



Professor Dr. Jari SALO

Professor Jari Salo holds D.Sc. (Econ. & Bus.Adm.) from the *University of Oulu, Oulu Business School* (AACSB), Finland. He is Professor of Marketing at the *University of Helsinki*, Finland. Previously, he was Professor of Marketing and *John Garlick Chair in Business Science* at the *University of Cape Town*, South Africa.

He has been teaching over 30 different courses in the area of marketing and management for doctoral students, master and bachelor level students in Finland, Greece, Australia, South Africa and Italy. He was selected as best teacher at the University of Helsinki by the student union in 2017. Salo has been also involved in eMBA management education for over 15 years in Finland specializing in digital marketing and digital business.

Research topics include among others digital marketing (including social media and mobile marketing) industrial marketing, branding, consumer behaviour, innovation, commercialization of innovation, sports marketing and project marketing. He has over 190 scientific publications including books. His publications appear in *Journal of Business Research*, *European Journal of Marketing* and *Industrial Marketing Management*, *Computers in Human Behavior* and *International Journal of Information Management* among others and those have attracted over 3,000 citations.

Professor Salo has the top 40 highest h-index among digital marketing researchers globally. He has also appeared in the National TV in Finland (YLE) and National radio (YLE) and he is invited keynote and guest speaker in many practitioner conferences and events.