

Ärikorralduse instituut

2020. aasta teadus- ja arendustegevuse aruanne

Ärikorralduse instituut

Department of Business Administration

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1. MAJANDUSARVESTUSE UURIMISRÜHM

Uurimisrühma juht: Professor Istemi Demirag, istemi.demirag@taltech.ee, +372 620 3954

Liikmed: Dr. Mari Avarmaa (vanemlektor); Dr. Natalie-Aleksandra Gurvitš-Suits (dotsent); Dr. Tarmo Kadak (dotsent); Dr. Kaidi Kallaste (lektor); Dr. Vaiva Kiaupaite-Grušniene (vanemlektor); Dr. Anup Kumar Saha (järel doktor-teadur); Dr. Paavo Siimann (vanemlektor); Dr. Dmitri Zdobnõh (lektor); Hla Thel Phyu (doktorant); Maria Vassiljev (doktorant); Dr. Xiaosong Zheng (kaitses doktorikraadi detsembris 2020)

Märksõnad: vastutus, valitsemine, ettevõtete sotsiaalne aruandlus ja jätkusuutlikkus, keskkonnaarvestus, rahavoogude arvestus, tulemusjuhtimine, avaliku ja erasektori partnerlus, Covid-19 ja selle mõju.

Frascati Manual klassifikatsioon: 5. Sotsiaalteadused: 5.2. Majandusteadus ja äridus

Uurimisrühma tegevus on seotud AAK prioriteetse suunaga 5. Innovaatilised väike- ja keskmised ettevõtted (VKEd) ja digitaalne majandus; 4. Tulevikku vaatav riigivalitsemine.

Majandusarvestuse uurimisrühm tegutseb mitmetes omavahel seotud uurimisvaldkondades, kasutades nii kvalitatiivseid kui kvantitatiivseid uurimismeetodeid ning keskendudes majandusarvestuse rollile kaasaja olulistes majandusalastes, sotsiaalsetes ja poliitilistes võtmeküsimustes nagu näiteks kliimamuutused, Covid-19 pandeemia, toiduainete tarneahelate kindlus, süsinikdioksiidiheited. Uurimisrühma võtmeteemadeks on vastutus, juhtimine ja jätkusuutlikkus, mis on kooskõlas ülikooli prioriteetsete teadusuuringute suunaga „tulevikku vaatav riigivalitsemine“. Uurimistöö on multi- ja interdistsiplinaarne ning uurimisrühm arendab eelnimetatud uurimisteemade osas kõiki olulisi uurimisosi ja -meetodeid.

Professor Demiragi poolt juhitud rahvusvaheliste uuringute keskne fookus on suunatud, hübriidorganisatsioonides (näiteks era- ja avaliku sektori ettevõtetes) arvestus- ja vastutusmehhanismide kasutamisele pikaajaliste suhete juhtimiseks. Teine suund, mis on ühiselt välja töötatud koos dr. Sahaga, keskendub jätkusuutlikkuse uurimisele laiemas kontekstis ning tegeleb süsinikuheite arvestuslike probleemidega Suurbritannia Footsie 100 ja Eesti ettevõtetes ning püüab mõista kutsealade vahelist konkurentsi raamatupidajate ja teadlaste vahel selles valdkonnas. Dr. Gurvitš-Suits analüüsib jätkusuutlikkuse ja ettevõtete sotsiaalse vastutuse alast aruandlust. Uuringud on seotud ka Covid-19 mõjuga tervishoiule (prof. Demirag) ning Eesti haridusele (dr. Kadak).

Uurimisrühmal on aktiivsed ja kasvavad sidemed professionaalsete majandusarvestuse valdkonna organisatsioonidega nii Eestis kui kogu maailmas. Konsulteeritakse Eesti valitsusasutusi (Rahandusministeerium, Kaitseministeerium jt.) nende strateegiliste arengusuundade ning liikmete koolitusprogrammide osas.

Uurimisrühma doktorant Dr. Xiaosong Zheng kaitses 2020. aastal oma doktoritöö „Peamiste jagatud edutegurite tuvastamine Hiinas toimivates rahvusvahelistes ühissetevõtetes“.

Olulisemad publikatsioonid:

Saha, A.K., Al-Shaer, H., Dixon, R., & Demirag, I. (2020). Determinants of Carbon Emission Disclosures and UN Sustainable Development Goals: The Case of UK Higher Education Institutions. *Australian Accounting Review*, <https://doi.org/10.1111/auar.12324>

Ahmad, S., Connolly, C., & Demirag, I. (2020). Towards an understanding of strategic control at a distance in public service delivery. *Accounting, Auditing and Accountability Journal*, <https://doi.org/10.1108/AAAJ-12-20-18>

Tapver, T., Laidroo, L., & Gurvitš-Suits, N. A. (2020). Banks' CSR reporting – do women have a say? *Corporate Governance*, 20(4), 639–651. DOI: 10.1108/CG-11-2019-0338.

Gavrilova, V., & Gurvitsh-Suits, N. A. (2020). Contemporary Innovation Challenges – Future of Adoption Artificial Intelligence: Case of Estonia. *European Integration Studies*, 1(14), 217–225. DOI: 10.5755/j01.eis.1.14.26143.

ACCOUNTING RESEARCH GROUP

Head of the Research Group: Professor Istemi Demirag, istemi.demirag@taltech.ee, +372 620 3954

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Keywords: accountability, governance, corporate social reporting and sustainability, zero carbon emissions, cash-flow accounting, performance management and public-private partnerships, impacts of Covid-19

Frascati Manual classification: 5. Social Sciences, 5.2 Economics and business

The activities of the research group are related to two TalTech priority areas: 5. Innovative small- and medium-sized enterprises (SMEs) and digital economy; 4. Future oriented public governance.

The accounting group is active in a number of related research fields, using both qualitative and quantitative research methods and focusing on the roles of accounting in significant current economic, social and political issues facing our society; such as Climate Change, Covid-19 Pandemic, Security of Food Supply Chains, Carbon Emissions. The key research themes the group focuses on are accountability, governance, sustainability, and control which fits in with the University's research priority areas of Future Governance. The research is multi and interdisciplinary, and where appropriate the group is developing critical research skills and methods to explore the above research themes.

A particular focus of international research led by Professor Demirag is on how Hybrid organisations for example private and public companies, manage their long-term relationships using accounting controls and accountability mechanisms. Another project which is jointly developed with Dr Saha is carried out within the wider context of sustainability in the accounting group, which explores the assurance process of carbon emission among Footsie 100 UK and Estonian companies and attempts to understand from the interprofessional competition that exists between accountants and scientists. Dr Gurvitš-Suits is developing further her interest in sustainability and Corporate Social Responsibility Reporting. The impact of Covid-19 on Health (Prof. Demirag) and Estonian Education (Dr. Kadak) are currently being explored. The group has also active and growing links with professional accounting institutions and government departments both in Estonia and worldwide and is also actively consulting Estonian government institutions (Ministries of Finance, Defence etc.) on their strategic development and training programmes of their members.

In 2020, Dr. Xiaosong Zheng (PhD student) defended his doctoral thesis "Identifying Shared Key Success Factors for International Joint Ventures in China".

Publications:

Saha, A.K., Al-Shaer, H., Dixon, R., & Demirag, I. (2020). Determinants of Carbon Emission Disclosures and UN Sustainable Development Goals: The Case of UK Higher Education Institutions. *Australian Accounting Review*, <https://doi.org/10.1111/auar.12324>

Ahmad, S., Connolly, C., & Demirag, I. (2020). Towards an understanding of strategic control at a distance in public service delivery. *Accounting, Auditing and Accountability Journal*, <https://doi.org/10.1108/AAAJ-12-20-18>

Tapver, T., Laidroo, L., & Gurvitš-Suits, N. A. (2020). Banks' CSR reporting – do women have a say? *Corporate Governance*, 20(4), 639–651. DOI: 10.1108/CG-11-2019-0338.

Gavrilova, V., & Gurvitsh-Suits, N. A. (2020). Contemporary Innovation Challenges – Future of Adoption Artificial Intelligence: Case of Estonia. *European Integration Studies*, 1(14), 217–225. DOI: 10.5755/j01.eis.1.14.26143.

ADDITIONAL INFORMATION**Applied research and development activities**

- Dr. T. Kadak, Cooperation agreement between the Estonian Military Academy, Tallinn University of Technology, University of Tartu and TTK University of Applied Sciences for the years 2019-2023.
- Avarmaa, Mari, Gurvitš-Suits, N. A and Siimann Paavo „Impact assesstment of annual report submission timeliness“. <https://www.rahendusministeerium.ee/et/finants-ja-ettevotluspoliitika/arvestusala-arengud>

2. JÄTKUSUUTLIKU ÄRIARENDUSE JUHTIMISE UURIMISRÜHM

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Märksõnad: jätkusuutlik äriarendus, tootmiskorraldus, säästlik innovatsioon, keskkonnamajandus, rohemajandus, nutikas tarneahela korraldus, organisatsiooni õppimine

Frascati Manual klassifikatsioon: 5. Sotsiaalteadused: 5.2. Majandus ja äri; 5.3. Haridusteadused; 5.9. Muu sotsiaalteadus; 2. Inseneriteadus ja tehnoloogia: 2.7. Keskkonnainseneering

Uurimisrühma tegevus on seotud AAK prioriteetse suunaga 5. Innovaatilised väike- ja keskmised ettevõtted (VKEd) ja digitaalne majandus; 3. Keskkonnaressursside väärastamine.

Jätkusuutlik väärtusahela juhtimine sisaldab tegevusi ja protsesse, mis toetavad kasvu ja innovatsiooni ettevõtte strateegias. Jätkusuutliku väärtusahela korraldus omakorda keskendub järjepidevalt potentsiaalse innovatsioonivoo ettevalmistamisele, planeerimisele, rakendamisele ja hindamisele.

Töörühm uurib potentsiaalseid innovatsioonivõimalusi nii organisatsioonide sees kui ka nende vahel. Selleks kasutatakse interdistsiplinaarset lähenemist, mis põhineb äriuringutel, keskkonnamajandusel, tootmis- ja innovatsioonikorraldusel, inseneriteadusel, infotehnoloogial,

disainil ning sotsiaalteadustel. Kõiki uuringuid ühendavaks raamistikuks on Euroopa nutika, jätkusuutliku ja kaasava kasvu agenda. Töörühm tegeleb innovatsiooni ja kasvuvõimalustega digitaliseerimise, nutika tootmise, Tööstus 4.0, suurandmete, strateegiliste alliansside, võrgustike, tööstusstrateegiate ja konkurentsivõime uuringutes. Teadustöö teostatakse reeglina Euroopa ja/või riiklike projektide kaudu ülikooli-ettevõtte koostöö raamistikus.

Uurimisrühma tähtsaimad saavutused 2020. a. olid uute EL projektide „TalTech Industrial“ (H2020) ja „UnWaste“ (Erasmus+) rahastuste heakskiitmine ning osalemine FinEst „Smart City Challenge“ lõppvoorus.

Olulisemad publikatsioonid:

Visintainer Lerman, L., Gerstlberger, W., Ferreira Lima, M., & Frank, A. G. (2020). How governments, universities, and companies contribute to renewable energy development? A municipal innovation policy perspective of the triple helix. *Energy Research & Social Science*, 71, 101854. DOI: 10.1016/j.erss.2020.101854.

Tatar, M., Kalvet, T., & Tiits, M. (2020). Cities4ZERO approach to foresight for fostering smart energy transition on municipal level. *Energies*, 13(14), 3533. DOI: 10.3390/en13143533.

Olaniyi, E. O., & Prause, G. (2020). Investment Analysis of Waste Heat Recovery System Installations on Ships' Engines. *Journal of Marine Science and Engineering*, 8(10), 811. DOI: 10.3390/jmse8100811.

Durst, S., & Gerstlberger, W. (2020). Financing Responsible Small- and Medium-Sized Enterprises: An International Overview of Policies and Support Programmes. *Journal of Risk and Financial Management*, 14(1), 10. DOI: 10.3390/jrfm14010010.

Kalvet, T., Olesk, M., Tiits, M., & Raun, J. (2020). Innovative Tools for Tourism and Cultural Tourism Impact Assessment. *Sustainability*, 12(18), 7470. DOI: 10.3390/su12187470.

Nõmmann, T., Ehrlich, Ü., & Pädam, S. (2020). A study of People's Preferences of the Environmental Status of Lake Harku and the Benefits Offered by the Lake and Its Surrounding. *Estonian Discussions on Economic Policy*, 28(1-2), 85–101. DOI: 10.15157/tpet.v28i1-2.

Philipp, R., Prause, G. & Meyer, C. (2020). Blue Growth Potential in South Baltic Sea Region. *Transport and Telecommunication Journal*, 21(1), 69–83. DOI: 10.2478/ttj-2020-0006.

SUSTAINABLE VALUE CHAIN MANAGEMENT RESEARCH GROUP

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Keywords: sustainable business development, operations management, sustainable innovation, environmental economics, green economy, smart supply chain management, organizational learning.

Frascati Manual classification: 5. Social Sciences: 5.2. Economics & business; 5.3. Educational sciences; 5.9. Other social sciences; 2. Engineering & technology: 2.7. Environmental engineering

The activities of the research group are related to two TalTech priority areas: 5. Innovative small- and medium-sized enterprises (SMEs) and digital economy; 3. Valorisation of natural resources.

Sustainable value chain management deals with tasks and processes supporting the implementation of growth opportunities and innovations within a firm's strategy. Thus, sustainable value chain management is focused on preparing, planning, implementing and evaluating a continuous strategic stream of potential innovations.

The research group investigates potential innovation opportunities within and between organizations by using interdisciplinary approaches from business, environmental economics, operations and innovation management, engineering, IT, design and social sciences in the context of the European agenda for smart, sustainable and inclusive growth. Consequently, the research group deals with innovations and growth opportunities in the areas of digitalization, smart production and Industry 4.0, Big Data, strategic alliances and networks as well as industrial strategy and competitiveness studies.

The research work usually takes place in the frame of European and/or national projects and in the context of the university–business cooperation.

Important achievements of the group in 2020 were the approval of the EU Projects "TalTech Industrial" (H2020) and "UnWaste" (E+) and the participation in the final round of the FinEst "Smart City Challenge".

Publications:

Visintainer Lerman, L., Gerstlberger, W., Ferreira Lima, M., & Frank, A. G. (2020). How governments, universities, and companies contribute to renewable energy development? A municipal innovation policy perspective of the triple helix. *Energy Research & Social Science*, *71*, 101854. DOI: 10.1016/j.erss.2020.101854.

Tatar, M., Kalvet, T., & Tiits, M. (2020). Cities4ZERO approach to foresight for fostering smart energy transition on municipal level. *Energies*, *13*(14), 3533. DOI: 10.3390/en13143533.

Olaniyi, E. O., & Prause, G. (2020). Investment Analysis of Waste Heat Recovery System Installations on Ships' Engines. *Journal of Marine Science and Engineering*, *8*(10), 811. DOI: 10.3390/jmse8100811.

Durst, S., & Gerstlberger, W. (2020). Financing Responsible Small- and Medium-Sized Enterprises: An International Overview of Policies and Support Programmes. *Journal of Risk and Financial Management*, *14*(1), 10. DOI: 10.3390/jrfm14010010.

Kalvet, T., Olesk, M., Tiits, M., & Raun, J. (2020). Innovative Tools for Tourism and Cultural Tourism Impact Assessment. *Sustainability*, *12*(18), 7470. DOI: 10.3390/su12187470.

Nõmmann, T., Ehrlich, Ü., & Pädam, S. (2020). A study of People's Preferences of the Environmental Status of Lake Harku and the Benefits Offered by the Lake and Its Surrounding. *Estonian Discussions on Economic Policy*, *28*(1-2), 85–101. DOI: 10.15157/tpep.v28i1-2.

Philipp, R., Prause, G. & Meyer, C. (2020). Blue Growth Potential in South Baltic Sea Region. *Transport and Telecommunication Journal*, *21*(1), 69–83. DOI: 10.2478/ttj-2020-0006.

3. TURUNDUSE UURIMISRÜHM

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Märksõnad: teenuste turundus, linnauuringud, maaelu uuringud, klientide kaasamine, tarbijate vastavus

Frascati manual klassifikatsioon: 5. Sotsiaalteadused: 5.4. Muud sotsiaalteadused

Uurimisrühma tegevus on seotud AAK prioriteetse suunaga 5. Innovaatilised väike- ja keskmised ettevõtted (VKEd) ja digitaalne majandus; 1. Targad ja energiatõhusad keskkonnad.

Uurimistöö hõlmab viit eraldi uurimissuunda, mis on tihedalt seotud uude õppimise ja õpetamisega.

Tarbimine on oluline teema, mis käsitleb tarbijakäitumise teooriaid, keskendudes kogemuspüramiidi mudelile, tarbijate teekondadele, kosmopoliitsusele, tarbijate etnotsentrismile, eetilisele ja säästvatele tarbimisele. Elamusturundus analüüsib muuhulgas digitaalse lõhe ja vanusega seotud diskrimineerimist turunduse vaatenurgast. Selle valdkonna tööd hõlmavad elamusturunduse uuringuid, mis keskenduvad kogemuste disainimisele ja terviklikele kliendikogemustele.

Teenuste ja suhteturunduse valdkonna alased uuringud keskenduvad klienditeenindusega seotud kaasamisele, digitaalse väärtuse ühisloomele, pakkujate ja tarbijate distsiplineerimisele ja nõuetele vastavusel põhinevale suhtlemisele. Selle uurimisvaldkonna empiirilised ja kontseptuaalsed uuringud on ilmunud valdkonna tippajakirjades. Teemaatika eestvedaja kaasatud professor L. Hollebeek on pälvinud mitmesuguseid rahvusvahelisi tunnustusi, muuhulgas *Clarivate* 1% maailma viidatud teadlase, *SERVISIGi* tärkava teadlase ja Stanfordi ülikooli maailma top 2% teadlase auhinnad. Kliendi-pakkuja suhete ja teenuse osutamise kriitiline uurimine on loonud uued, tipptasemel teooriad, mis täiendavad segadusturunduse uuringuid. Teenusdisaini alamsuund tugineb dLabi algatusele, arendades olemasolevaid ja luues uusi koostöövorme, sealhulgas läbi teenusdisaini konverentsi.

Linna- ja eluruumide uuringud toetavad mitmesuguseid projekte, mis käsitlevad tänapäevase linnareaalsuse muutumist ning ruumiliste ja sotsiaalsete protsesside vahelisi seoseid. Tegeldakse elu- ja avalike ruumide protsesse integreerivate analüüsides, rakendades interdistsiplinaarseid perspektiive, mis haaravad sotsioloogilisi, arhitektuuri-, tsiviilehituse, planeerimise ja ärimise vaatenurki. Erinevad projektid hõlmavad vanalinna elanike ja kinnisvaraomanike kogukondade ootuste kaardistamist (Eesti Kunstiakadeemia tellimusel) ning ruumiliste stsenaariumide loomist ja testimist hääbuvatele piirkondadele (rahandusministeeriumi tellimusel).

Käimasolev uurimisprojekt digitaalsest tulevikust täiendab ettevõtluse ja ettevõtlusturundusega seotud tööd, panustades digitaliseerimise kaudu maapiirkondadesse ja äärealadele ELis. See edendab piirkondliku konkurentsivõime, klastripõhise strateegia ja arengu, kõrgtehnoloogia loomise ja kasvu, ettevõtluse, piirkondliku ja maaelu arengu valdkondade teadmisi.

Publikatsioonid:

Hollebeek, L., Kumar, V., & Srivastava, R. (2020). From Customer-, to Actor-, to Stakeholder Engagement: Taking Stock, Conceptualization, and Future Directions. *Journal of Service Research*.

Khan, I., Hollebeek, L.D., Mobin F., Islam, J., & Riivits-Arkonsuo, I. (2020). Customer experience and commitment in retailing: Does customer age matter? *Journal of Retailing and Consumer Services*, 57.

Kasabov, E. (2020). Ignored, Silenced, Caricatured, Ridiculed, Patronised, and Hijacked: What Next for a post-Populist, post-Gilded-Age Countryside? *Journal of Rural Studies*.

Hollebeek L., Smith D., Kasabov E., Hammedi W., Warlow A., & Clark M. (2020). Customer brand engagement during service lockdown. *Journal of Services Marketing*.

Prilenska, V., Paadam, K., & Liias, R. (2020). Challenges of civic engagement in the (post-socialist) transitional society: experiences from waterfront urban areas Mezapark in Riga and Kalarand in Tallinn. *Journal of Architecture and Urbanism*, 44(2), 109–121.

MARKETING RESEARCH GROUP

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Keywords: service marketing, urban studies, rural studies, customer engagement, consumer compliance

Frascati Manual classification: 5. Social Sciences: 5.4. Other Social Sciences

The activities of the research group are related to two TalTech priority areas: 5. Innovative small- and medium-sized enterprises (SMEs) and digital economy; 1. Smart and energy efficient environments.

Research within the group spans five separate sets of projects, which are closely aligned with novel learning and teaching.

Consumption is a significant topic incorporating consumer behaviour theorisations with a focus on the experience pyramid model, consumer journeys, cosmopolitanism, consumer ethnocentrism, ethical and sustainable consumption. Work on experience service design complements investigations into the digital divide and ageism in marketing. Projects include the Experience Marketing Studies focused on consumption in experience design and holistic customer experiences.

In services and relationship marketing, investigations focus on customer service-related engagement, digital value co-creation, disciplining and compliance-based interactions between providers and consumers. Empirical and conceptual studies from all four sub-streams of this research area have appeared in top journals in the area, and the Adjunct professor L. Hollebeek leading the area has attracted international recognition and awards, including Clarivate Highly Cited Researcher, SERVSIG Emerging Scholar Award, and Stanford University's Top 2% of Researchers worldwide. Critical examinations of customer-provider relationships and service provision have produced new, state-of-the-art theories complementing research on confusion marketing. The sub-stream of service design is focused around the new dLab initiative, building upon existing and forging new collaborations, including through the collaborative Service Design Conference.

Urban and residential studies support a variety of projects theorising the changing nature of contemporary urban realities, relationships between spatial processes and social processes. Researchers are currently engaging with integrative analyses of processes in urban residential and public spaces, by applying interdisciplinary perspectives, which adopt sociological, architectural, civil engineering, planning, and business studies sensibilities. A variety of projects include Mapping Old Town resident and property owner communities' expectations (funded by Estonian Academy of Arts) and Creating and testing spatial scenarios for shrinking regions (funded by the Ministry of Finance). The current research project on digital futures of rural areas across the EU complements work on entrepreneurship and entrepreneurial marketing through digitalisation in rural and peripheral locations. This stream builds upon work on regional

competitiveness, cluster-based strategy and development, high technology birth and growth, entrepreneurship, regional and rural development.

Publications:

Hollebeek, L., Kumar, V., & Srivastava, R. (2020). From Customer-, to Actor-, to Stakeholder Engagement: Taking Stock, Conceptualization, and Future Directions. *Journal of Service Research*.

Khan, I., Hollebeek, L.D., Mobin F., Islam, J., & Riivits-Arkonsuo, I. (2020). Customer experience and commitment in retailing: Does customer age matter? *Journal of Retailing and Consumer Services*, 57.

Kasabov, E. (2020). Ignored, Silenced, Caricatured, Ridiculed, Patronised, and Hijacked: What Next for a post-Populist, post-Gilded-Age Countryside? *Journal of Rural Studies*.

Hollebeek L., Smith D., Kasabov E., Hammedi W., Warlow A., & Clark M. (2020). Customer brand engagement during service lockdown. *Journal of Services Marketing*.

Prilenska, V., Paadam, K., & Liias, R. (2020). Challenges of civic engagement in the (post-socialist) transitional society: experiences from waterfront urban areas Mezapark in Riga and Kalarand in Tallinn. *Journal of Architecture and Urbanism*, 44(2), 109–121.

4. ETTEVÕTLUSE UURIMISRÜHM

Uurimisrühma juht: professor Susanne Durst, susanne.durst@taltech.ee, +372 620 3957

Liikmed: Dr. Antti Ainamo (professor); Dr. Ene Kolbre (emeritprofessor, vanemteadur); Dr. Merle Küttim (teadur); Dr. Merli Reidolf (direktori asetäitja); Dr. Juhan Teder (dotsent); Dr. Sirje Ustav (vanemlektor); Dr. Urve Venesaar (vanemteadur); Dr. Lasse Torkkeli (Lappeenranta Tehnikaülikooli dotsent ja külalisteadur); Marianne Kallaste (lektor, doktorant); Martin Toding (lektor, doktorant); Airi Noppel (doktorant); Akaki Tartarashvili (doktorant)

Märksõnad: ettevõtlusõpe, ettevõtluspädevused, ettevõtlik kasv, teadmuse juhtimine, ettevõtete rahvusvahelistumine, maapiirkonna ettevõtlus, innovatsioonijuhtimine, ettevõtlikud ökosüsteemid, sotsiaalne ettevõtlus, alustavad ettevõtted (iduettevõtted), rahvusvaheliseks sündinud ettevõtted (*born globals*), ülikooli ökosüsteem

Frascati Manual klassifikatsioon: Sotsiaalteadused: 5.2. Majandusteadus ja ärimus; 5.3. Haridusteadused

Uurimisrühma tegevus on seotud AAK prioriteetse suunaga 5. Innovaatilised väike- ja keskmised ettevõtted (VKEd) ja digitaalne majandus; 4. Tulevikku vaatav riigivalitsemine.

Ettevõtluse uurimisrühm koondab erineva taustaga akadeemilisi töötajaid, kelle tegevuseks on uurida, kuidas nii äsja asutatud kui ka pikemalt tegutsenud ettevõtted arendavad ja rakendavad oma ettevõtluspädevusi ja organisatsiooni tasandi teadmused selleks, et kasutada jätkusuutlikul viisil olemasolevaid ja uusi ärivõimalusi.

Ettevõtluse uurimisrühma eesmärgiks on laiendada teaduspõhiseid lähenemisi ja arusaamu ettevõtluse valdkonnas – täpsemalt ettevõtlusõppes, ettevõtluse rahvusvahelistumises, teadmuse juhtimises ja innovatsiooni juhtimises – ning panustada valdkonna praktilisse arengusse. Uurimisrühma huvi on uurida, kuidas ettevõtted ja üksikisikud muundavad oma oskused ja pädevused uuenduslikeks väljunditeks, et panustada (ettevõtete) jätkusuutlikku arengusse.

Arvestades ettevõtluse olulisust Eestis, Balti regioonis ja Euroopa Liidus, on ettevõtlusõppe uuringute eesmärgiks suurendada lõpetajate tööhõivet, aidata kaasa uute ettevõtete loomisele ja ettevõtluse kasvule ning toetada ettevõtlike hoiakute ja ettevõtluspädevuste arengut ühiskonnas laiemalt. Aidates seeläbi kaasa ka ettevõtlike ökosüsteemide arengule. Hetkel on käimas kaks projekti, mis nimetatud uurimistööd toetavad. Edu ja Tegu (2016-2022, Eesti Haridus- ja teadusministeerium) peamiseks eesmärgiks on ettevõtluspädevuste enesehindamise metodoloogia väljatöötamine ja kasutamine. Projekt BeComE (2020-2022, Erasmus+ KA) keskendub ettevõtlusõppe tähtsustamisele kõrghariduses ja efektiivsete koostöövõrgustike loomisele kõrgkoolide ja ettevõtete vahel.

Uurimisrühmas läbiviidav uurimistöö kasutab mitmeid erinevaid lähenemisi ja uurimismeetodeid, analüüsib erinevaid ettevõtlikke organisatsioone ja üksikisikuid (eelkõige noori) ja uurib ettevõtlusega seotud küsimusi erinevates riikides.

Uurimisrühma liikmetel on lai ettevõtluse ja sellega seotud valdkondade pädevus, mille tekkimisele on kaasa aidanud koostöö erinevate riiklike ja rahvusvaheliste era- ja avaliku sektori organisatsioonidega. Eesmärgiks on seda erialast pädevust ära kasutada ja edasi arendada.

Uurimisrühma liige Merle Küttim kaitses 2020. aastal oma doktoritöö „Rahvusvaheline ülikooli ja ettevõtete vaheline teadmussiire“.

Olulisemad publikatsioonid:

Kalantaridis, C., & Küttim, M. (2020). University Ownership and Information about the Entrepreneurial Opportunity in Commercialisation: A Systematic Review and Realist Synthesis of the Literature. *The Journal of Technology Transfer*. DOI: 10.1007/s10961-019-09757-6.

Lehtonen, M. J., Ainamo, A., & Harviainen, J. T. (2020). The four faces of creative industries: visualising the game industry ecosystem in Helsinki and Tokyo. *Industry and Innovation*, 27(9), 1062-1087. DOI: 10.1080/13662716.2019.1676704.

Tsvetkova, D., Bengtsson, E., & Durst, S. (2020). Maintaining Sustainable Practices in SMEs: Insights from Sweden. *Sustainability*, 12, 10242.

Durst, S., Temel, S., & Hinteregger, C. (2020). Influence of network partners on SMEs' innovation activities. *Int. J. Business Environment*, 11(4), 369-389.

ENTREPRENEURSHIP RESEARCH GROUP

Head of the group: Prof. Susanne Durst, susanne.durst@taltech.ee, +372 620 3957

Members: Dr. Antti Ainamo (Professor); Dr. Ene Kolbre (Professor Emeritus, Senior Researcher); Dr. Merle Küttim (Researcher); Dr. Merli Reidolf (Deputy Head of Department); Dr. Juhan Teder (Associate Professor); Dr. Sirje Ustav (Senior Lecturer); Dr. Urve Venesaar (Senior Researcher); Dr. Lasse Torkkeli (Associate Professor at LUT University and Visiting Researcher); Marianne Kallaste (Lecturer, PhD student); Martin Toding (Lecturer, PhD student); Airi Noppel (PhD student); Akaki Tartarashvili (PhD student)

Keywords: entrepreneurship education, entrepreneurial competencies, entrepreneurial growth, knowledge management, internationalization of entrepreneurial firms, rural entrepreneurship, innovation management, social entrepreneurship, entrepreneurial ecosystem, startups, born globals, university ecosystem.

Frascati Manual classification: Social Sciences: 5.2. Economics and business; 5.3. Education

The activities of the research group are related to two TalTech priority areas: 5. Innovative small- and medium-sized enterprises (SMEs) and digital economy; 4. Future oriented public governance.

The Entrepreneurship research group brings together academic scholars from diverse backgrounds to investigate how new as well as established entrepreneurial organizations develop and apply their entrepreneurial competencies and organizational knowledge in their quest to exploit present and future business opportunities in a sustainable way.

The purpose of the entrepreneurship research group is to extend the scientific body of knowledge concerning the broad field of entrepreneurship - in the fields of entrepreneurship education, internationalization of entrepreneurial firm, knowledge management, and innovation management in particular - and to contribute to practice. The group's interest is in investigating how entrepreneurial organizations or individual actors transform their skills and capacities into innovative outputs to contribute to sustainable (business) development.

Given the relevance of entrepreneurship for Estonia, the Baltic region, and the European Union, research efforts regarding entrepreneurship education aim at increasing the employability of graduates in the labour market but also at increasing entrepreneurship and new venture creation, thus developing entrepreneurial mindsets and competencies among broader sections of populations and facilitating and strengthening entrepreneurial ecosystems. The ongoing project Edu ja Tegu (2016, Estonian Ministry of Education and Research) involves development and implementation the methodology of self-assessment of entrepreneurship competence. The newly started project BeComE (2020-2022, Erasmus+ KA) aims to excel entrepreneurship education in higher education by creating effective knowledge alliances between higher education institutions and businesses.

Research undertaken in the group takes different lenses, uses different research methods, analyses different types of entrepreneurial organizations and individuals (younger generations in particular) and explores entrepreneurship-related topics in different countries.

The members have a broad portfolio of entrepreneurship, including related fields, expertise gained from working with a variety of national and international private and public organizations. The aim is to use this expertise and develop it further.

Dr. Merle Küttim defended in 2020 a Doctoral thesis "International University-Industry Knowledge Transfer".

Publications

Kalantaridis, C., & Küttim, M. (2020). University Ownership and Information about the Entrepreneurial Opportunity in Commercialisation: A Systematic Review and Realist Synthesis of the Literature. *The Journal of Technology Transfer*. DOI: 10.1007/s10961-019-09757-6.

Lehtonen, M. J., Ainamo, A., & Harviainen, J. T. (2020). The four faces of creative industries: visualising the game industry ecosystem in Helsinki and Tokyo. *Industry and Innovation*, 27(9), 1062-1087. DOI: 10.1080/13662716.2019.1676704.

Tsvetkova, D., Bengtsson, E., & Durst, S. (2020). Maintaining Sustainable Practices in SMEs: Insights from Sweden. *Sustainability*, 12, 10242.

Durst, S., Temel, S., & Hinteregger, C. (2020). Influence of network partners on SMEs' innovation activities. *Int. J. Business Environment*, 11(4), 369-389.

ADDITIONAL INFORMATION

Honours/awards of the research group members at national/international level

- Lasse Torkkeli: Best Reviewer, Academy of International Business 2020 Conference; Best Student Feedback at LUT University School of Business and Management (Course Contemporary Issues in International Business and Entrepreneurship)

Participation of activities of international R&D organizations, membership of foreign academies.

- Antti Ainamo: European Group for Organization Studies (EGOS), member; participation in EGOS colloquium, Hamburg, July, 2020; Head of Experts Panel; Mentor to student startups, Mektory; Chair of the Experts Group, Riga Technical University / AIKA.lv, Assessment of Study Field "Management, Administration and Management of Real Estate".
- Susanne Durst: Editorial Board of Piccola Impresa / Small Business, Member; Editorial Board of Sustainability – section Economic, Business and Management Aspects of Sustainability, Member; European Academy of Management (EURAM), Member; Special Issue Editor "Financing Responsible Small- and Medium-Sized Enterprises (SMEs)", Journal of Risk and Financial Management; pre-examiner of doctoral theses University of Campania „Luigi Vanvitelli" and Aarhus University.
- Lasse Torkkeli: Adjunct Professor of International Business at Turku School of Economics at the University of Turku; Manager of the International Business, Entrepreneurship and Marketing research group at LUT University School of Business and Management; Academic Director of the Master's Programme in International Business and Entrepreneurship (MIBE) until July 2020; Member of European International Business Academy (EIBA); Member of Academy of International Business (AIB); Member of the

Academy of Management (AoM) (Sustainability-SIG, Entrepreneur-SIG, International Management-SIG); Founding Member of the Finnish International Business Academy (FIBA); Expert advisory board member, Cambridge Scholars Publishing; Editorial board member, International Journal of Comparative Management; Topic Editor in the journal Sustainability; Member of the LUT University MIMM programme EPAS accreditation team (received 5-year re-accreditation on 11-2020); Evaluator of The European Science Foundation call for Junior and Senior Research Projects of the Research Foundation Flanders (FWO); Pre-examiner and opponent of the doctoral thesis of Ulrik Bjørn Nielsen (University of Southern Denmark, 2020), titled Essays on International Joint Ventures in Emerging Markets

- Urve Venesaar: Representative of the School of Business and Governance of the Faculty and a member of Scientific and Publication Committee of the ESU-European University Network on Entrepreneurship.

Applied research and development activities

- LMEAE20060 "Impact assessment of annual report submission timeliness for the Ministry of Finance (17.06.2020–30.11.2020)", Laivi Laidroo, Mari Avarmaa, Tallinn University of Technology. (Estonian public tender)
- LMIN19055 "Evaluation of entrepreneurship and innovation support measures of the 2014-2020 EU cohesion policy funds (26.06.2019–1.04.2020)", Kadri Männasoo, Erkki Karo, Merli Reidolf, Merle Küttim, Tallinn University of Technology. (Estonian public tender)

The results of the above listed public tenders will be used by organisations that commissioned these analyses. Namely, by the Ministry of Finance to achieve a more timely submission of annual financial reports by enterprises and NGOs. And by different ministries and implementation agencies (in the area of economics and communication, education and research, regional policy, tourism, creative and cultural industries) regarding the organisation and monitoring of entrepreneurship and innovation support measures for the next EU financing period.

- Research-collaboration project between TalTech University Tallinn and University of Seville Title of thesis: State-of the-art marketing strategies in the service industry: the role of IT services in the processes of internationalisation in Estonia, Germany, and Spain. Funded by EUDIS (Escuela Internacional Doctorado Universidad de Sevilla), Duration of visit: 1 year.

5. ORGANISATSIOONI JA JUHTIMISE UURIMISRÜHM

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Märksõnad: Juhtimine, heaolu, vastutustundlik ja eetiline organisatsiooni areng, liidri-järgija mõjuhuhe, strateegiline juhtimine, teadmiste ja innovatsiooni juhtimine, riskide juhtimine, inimressursside juhtimine, muutuste juhtimine, töötervishoid, organisatsioonipsühholoogia, tööohutus, digitaalne transformatsioon.

Frascati Manual klassifikatsioon: 5. Sotsiaalteadused: 5.2. Majandusteadus ja ärimine; 5.1. Psühholoogia ja kognitiivsed teadused

Uurimisrühma tegevus on seotud AAK prioriteetse suunaga 5. Innovaatilised väike- ja keskmised ettevõtted (VKEed) ja digitaalne majandus.

Organisatsiooni ja juhtimise uurimisgrupp tegeleb mitmete organisatsiooni ja juhtimise uurimisvaldkondadega; peamised uurimisteemad hõlmavad juhtimist, heaolu, vastutustundlikku, eetilist organisatsiooni arengut ja jätkusuutlikku juhtimist.

Uurimisgrupp kasutab erinevaid teoreetilisi vaatenurki ja uuringumeetodeid – ühendades erineva taustaga liikmeid – eesmärgiga uurida, kuidas arenenud ja uued organisatsioonid arendavad oma organisatoorseid ressursse ning võimekust, et olla valmis jätkusuutlikult lahendama praeguse ja tuleviku äritegevuse, sotsiaalsete väljakutsete ja võimaluste ees seisvaid probleeme. Näiteks on uurimisgrupp panustanud ülikooli „TaltechCity“ ja TaltechBlue“ initsiatiividesse, et teadmiste juhtimise kõrgekvaliteediliste uuringute ja jätkusuutliku arenguga seotud tegevustega liikuda edasi vastutustundliku digitaliseerimise suunas.

Grupil on kontaktid mitmete rahvusvaheliselt tunnustatud teadlastega, kes uurivad organisatsiooni ja juhtimist, tööhutust ning eelnevatega seonduvaid valdkondi ning see võrgustik on laienemas.

Grupi eesmärgiks on laiendada organisatsiooni ja juhtimise valdkondade teaduspõhiste teadmiste kogumit ning anda sellega oma panus praktikale, esitades võimalusi ja väljakutseid, mis seisavad Eesti ja muu maailma organisatsioonide ees. Grupi üldine huvi on uurida, kuidas organisatsioonid muudavad jätkusuutliku arengu saavutamiseks ja säilitamiseks oma teadmised ja juurdepääsu uutele digitaalsetele lahendustele innovatiivseteks väljunditeks. Grupi liikmetel on lai kogemuste portfell, mis on saadud töötades mitmesugustes riiklikes ja rahvusvahelistes era- ning avalikes organisatsioonides. Eesmärgiks on nende kogemuste kasutamine ja edasiarendamine suurema üldise heaolu loomiseks.

Aastal 2020 alustati projektiga BePrepared (Erasmus + KA, 2020-2022), mis on suunatud väike- ja keskmise suurusega ettevõtetele, aidates neil tuvastada ja hallata tarneahela riske. Töö koolituspaketi ja praktiliste juhendite töövahendi koostamiseks on alanud.

Valitud publikatsioonid

Durst, S., & Zieba, M. (2020). Knowledge risks inherent in business sustainability. *Journal of Cleaner Production*, 251. <https://doi.org/10.1016/j.jclepro.2019.119670>.

Shujahat, M., Wang, M., Ali, M., Bibi, A., Razzaq, S., & Durst, S. (2020). Idiosyncratic job-design practices for cultivating personal knowledge management among knowledge workers in organizations. *Journal of Knowledge Management*. <https://doi.org/10.1108/JKM-03-2020-0232>.

Durst, S., Heinze, I., Henschel, T., & Nawaz, N. (2020). Unlearning: a systematic literature review. *Int. J. Business and Globalisation*, 24(4), 472–495.

Durst, S., & Henschel, T. (2020). Knowledge Risk Management. From Theory to Praxis, Springer, Cham. <https://10.1007/978-3-030-35121-2>.

Kiisk, V., & Rungi, M. (2020). Knowledge cannibalism in the European ICT sector. *The Learning Organization*, 27 (4), 305–319. DOI: 10.1108/TLO-01-2019-0003.

Temel, S., & Durst, S. (2020). Knowledge risk prevention strategies for handling new technological innovations in small businesses. *VINE Journal of Information and Knowledge Management Systems*. <https://doi.org/10.1108/VJIKMS-10-2019-0155>.

ORGANISATION AND MANAGEMENT RESEARCH GROUP

Head of the Research Group: Professor Susanne Durst, susanne.durst@taltech.ee; +372 620 3957

Members: Dr. Karin Reinhold (Associate Professor); Dr. Liina Randmann (Senior Lecturer); Dr. Marina Järvis (Associate Professor); Dr. Merle Ojasoo (Associate Professor); Dr. Maris Zernand-Vilson (Senior Lecturer); Dr. Mike Franz Wahl (Associate Professor); Dr. Piia Tint (Professor Emeritus); Dr. Tiiu Kamdron (Lecturer); Dr. Sigrid Kontus (Lecturer); Dr. Tarmo Koppel (Lecturer); Dr. Aive Pevkur (Senior Lecturer); Virve Siirak (Lecturer); Velli Parts (Lecturer, PhD student); Lidia Davies (PhD student); Samuel Foli (PhD student); Marii Haak (PhD student); Georgi Hrenov (PhD student); Valeria Kiisk (PhD student, defended thesis in December 2020); Mari Kurashvili (PhD student); Yurii Radchenko (PhD student); Jaana Sepp (PhD student); Olga Tsenter (PhD student); Olga Tšernikova (PhD student); Inese Vilcane (PhD student), Karin Kuimet (PhD student)

Keywords: Leadership, well-being, responsible and ethical organizational development, leader-follower relationship, strategic management, knowledge and innovation management, risk management, HRM, change management, occupational health, organizational psychology, occupational safety, digital transformation.

Frascati Manual classification: 5. Social Sciences: 5.2. Economics and business; 5.1. Psychology and cognitive sciences

The activities of the research group are related to TalTech priority area 5. Innovative small- and medium-sized enterprises (SMEs) and digital economy.

The research group Organization and Management is active in a number of research fields related to organisation and management; the primary research interests can be grouped under leadership, well-being and responsible, ethical organizational development and sustainability management.

The group uses different theoretical lenses and research methods - bringing together members from diverse backgrounds - to investigate how established and new organizations continuously develop their organizational resources and capabilities to be prepared for present and future business, societal challenges and opportunities in a sustainable way.

For example, the group contributes to the "TaltechCity and TaltechBlu" initiatives of the university through its high-quality research and related activities pertaining to knowledge management and sustainable development to help drive responsible digitalization.

The group has access to a number of internationally renowned researchers working within the confines of organization and management, occupational safety and other related research areas, even extend the network.

The purpose of the group is to extend the scientific body of knowledge concerning the related fields of organization and management and to contribute to practice, by presenting opportunities and challenges confronting Estonian organizations and beyond. The overall interest of the group is to investigate how organizations transform their knowledge and access to new digital solutions into innovative outputs to achieve and maintain sustainable business development. The group members have a broad portfolio of expertise gained from working with a variety of national and international private and public organizations, the aim is to take advantage of it and use this expertise to develop it further for the greater good.

In 2020 the group started to work on the project BePrepared (Erasmus + KA, 2020-2022), which is dedicated to SMEs identifying and handling supply chain risks. The work has started to prepare a training package and a practical guidance toolbox.

Publications

Durst, S., & Zieba, M. (2020). Knowledge risks inherent in business sustainability. *Journal of Cleaner Production*, 251. <https://doi.org/10.1016/j.jclepro.2019.119670>.

Shujahat, M., Wang, M., Ali, M., Bibi, A., Razzaq, S., & Durst, S. (2020). Idiosyncratic job-design practices for cultivating personal knowledge management among knowledge workers in organizations. *Journal of Knowledge Management*. <https://doi.org/10.1108/JKM-03-2020-0232>.

Durst, S., Heinze, I., Henschel, T., & Nawaz, N. (2020). Unlearning: a systematic literature review. *Int. J. Business and Globalisation*, 24(4), 472–495.

Durst, S., & Henschel, T. (2020). Knowledge Risk Management. From Theory to Praxis, Springer, Cham. <https://10.1007/978-3-030-35121-2>.

Kiisk, V., & Rungi, M. (2020). Knowledge cannibalism in the European ICT sector. *The Learning Organization*, 27 (4), 305–319. DOI: 10.1108/TLO-01-2019-0003.

Temel, S., & Durst, S. (2020). Knowledge risk prevention strategies for handling new technological innovations in small businesses. *VINE Journal of Information and Knowledge Management Systems*. <https://doi.org/10.1108/VJIKMS-10-2019-0155>.

ADDITIONAL INFORMATION

Honours/awards of the research group members at national/international level

- Susanne Durst: Nov 2020, Winner of an Emerald Literati Award 2020 in the category "Outstanding Paper" for the paper: "How far have we come with the study of knowledge risks?"

Applied research and development activities

- 'Päästeameti teenistujate terviskäitumise uuring' (In English: Rescue Board employees health behaviour survey') (2020). Financing institution: Päästeamet (Estonian Rescue Board).
- EU-OSHA project 'Report on worker participation in the prevention of musculoskeletal risks in the workplace' which started in October 2020 and lasts for one year (It is an ongoing project.)
- EU-OSHA project with Visionary Analytics (Lithuania) 'Overview of research and practices in relation to new forms of worker management through AI-based systems and occupational safety and health (OSH)'. The project started in December 2020 and lasts for 3 years.
- PERH: Business administration for health care managers (top management, department managers), the whole programme lasts on year (we started 2016), and most of the topics are covered by our group.
- Ministry of Finance longitudinal development programme for board members, our group covers topics like "Strategic management" and "Ethics".
- Ergonomics Lab measurement services
- Research ordered by Ministry of Justice: Handling Business ethics, Corruption and Financial Crimes in Business Administration and Entrepreneurship Curricula's.

Participation of activities of international R&D organizations, membership of foreign academies.

- Susanne Durst: Full Professor of Business Administration, School of Business, University of Skövde; Visiting Professor at School of Business, Engineering and Science, Halmstad University; Reviewer of a proposal prepared by the University West (Högskolan Väst) for the Call Recruitments 20 - Knowledge Foundation (KKS); Associate Editor of *VINE Journal of Information and Knowledge Management Systems*; Associate Editor of *Electronic Journal of Knowledge Management*; Associate Editor of *Journal of Innovation Management*; Associate Editor of *International Journal of Knowledge and Systems Science (IJKSS)*; Associate Member of ICAA – Intellectual Capital Accreditation Association; Member of the Advisory Board of management revue - *Socio-Economic Studies*; Member of the Editorial Board of the *Journal of Information & Knowledge Management*; Member of the Editorial Board of *Multidisciplinary Business Review*; Member of the Editorial Board of the *GECONTEC: Revista Internacional de Gestión del Conocimiento y la Tecnología (International Journal of Knowledge and Technology Management)*; Member of the Scientific Committee *International Forum on Knowledge Asset Dynamics (IFKAD)*; Member of the Scientific Committee *Congresso Internacional do Conhecimento e Inovação (CIKI)*; Member of the *New Club of Paris*; Special Issue Editor "Innovations in Small Businesses and Sustainability", *Sustainability*.
- Marina Järvis: Member of Finnish Society of Ergonomics.
- Tarmo Koppel: Contribution to European Union's new science-based decision support mechanism EKLIPSE - Developing a mechanism for supporting better decisions on our

environment based on the best available knowledge (Brussels, Belgium Academy of Sciences).

- Merle Ojasoo: Member: ETHOS research group, University of Jyvaskyla; Member of Organizing Committee of Nordic Academy of Management Conference, 2020-2021
- Karin Reinhold: Member of ICOH – International Commission on Occupational Health, Finnish Society of Ergonomics and Baltic Sea Network on Occupational Health and Safety.
- Virve Siirak: Member of the International Programme Committee: IADIS-International Association of Development of Information Society / International conference Online: ICT, Society and Human Beings 2020, July 21-23, Zagreb, Croatia.
- Mike Franz Wahl: member of Indian Academy of Management (IAM), member of European Institute for Advanced Studies in Management (EIASM), member of International Corporate Governance Research Network, member; IEEE Global Engineering Education Conference, Program Committee member