 2019, a Sustainable Development Goals (SDGs) week was organised at Hanken. The aim of the week was to mobilise, engage, and inspire Hanken staff, students, and members of the public to work towards solving some of the biggest challenges of its time and to think about how the SDGs could be achieved.

"As an educational and research institution, we have the knowledge, the power and the responsibility to be the driver of the change required to make this world a more sustainable place, and the SDG week plays an important role in that", Rector Karen Spens explained during the SDG week.

Since 2010, Hanken has followed the World Wildlife Fund's Green Office Environmental Management System and has made a number of improvements over the years in order to become a greener workplace. Hanken is also a signatory to the United Nations' Principles for Responsible Management Education since 2008 and has constantly and progressively been working towards integrating sustainability across all activities.





HIGHLIGHTS 2019

Hanken & SSE present integration programme during WEF in Davos

The Business Lead integration programme was showcased during the World Economic Forum (WEF) in Davos in January. Hanken's Rector Karen Spens participated in a panel discussion on the topic of impact investment at the annual Swedish Lunch event.

The award-winning programme combines education, mentorship, and internship to fast-track unemployed, academically educated refugees and immigrants into business life in Finland. Business Lead is a showcase of a private-public co-design, where companies and governmental institutions co-create fast-track impactful social innovation.

International talent for Finnish companies

Hanken International Talent™ (HIT) is an initiative that connects Hanken's high-performing international students with mentors in Finnish companies looking for international expertise. Many of the participating companies reach out every year when new students begin their studies at Hanken, and many of them choose to recruit through this initiative.

Duyen Huynh from Vietnam came to Finland in 2015 to complete a degree in Quantitative Finance at Hanken. Huynh's concerns about finding a job in Finland were solved when she found an on-the-job mentor at KPMG Finland, which eventually led to a traineeship role with the company. The popular HIT initiative has since its start in 2017 matched 29 students and companies. 14 of these international talents have got a permanent role in the company and 15 students are still active within the initiative.



U-Multirank places Hanken among the best

Hanken has been ranked among the world's top 35 universities and higher education institutions in the global U-Multirank university ranking on research and research linkages. The result is the second best in the Nordic countries.

The number of institutions ranked includes 1 225 institutions from 95 countries. The ranking thus places Hanken among the top 3% of the world's universities and higher education institutions. Despite the strong competition, Hanken continues to perform extremely well.

Master's degree programme gains popularity

In the spring of 2019, Hanken received 454 applications for Master's degree studies in English. An exceptionally high number of the applicants, 45%, fulfilled the general eligibility requirements. A total of 106 students have accepted the admission offer, which is the highest number since tuition fees were introduced in Finland in 2017 for students from outside of the EU/EEA-region.

The most popular specialisations were Financial Analysis and Business Development, and Business and Management.

Anniversary festivities started with art exhibition

The 110th anniversary celebrations of Hanken School of Economics started with the opening of an art exhibition that consisted of a selection of artworks from NoCo (the Nordic Contemporary Art Collection). The art pieces were on display in the Hanken main building in Helsinki between May 2019 and February 2020.

The art exhibition Nordic Contemporary Art Collection (NoCo) was a part of Hanken's Art in Residence (AiR) project. The collection consisted of exciting and innovative artworks by both established and internationally well-known artists, but also by young and developing talents.



HIGHLIGHTS 2019



Frans Westerlund awarded the Anders Wall scholarship

This year's Anders Wall scholarship was awarded to the Hanken student Frans Westerlund. The scholarship of SEK 125,000 is among the biggest scholarships awarded yearly. The award ceremony took place on 11 March 2019 at the concert hall Konserthuset Stockholm.

In addition to his studies at Hanken, Frans Westerlund is a co-founder of and works for Nordic Sales Crew. The company specializes in direct marketing and has grown significantly during its first two years.

"It is a great recognition of many years of hard work to be awarded this scholarship", Westerlund commented.

Hanken welcomes the first GBSN students

This year, Hanken awarded two premium scholarships that give students from developing countries the opportunity to study within Hanken's two-year master's degree programme. The scholarships were awarded to two students from the Institute of Business Administration, Karachi, Pakistan. The scholarships cover full tuition fees for two years and an additional EUR 8,000 per year is allocated for living expenses.

Students or alumni from the Global Business School Network's (GBSN) member schools are eligible to apply for the scholarship. Hanken joined GBSN in 2018 with a commitment to structure and expand its cooperation with, and its activities in the developing world.

Alumnus of the year

Hanken appointed president and CEO of Fazer Christoph Vitzthum as Alumnus of the Year during the annual homecoming day Hankendagen on 20 September 2019.

Christoph Vitzthum graduated from Hanken in 1994, majoring in finance. After a long career at Wärsilä, Vitzthum became president and CEO of Fazer Group. He has been engaged in Hanken in many ways, for example as a member of the fundraising campaign committee and in his role as CEO for Fazer, that is part of Hanken's partner programme.





Hanken Research Day

This year, the Hanken Research Day was organised the same day as Researchers' Night, a European event aiming to bring researchers and the public closer. Seven research groups, four representing Hanken's Areas of Strength and three Hanken's Areas of High Potential, presented their research in an easy-to-access package on Hanken Research Day. Each group had a time limit of seven minutes and could use only pictures to describe their research. Some of the groups chose to use on-stage props as well to illustrate their research topic. The concept was new for this year, and worked very well, says Jaakko Aspara, Dean of Research and Innovation.

Rector awarded Commander of the Order of the Lion by the President

Rector Karen Spens was awarded the Commander of the Order of the Lion of Finland by the President on Finland's Independence Day, 6 December 2019. Spens was awarded the decoration for her active participation in the development of internationally competitive business education. During her time as Rector, Karens Spens has had teaching and the teaching environment as one of her areas of focus. Spens has also increasingly included the business community in the development of teaching.

Today, Spens is engaged as a lecturer at business schools globally on how a Business School of international standard can be developed to meet today's requirements.



SUSTAINABILITY

Courses in Corporate Responsibility:

45

Emissions (energy, paper, waste):

793,56 tonnes



INTERNATIONAL STUDENT MOBILITY

Exchange students at Hanken

172

Hanken students abroad

273



NUMBER OF DEGREES 2019

Bachelor's degrees

269

Master's degrees

362

Doctoral degrees

8



NUMBER OF STUDENTS

Bachelor's degree students

1,355

Master's degree students

1,031

PhD students

126

TOTAL

2,512

Faculty and staff*

265

*teaching and researching staff, and other staff



PUBLICATIONS 2019

Class A1–A4 & C1 ** (total)

194

JUFO* – level 2

61

JUFO* – Level 3

26

*Publication Forum (JUFO) is a classification of publication channels created by the Finnish scientific community to support the quality assessment of academic research

** A1–A4 Peer-reviewed scholarly journal articles, C1 Monographs

Income statement

	1.1-31.12.2019	1.1-31.12.2018
REVENUE		
Government funding	17,390,000.00	16,861,000.00
Grants and benefits	5,367,455.40	4,744,498.80
Operating income	383,380.33	898,745.33
Other income	230,335.76	286,025.56
	23,371,171.49	22,790,269.69
EXPENSES		
Staff expenses	-17,002,400.31	-16,489,222.70
Depreciation	-428,755.80	-428,755.80
Other expenses	-8,685,776.44	-7,677,961.95
	-26,116,932.55	-24,595,940.45
OPERATING SURPLUS (DEFICIT)	-2,745,761.06	-1,805,670.76
FUNDING, DONATIONS	647,809.00	2,257.00
FINANCIAL INCOME AND EXPENSES	17,082,311.23	-4,989,523.82
CHANGE IN RESERVES	-647,809.00	-1,894.77
SURPLUS/DEFICIT FOR THE FINANCIAL YEAR	14,336,550.17	-6,794,832.35

Balance sheet

ASSETS		
Land and buildings	21,437,587.80	21,866,343.60
Investments	116,294,112.22	102,997,189.37
Current receivables	3,471,480.88	1,423,192.05
Cash and cash equivalents	750,921.38	1,883,567.98
Total assets	141,954,102.28	128,170,293.00
EQUITY AND LIABILITIES		
Equity		
Statutory capital	75,185,060.22	75,185,060.22
Reserves	19,081,932.60	18,436,883.61
Retained earnings	20,393,684.77	27,188,517.12
Surplus/deficit for the financial year	14,336,550.17	-6,794,832.35
	128,997,227.76	114,015,628.60
Liabilities		
Long-term liabilities	4,804,496.00	5,765,395.20
Current liabilities	8,152,378.52	8,389,269.20
Total equity and liabilities	141,954,102.28	128,170,293.00

HANKEN SCHOOL OF ECONOMICS

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ISBN 978-952-232-413-9

ISSN 1796-2722

PUBLISHER	HANKEN SCHOOL OF ECONOMICS
PHOTOGRAPHS	HANKEN ARCHIVE
PRINTED BY	HANSAPRINT OY, TURENKI

