

## CURRICULUM VITAE

02Nov2019

### Personal

Surname, First name: Vieru, Markku  
Gender: Male  
Date of birth: 030461  
Nationality: Finnish  
Family: Married, two children  
Address (university): University of Lapland, Faculty of Social Sciences,  
Multidimensional Tourism Institute (MTI), Viirinkaantie 1,  
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Professional profile: <https://matkailu.luc.fi/Suomeksi/Esittely/Yhteystiedot/Vieru-Markku>  
<https://lacris.ulapland.fi/en/persons/search.html>

Language skills Finnish, mother tongue  
English, very good, main working language  
Swedish, satisfactory; German, satisfactory

### Education

School (A level): Jalasjärvi, Finland, 1982  
Higher education: M.Sc. (Econ.), major: Accounting, University of Vaasa, 1987  
Lic.Sc. (Econ.), major: Accounting, University of Vaasa, 1991  
D.Sc (Econ.), major: Accounting, University of Oulu, 2000

### Current positions:

*Professor of Accounting*, University of Lapland Mar 2008– Present  
*Adjunct Professor (Financial Accounting)*, University of Oulu Apr 2008 –Present

### Prior positions:

|  |                     |
|--|---------------------|
| <i>Professor (acting)</i> , University of Lapland  | Aug 2006 – Feb 2008 |
| <i>Assistant Professor</i> , University of Oulu  | Jan 2004 – Jul 2006 |
| <i>Professor (acting)</i> , University of Lapland  | Aug 2002– Dec 2003  |
| <i>Assistant Professor</i> , University of Oulu  | Aug 1995 – Jul 2002 |
| <i>Professor (acting)</i> , University of Oulu   | Jan 1995– Jul 1995  |
| <i>Assistant Professor</i> , University of Oulu  | May 1993 – Dec 1994 |
| <i>Associate Professor (acting)</i> University of Oulu   | Sep 1992 –Apr 1993  |
| <i>Professor (acting)</i> , University of Oulu   | Jan 1992– July 1992 |
| <i>Assistant Professor</i> , University of Oulu  | Jan 1991 – Dec 1991 |
| <i>Researcher</i> , University of Vaasa  | Oct 1989 – Dec 1990 |
| <i>Research assistant, researcher, assistant (acting), senior lecturer (acting), senior assistant (acting)</i> , University of Vaasa | Oct 1986 – Sep 1989 |

- Visiting research scholar, Pittsburg State University, Pittsburg, Kansas, USA, (period 3 months, 1989)

### **Recent research funding and academic leadership**

- 1st Workshop on “*The Future of Winter Tourism*” (FWT2017), University of Lapland, Rovaniemi, April 2017. The Federation of Finnish Learned Societies (1.9.2016-31. 9.2017)
- “*Staying local and competitive - understanding corporate sustainability in Northern SMEs*” (Nordic Council of Ministers, NordRegio, 2013, 2014)
- FINNON – “*Business know-how related disclosures and their value relevance in the global knowledge society*”. The Academy of Finland (1.1.2007-31.12.2010).  
*Served as Principal investigator (PI) of the subproject*

### **Supervision of doctoral dissertations**

*Supervised the doctoral dissertation of the following students or member of thesis committee*

- M.Sc. (Econ.) Henry Jarva, Ph.D. graduation 2010 (University of Oulu); M.Sc. (Econ.) Riikka Saari (in progress), University of Lapland; M.Sc. (Econ.) Anne Maimann (in progress), University of Lapland; M.Sc. (Econ.) Yang Ming Hui (in progress), University of Lapland; M.Sc. (Econ.) Anatoly Lvov (in progress), University of Lapland; Daumantas Bočkus (in progress), University of Lapland.

### **Duties as scientific expert: scientific statements**

#### *Official opponent and opponent’s statement for doctoral dissertations*

- M.Soc.Sc Helinä Saarela, ‘*The Influence of Self-Perceived, Subjective Attributes on Investment Behavior*’ University of Oulu, Oulu Business School, Oulu, Finland, 2014
- M.Sc. (Econ.) LLM Jenni Laininen, ‘*Forecast Disclosure in the Finnish Stock Market: Three essays*’, University of Eastern Finland, Faculty of Social Sciences and Business Studies, Kuopio, Finland, 2018
- Nuno António, ‘*Hotel Revenue Management: Using Data Science to Predict Booking Cancellations*’, University Institute of Lisbon (ISCTE—IUL), School of Technology and Architecture, Department of Information Science and Technology, Lisbon, Portugal, 2019

#### *Official pre-examination statement for dissertation manuscripts*

- Lic.Sc. (Econ.) Henri Mänttari, ‘*Short-term price behavior and effect of foreign investors in the small Finnish markets*’, Hanken, Swedish School of Economics and Business Administration, 2004-2005
- Lic.Sc. (Econ.) Jaana Lappalainen, ‘*Association between Corporate Governance Structure and Agency Problems in Small Firms*’, University of Eastern Finland, 2013-2014
- M.Sc. (Econ.) LLM Jenni Laininen, ‘*Forecast Disclosure in the Finnish Stock Market: Three essays*’, University of Eastern Finland, 2017
- Nuno António, ‘*Hotel Revenue Management: Using Data Science to Predict Booking Cancellations*’, University Institute of Lisbon (ISCTE—IUL), School of

Technology and Architecture, Department of Information Science and Technology, Lisbon, Portugal, 2019

Examination statement for licentiate theses

- M.Sc. (Econ.) Marko Hykkönen, ‘*Merging Clearance and Settlement Systems Processing of Block Deals in the Centralised System*’, University of Oulu, 1996
- M.Sc. (Econ.) Jari Kankaanpää, ‘*Board Independence and Asymmetric Timeliness of Earnings in a Bank-oriented Financial System: Evidence from Finland*’, University of Tampere, 2009.
- M.Sc. (Econ.) Jaana Lappalainen, ‘*Financial Performance of SMEs - Do Ownership Structure and Board Composition Matter? Evidence on Finnish SMEs*’, University of Kuopio, 2009

**Duties as scientific experts: services for scientific journals**

Referee in the following refereed journals:

- *Finnish Economic Papers*, 2001
- *European Accounting Review*, 2001, 2002, 2004, 2005, 2006
- *Journal of International Business Studies*, 2007
- *Emerging Markets Finance and Trade*, 2008
- *Business & Society*, 2010
- *Journal of Vacation Marketing*, 2013, 2015, 2016
- *International Review of Economics and Finance*, 2013, 2014
- *Administrative Studies Journal (in Finnish Hallinnon Tutkimus)*, 2014, 2015, 2016
- *International Journal of Contemporary Hospitality Management*, 2017, 2018, 2019
- *Current Issues in Tourism*, 2017
- *Sustainability*, 2018 (3x), 2019 (2x)
- *International Journal of Hospitality Management*, 2018
- *International Journal of Environmental Research and Public Health*, 2019
- *International Journal of Tourism Research*, 2019
- *Journal of Air Transport Management*, 2019
- *Climate Services*, 2019
- *Tourism Economics*, 2019
- *Tourism Management*, 2019
- *Journal of Travel Research*, 2019

Guest Editor in the following refereed journals:

- *Sustainability* (ISSN 2071-1050). Special Issue “Sustainable Winter Tourism in Changing Climate”, 2018
- *Journal of Risk and Financial Management* (ISSN 1911-8074). Special issue "Tourism: Economics, Finance and Management, 2019

**Scientific positions of trusts held**

**Scientific positions of trusts held: national and international services**

Chair in the following scientific events

- Organizing Committee of the 20th Nordic Symposium in Tourism and Hospitality Research, Sep 2011, Rovaniemi, Finland
- Scientific Committee of the 1st Workshop on The Future of Winter Tourism, University of Lapland, Rovaniemi, Apr 2017.

- Organizing Committee of the 1st Workshop on The Future of Winter Tourism, University of Lapland, Rovaniemi, Apr 2017.

Reviewer in following scientific conferences

- European Finance Association (EFA), Aug 2002, Berlin, Germany
- Annual Mid-Year Conference of the International Accounting Section of the American Accounting Association (AAA), Jan 2006, Los Angeles, USA
- European Finance Association (EFA), Aug 2006, Zurich, Switzerland
- European Finance Association (EFA), Aug 2007, Ljubljana, Slovenia
- European Finance Association (EFA), Aug 2008, Athens, Greece
- European Finance Association (EFA), Aug 2009, Bergen, Norway
- European Finance Association (EFA), Aug 2010, Frankfurt am Main, Germany
- UArctic Congress 2016, Sep 2016, St. Petersburg, Russia
- The 25th Nordic Symposium in Tourism and Hospitality Research, Sep 2016, Turku, Finland

Member of the program committee in following scientific conferences:

- The 29th Annual Meeting of the European Finance Association, Aug 2002, Berlin, Germany.
- The 33rd Annual Meeting of the European Finance Association, Aug 2006, Zurich, Switzerland.
- The 34th Annual Meeting of the European Finance Association, Aug 2007, Ljubljana, Slovenia.
- The 35th Annual Meeting of the European Finance Association, Aug 2008, Athens, Greece.
- Global Management 2008" (GM 08), Oct 2008. Porto, Portugal.

Session Chair in following refereed scientific conferences:

- Annual Meeting of the European Accounting Association Apr 1997, Graz, Austria.
- Annual Meeting of the European Finance Association, Aug 2002, Berlin, Germany.
- Annual Meeting of the European Accounting Association Apr 2008, Rotterdam, Netherlands.
- The 25th Nordic Symposium in Tourism and Hospitality Research, Sep 2016, Turku, Finland

Pre-determined discussant in following scientific sessions:

- Annual Meeting of the European Accounting Association, 1997, Graz, Austria.
- The National Doctoral Tutorial in Accounting, Helsinki School of Economics and Business Administration, 2003, Helsinki. Finland
- The National Doctoral Tutorial in Accounting, University of Jyväskylä, 2004, Jyväskylä, Finland
- The National Doctoral Tutorial in Accounting, Turku School of Economics, 2007, Turku, Finland
- The National Doctoral Tutorial in Accounting, University of Vaasa, 2008, Vaasa Finland
- The 1<sup>st</sup> Workshop on The Future of Winter Tourism, 2017 University of Lapland, Rovaniemi, Finland

**Scientific positions of trusts held: local university services**

- *Member*, Language Center Board, University of Oulu, 1991 – 1996, 1996 – 1999
- *Member*, Conferment Ceremony Committee, Conferment Ceremony 2002, University of Oulu.
- *Vice Chair*, Equality Working Group, Faculty of Economics and Business Administration, University of Oulu, 2004 – 2006.
- *Head*, Department of Business and Tourism, University of Lapland, Aug 1, 2002 – Dec 31, 2003
- *Member*, Strategy Working Group, Faculty of Business and Tourism, University of Lapland, 2007– 2008.
- *Dean*, Faculty of Tourism and Business, University of Lapland, Mar 1, 2008– Dec 31, 2009
- *Vice Chair*, Board of Directors, Lapland Institute for Tourism Research and Education, University of Lapland, 2009– 2010.
- *Chair*, Investment Steering Committee, University of Lapland, 2009–
- *Head*, Department of Business and Tourism, University of Lapland, Jan 1, 2010 – Dec 31, 2010
- *Deputy Member*, University Collegium, University of Lapland, Jan 1, 2010 – Dec 31, 2012.
- *Member*, Steering Group, Institute for Northern Culture, University of Lapland, 2010– 2011.
- *Director (acting)*, Multidimensional Tourism Institute (MTI) (former name: Lapland Institute for Tourism Research and Education), University of Lapland, 2010 – 2011.
- *Member*, University Collegium, University of Lapland, 2013 – 2014, 2014 – 2015, 2016 – 2017.
- *Vice Chair*, Research Ethics Committee, University of Lapland, 2014 – 2015.
- *Chair*, Research Ethics Committee, University of Lapland, 2015 – 2016.
- *Member*, Research Ethics Committee, University of Lapland, 2014 – 2016, 2016– 2018, 2018–
- *Member*, Investment Steering Committee, Lapland University of Applied Sciences, 2019–
- *Member*, Board of Directors, Multidimensional Tourism Institute (MTI), University of Lapland, 2019–

**Positions of trusts held: business and community-related services**

- *Member*, Board of Directors, SLEY-Kirjat Oy, Helsinki, 1998-2000.
- *Member*, Auditing Committee, Oulu Chamber of Commerce, Oulu, 1993 – 1995, 1995 – 1997, 1997 – 1999, 1999– 2001, 2001– 2003.
- *Member*, Board of Directors, Caritas-Säätiö (Caritas Foundation), Oulu, 2006–
- *Chair*, Board of Directors, Caritas-Säätiö, Oulu, 2009– 2011, 2012 – 2015.
- *Vice Chair*, Board of Directors, Caritas-Säätiö, Oulu, 2015 –2016, 2017–
- *Member*, Investment Steering Committee, Oulu Evangelical Lutheran Parish Union, 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015, 2016, 2017, 2018.
- *Member*, Board of Directors, CS-Palvelut Oy, Oulu, 2008– 2012.
- *Member*, Board of Directors, Artikum Palvelut Oy, Rovaniemi, 2009 – 2011.
- *Member*, Tourism Committee, Lapland Chamber of Commerce, Rovaniemi, 2010 – 2011.

- *Member and ad hoc Chair*, Auditing Committee (Tilintarkastusvaliokunta), Lapland Chamber of Commerce, Rovaniemi, 2011 – 2013.
- *Participant*, Council UArctic Meeting – 2011 (Rovaniemi), 2012 (Troms, Norway), 2013 (Fairbanks, Alaska, USA), 2015 (Ulan Ude, Buryatia, Russia), 2016 (St. Petersburg, Russia).
- *Member*, University of the Arctic's Thematic network "*Managing Small and Medium Sized Enterprises in the North*", 2012 –
- *Vice Chair*, University of the Arctic's Thematic network "*Managing Small and Medium Sized Enterprises in the North*", 2013 –
- *Chair*, Auditing Committee, Lapland Chamber of Commerce, Rovaniemi, 2014 – 2015.
- *Member*, Steering Group of the Project titled as "*Laki ja oikeus matkailuyritysten arjessa*" (Law and Justice in the Life of Tourism Firms) coordinated by of Lapin Matkailuelinkeinon Liitto ry, 2015 – 2017.
- *Member*, Advisory Expert Committee (AEC) of EU-MACH (European Market for Climate Services) project, "How to enhance take-up and use of climate services and create a viable climate services market?", Berlin 28.9.2018.
- *Secretary*, Board of Directors, The Finnish Union of University Professors, Chapter of University of Lapland, 2018, 2019
- *Member*, Board of Directors, Caritas-Palvelut Oy, Oulu, 2019–
- *Vice Chair*, Board of Directors, Caritas-Palvelut Oy, Oulu, 2019–

### **Scientific awards and Honours**

- *Diploma and grant* for the well-done dissertation, Faculty of Economics and Business Administration, University of Oulu, 2000.
- "*Teacher of the year*", Appointed by the Student Union "Finanssi" (Association of Oulu Business School Students, University of Oulu, 1992.
- *Best Paper Award* granted at the Consumer Behavior in Tourism Symposium 2016, Consumer Psychology of Tourism, Hospitality, and Leisure Research Symposium 2016, Bruneck / Brunico, Italy - December 14 - 17, 2016 offered by the *International Journal of Contemporary Hospitality Management (IJCHM)* for the paper Vieru, M. & Falk, M. (2016). *Factors affecting cancellation behavior: Online and early hotel booking least likely to be realized.*

### **Scientific and societal impact of research**

Primary areas of research interest cover large area of research topics covering stock market response to accounting information, investor behavior, determination of auditing fees, effect of governance structures, SME finance and lending, Arctic tourism demand, hotel room pricing and booking cancellations. Publications include more than 20 refereed articles and book sections in such scientific journals as the *Journal of Business Finance & Accounting*, *International Journal of Contemporary Hospitality Management*, *Journal of Revenue and Pricing Management*, *Journal of Multinational Financial Management*, *Multinational Finance Journal*, *Scandinavian Journal of Hospitality and Tourism*, *Current Issues in Tourism*, *Tourism Economics*.

*Articles with highest number citations in Google Scholar author (Vieru) page;*

45 citations: M Vieru, J Perttunen & H Schadewitz (2006). How investors trade around interim earnings announcements, *Journal of Business Finance & Accounting*

41 citations: M Vieru & H Schadewitz (2010). Impact of IFRS transition on audit and non-audit fees: evidence from small and medium-sized listed companies in Finland. *Finnish Journal of Business Economics*

35 citations: J Peltoniemi & M Vieru (2013). Personal guarantees, loan pricing, and lending structure in Finnish small business loans. *Journal of Small Business Management*

27 citations: H Schadewitz & M Vieru (2007). How markets value and response to IFRS reconciliations adjustments in Finland. Available at SSRN

16 citations: M Falk & M Vieru (2017). Demand for downhill skiing in subarctic climates. *Scandinavian Journal of Hospitality and Tourism*

*Total number of citations in Google Scholar author (Vieru) page is 257.*

*Total downloads of scholarly papers in SSRN author (Vieru) page is 3359.*

**h-index:** 8. Further information upon request.