

## CURRICULUM VITAE

May 30<sup>th</sup> 2017**1. Full name**

Suoniemi, Samppa Wilhelm

**2. Date and place of birth, nationality, current residence**February 28<sup>th</sup> 1974

Finnish

Le Bourg, 46250 Les Arques, France

**3. Education and degrees awarded**

Doctor of Science in Economics and Business Administration, University of Turku, School of Economics, marketing, June 18<sup>th</sup> 2013

Master of Science in Economics and Business Administration, Turku School of Economics and Business Administration, international marketing, May 28<sup>th</sup> 1997

**4. Current position**

Postdoctoral researcher, University of Turku, School of Economics, Department of Marketing (Turku, Finland), June 1<sup>st</sup> 2017 --

**5. Previous academic and relevant work experience**

Postdoctoral researcher, European Commission, Marie Skłodowska-Curie actions, 24-month researcher mobility (Toulouse 1 Capitole University, Toulouse, France) for full-time post-doctoral research, June 1<sup>st</sup> 2015 through May 31<sup>st</sup> 2017

Grant researcher, Jenny ja Antti Wihurin rahasto, 6-month funding for full-time post-doctoral research, January 1<sup>st</sup> 2015 through May 31<sup>st</sup> 2015

Grant researcher, Liikesivistysrahasto, 4-month funding for full-time post-doctoral research, September 1<sup>st</sup> 2014 through December 31<sup>st</sup> 2014

Postdoctoral researcher, University of Turku, School of Economics, Department of Marketing, temporary position, June 1<sup>st</sup> 2013 through August 31<sup>st</sup> 2014

Doctoral student, University of Turku, School of Economics, Department of Marketing, temporary position, March 1<sup>st</sup> 2012 through May 31<sup>st</sup> 2013

Grant researcher, Liikesivistysrahasto, 12-month funding for full-time doctoral studies, March 1<sup>st</sup> 2011 through February 28<sup>th</sup> 2013

Grant researcher, Suomen Kulttuurirahasto, 12-month funding for full-time doctoral studies, March 1<sup>st</sup> 2010 through February 28<sup>th</sup> 2011

Technology Sales Manager, Oracle Corporation, Espoo, Finland, December 1<sup>st</sup> 2008 through February 28<sup>th</sup> 2010, *business experience directly related to academic research*

CRM on Demand Sales Manager, Oracle Corporation, Dublin, Ireland, May 1<sup>st</sup> 2008 through November 30<sup>th</sup> 2008, *business experience directly related to academic research*

Doctoral student, The Finnish Graduate School of Marketing (FINNMARK), Turku School of Economics and Business Administration, March 1<sup>st</sup> 2001 through December 31<sup>st</sup> 2002

Project Manager, Turku School of Economics and Business Administration, Innomarket unit, funded by TEKES, June 1<sup>st</sup> 2000 through February 28<sup>th</sup> 2001

Acting Research Director, Turku School of Economics and Business Administration, Innomarket unit, funded by TEKES, deputy during maternity leave, August 1<sup>st</sup> 1999 through May 31<sup>st</sup> 2000

Researcher, Turku School of Economics and Business Administration, Innomarket unit, funded by TEKES, June 1<sup>st</sup> 1997 through July 31<sup>st</sup> 1999

## 6. Publications

### A Peer-reviewed scientific articles

*A Peer-reviewed scientific articles (under review)*

Suoniemi, Samppa; Meyer-Waarden, Lars; Munzel, Andreas; Zablah, Alex R.; and Straub, Detmar; (2017, forthcoming) Use of Big Data Analytics for Customer Relationship Management: Point of Parity or Source of Competitive Advantage? Under first review at *Journal of Management Information Systems*. \*\*JMIS is a Financial Times 50 (FT-50) Journal.

Suoniemi, Samppa; Zablah, Alex R.; Straub, Detmar; Meyer-Waarden, Lars and Munzel, Andreas (2017, forthcoming) Big Data Resources, Marketing Capabilities, and Firm Performance. The Moderating Role of Choice of Business Strategy. Under first review at *MIS Quarterly* \*\*ISR is a Financial Times 50 (FT-50) Journal.

Suoniemi, Samppa; Zablah, Alex R.; Straub, Detmar; Terho, Harri; Olkkonen, Rami and Bellenger, Danny (2017, forthcoming) The Impact of CRM System Capability on Firm Performance: A Field Study Grounded in Resource-Based Theory. Under second review at *MIS Quarterly* (following third round reject & resubmit). \*\*MISQ is a Financial Times 50 (FT-50) Journal.

*A4 Refereed articles in conference proceedings*

Suoniemi, Samppa; Meyer-Waarden, Lars and Munzel, Andreas (2017) Big Data –Driven Marketing. *Proceedings of the 45<sup>th</sup> Academy of Marketing Science Conference*. Springer: San Diego.

Suoniemi, Samppa; Meyer-Waarden, Lars and Munzel, Andreas (2017) Big Data Resources, Marketing Capabilities, and Firm Performance. *Proceedings of the 2017 AMA Winter Marketing Educators' Conference*. American Marketing Association: Chicago.

Suoniemi, Samppa; Meyer-Waarden, Lars and Munzel, Andreas (2016) Big Data Analytics Use in Customer Relationship Management: Antecedents and Performance Implications. *Proceedings of the 24<sup>th</sup> international colloquium on Relationship Marketing*. University of Toulouse 1 Capitole: Toulouse.

Suoniemi, Samppa; Terho, Harri and Olkkonen, Rami (2013) Cadogan & Lee's (2010) Suggestion for Measuring Endogenous Formative Variables: An Empirical Example. *Proceedings of the 42<sup>nd</sup> annual European Marketing Academy conference*. ITU: Istanbul.

Brännback, Malin and Suoniemi, Samppa (2000) *Can Elephants and Mice Play? Organisational and Market Implications of the Restructuring Process in the Drug Industry*. INNOMARKET Technical Reports, No. 2. Turku School of Economics and Business Administration: Turku.

Lindblom, Arto; Suoniemi, Samppa and Lindblom, Jarno (2000) Making Sense of the Organization-Industry Interface – Comparing Deterministic and Voluntaristic Approaches. In: *Cd-rom Proceedings of the ANZMAC 2000 Conference, Competitive Papers*. Griffith University: Brisbane.

Suoniemi, Samppa (2000) Pharmaceutical R&D Collaboration between Multinational Companies and Small Biotechnology Firms. In: *CD-rom Proceedings of the European Pharmaceutical Market Research Association Conference*. EPhMRA: Cheshire.

Suoniemi, Samppa and Brännback, Malin (1999) Forging Links Between Knowledge, Competitive Advantage and Product Value. A Resource-Based View. In: *Cd-rom Proceedings of the ANZMAC99 Conference, Marketing in the Third Millennium, Competitive Papers*. University of New South Wales: Sydney.

Suoniemi, Samppa and Brännback, Malin (1999) Making Sense of the Outsourcing Trend of Core Competencies in the Pharmaceutical Industry. In: *Cd-rom Proceedings of the 9<sup>th</sup> ENDEC World Conference, International Entrepreneurship, Competitive Papers*. Nanyang Technological University: Singapore.

Suoniemi, Samppa (1998) Information Exchange in Pre-Launch Phase Relationships of New Drug Discovery Firms. In: *14<sup>th</sup> IMP Annual Conference Proceedings. Interaction, Relationships and Networks: Visions for the Future. Volume 3: Work-in-Progress Papers*, ed. by Aino Halinen-Kaila and Niina Nummela, 463-470. Turku School of Economics and Business Administration: Turku.

Suoniemi, Samppa (1998) Positioning in Industrial Markets: A Strategic View. In: *Australia and New Zealand Marketing Academy Conference Proceedings 1998, Work-in-Progress Papers*, ed. by Brendan J. Gray and Kenneth R. Deans, 2535-2541. University of Otago: Dunedin.

Suoniemi, Samppa (1998) The Pharmaceutical Industry in Transition: Implications for New Drug Discovery Firms. In: *Australia and New Zealand Marketing Academy Conference Proceedings 1998, Work-in-Progress Papers*, ed. by Brendan J. Gray and Kenneth R. Deans, 2528-2534. University of Otago: Dunedin.

#### **B Non-refereed scientific articles**

#### **C Scientific books (monographs)**

#### **D Publications intended for professional communities**

*Technical reports (Innomarket project funded by The Finnish Funding Agency for Innovation (TEKES))*

Brännback, Malin and Suoniemi, Samppa (2000) *Can Elephants and Mice Play? Organisational and Market Implications of the Restructuring Process in the Drug Industry*. INNOMARKET Technical Reports, No. 2. Turku School of Economics and Business Administration: Turku.

Orava, Markus; Brännback, Malin; Renko, Maija; Suoniemi, Samppa; Söderlund, Riitta and Wiklund, Patricia (2001) *Turun bioalan riskianalyysi*. INNOMARKET Technical Reports, No. 9. Turku School of Economics and Business Administration: Turku.

Suoniemi, Samppa (1998) *Synthetic Heparin: Market Analysis and Feasibility Study 1998-2010*. Prepared for BioTie Therapies Ltd. INNOMARKET Research Series: Turku.

Suoniemi, Samppa (1998) *Market Potential Study of a Pharmacological Agent for the Treatment of Parkinson's Disease*. Prepared for Juvantia Pharma Ltd. INNOMARKET Research Series: Turku.

Suoniemi, Samppa (1998) *Market Analysis of the Therapeutic Strategies for the Treatment of Parkinson's Disease*. Prepared for Juvantia Pharma Ltd. INNOMARKET Research Series: Turku.

Suoniemi, Samppa (1999) *Segmentation and Targeting of the Therapeutic Market for the Treatment of Parkinson's Disease. A Patient Survey*. Prepared for Juvantia Pharma Ltd. INNOMARKET Research Series: Turku.

Suoniemi, Samppa (1999) *Segmentation and Targeting of the Therapeutic Market for the Treatment of Parkinson's Disease. Appendices and SPSS Tables*. Prepared for Juvantia Pharma Ltd. INNOMARKET Research Series: Turku.

Suoniemi, Samppa (2000) *Intimal Hyperplasia and Restenosis Following Re-Vascularization and Organ Transplantation*. Prepared for Juvantia Pharma Ltd. INNOMARKET Research Series: Turku.

Suoniemi, Samppa (2001) *Prevalence and Incidence of Type 1 Diabetes Mellitus: Current Situation and Future Projections*. INNOMARKET Business Reports, No. 6 (B-6). Turku School of Economics and Business Administration: Turku.

Suoniemi, Samppa (2001) *HIV Incidence and Prevalence by Geographic Region*. INNOMARKET Research Series: Turku.

Suoniemi, Samppa (2001) *The Global Therapeutic Market for Diabetes Mellitus*. INNOMARKET Research Series: Turku.

Toivola, Elina and Suoniemi, Samppa (2000) *The Therapeutic Market for the Treatment and Prevention of Osteoporosis among Postmenopausal Women – An Empirical Study in Five Countries*. INNOMARKET Business Reports, No. 4 (B-4). Turku School of Economics and Business Administration: Turku.

**G Theses***G4 Doctoral dissertation*

Suoniemi, Samppa (2013) *The Impact of CRM System Development on CRM Acceptance*.

Publications of Turku School of Economics, Series A-2:2013. Suomen yliopistopaino: Turku.

Grade: *Eximia cum laude*

*G2 Master's Thesis*

Suoniemi, Samppa (1997) *Competitive Positioning of a Company – Case Wärtsilä Diesel Power Plants*. Publications of Turku School of Economics, Master's thesis.

Grade: *Magna cum laude*