

Thesis defense timetable at **LR 109** on **26.05.2009** (Tuesday)

Thesis Examination Committee Members:

John Sullivan (chairman), Vaiva Grushniene, Jukka Vihersaari

	Time	Students	Thesis Title	Level
1	09:00-09:30	Anastasija Aksjonova	Features of Conducting Business Negotiations with Americans	BA
2	09:45-10:15	Henna Huttunen	Retail Market in Finland- A Promising Opportunity for a Foreign Clothing Company	BA
	<i>10:30-10:45</i>	<i>Break</i>		
3	10:45-11:15	Anastassia Jasneva	The Roles of Cultural Awareness in International Business	BA
4	11:30-12:00	Marina Kochneva	A Healthier Future for the Food Industry	BA
	<i>12:15-12.45</i>	<i>Lunch break</i>		
5	12:45-13:15	Tommi Yläjoki	The Impact of the Recession on Small and Medium Enterprises and Survival Strategies for Them	BA
6	13:30-14:00	Aleksi Kuusijärvi	Empirical and Theoretical Views on Total Quality Management	BA
7	14:15-14:45	Lassi Lehmusvuori	Customer Loyalty Programs Support Of Relationship Marketing In the Financial Industry	BA
	<i>15:00-15:15</i>	<i>Break</i>		
8	15:15-15:45	Darja Mišcenko	Latvian Small and Medium Enterprises' Marketing Budget Cuts During the Economic Recession	BA
9	16:00-16:30	Iina Soika	Indirect Brand Marketing Using Internet Video Approach	BA

Thesis defense timetable at **LR 110** on **26.05.2009** (Tuesday)

Thesis Examination Committee Members:

Artur Sisask (chairman), Robert Pefferly, Lauri Luiker

	Time	Students	Thesis Title	Level
1	09:00-09:30	Martins Meisans	Brand Positioning As a Way of Improving Marketing Strategy for SIA Natalie	BA
2	09:45-10:15	Tõnu Tammiste	The Apartment Market in Tallinn – Continuing to Decline or Ready to Grow?	BA
	<i>10:30-10:45</i>	<i>Break</i>		
3	10:45-11:15	Jekaterina Savtšenko	Harmonizing and Simplifying Company Law Requirements in European Union: Cross-Border Mergers of Limited Liability Companies	BA
4	11:30-12:00	Henri Lindeberg	Analysis of Six Estonian IPOs	BA
	<i>12:15-12.45</i>	<i>Lunch break</i>		
5	12:45-13:15	Joonas Häkkinen	Bonds for the Risk-averse Investor in Finland	BA
6	13:30-14:00	Jari Kinnunen	The Benefits of Exchange-traded Funds for Private Investors	BA
7	14:15-14:45	Arturs Treimanis	An Analysis of the Global, European and Latvian Insurance Sectors and its Contribution to the Economic Market	BA
	<i>15:00-15:15</i>	<i>Break</i>		
8	15:15-15:45	Matti Vimpeli	Viability of Finnair and Scandinavian Airlines Merging	BA
9	16:00-16:30	Laura Suominen	The Impact of Company Brand Building - Before and After the Global Financial Crisis	BA

Thesis defense timetable at **LR 111** on **26.05.2009** (Tuesday)

Thesis Examination Committee Members:

Stein Skjorshammer (chairman), James O'Neil, Rita Ilisson

	Time	Students	Thesis Title	Level
1	09:00-09:30	Marcis Kaksis	The Necessity for Lipton to Change its Brand Values During the Financial Depression in Latvia	BA
2	09:45-10:15	Juhana Salenius	Wood-aluminum Window Business in Estonia - Future and Trends	BA
	<i>10:30-10:45</i>	<i>Break</i>		
3	10:45-11:15	Linda Isiksoy	Research and Development as Part of a Collaboration Organization	BA
4	11:30-12:00	Antti Suorsa	Brand image – How it is created	BA
	<i>12:15-12.45</i>	<i>Lunch break</i>		
5	12:45-13:15	Andrey Allas	Corporate Seizures, Hostile Acquisitions, and Corporate Defence Techniques in Russia	BA
6	13:30-14:15	Ilja Stožarov	The Development of Outdoor Advertisement in Estonia	MBA
	<i>14:30-14:45</i>	<i>Break</i>		
7	14:45-15:30	Jekaterina Dunaeva	Corporate Debt in the Russian Federation	MBA
8	15:45-16:30	Ilja Kitajevs	Currency Options: Trading and Hedging Applications	MBA
9	16:45-17:30	Ieva Longa	Motivation as a Tool to Develop a Superior Quality Customer Support System	MBA

Thesis defense timetable at **LR 109** on **28.05.2009** (Thursday)

Thesis Examination Committee Members:

John Sullivan (chairman), Robert Pefferly, Leon Miller

	Time	Students	Thesis Title	Level
1	09:00-09:30	Zane Auslande	How an Increase in the Value Added Tax Will Influence Latvia's Economy?	BA
2	09:45-10:15	Tuomas Syväniemi	An analysis of the Estonian Commercial Real Estate Market and the Ruture Outlook	BA
	<i>10:30-10:45</i>	<i>Break</i>		
3	10:45-11:15	Kari Tapani Viitala	The Marketing Mix for the Finnish Ski Resort Tornikeskus	BA
4	11:30-12:00	Julia Kostjunina	Pension Systems in Modern Society: Problems and Solutions	BA
	<i>12:15-12.45</i>	<i>Lunch break</i>		
5	12:45-13:15	Sven Seeman	The 2008/2009 Economic Slowdown in Estonia and its Effects on the Estonian Market	BA
6	13:30-14:00	Deniss Kuzins	Development of TNK Oil Brand in the Latvian Market	BA
	<i>14:15-14:30</i>	<i>Break</i>		
7	14:30-15:00	Ksenja Utkina	Specifics of Business Promotion in Times of Economic Crisis	BA
8	15:15-15:45	Mihkel Karu	Product Development On the Facebook Platform	BA

Thesis defense timetable at **LR 110** on **28.05.2009** (Thursday)

Thesis Examination Committee Members:

Vaiva Grushniene (chairman), Iiro Tainio, Jukka Vihersaari

	Time	Students	Thesis Title	Level
1	09:00-09:30	Krista Konsin	Capitalising Resources in an Organizational Change	BA
2	09:45-10:15	Juha Otto Äikää	Retro Design as a Brand Revitalization Strategy	BA
	<i>10:30-10:45</i>	<i>Break</i>		
3	10:45-11:15	Olga Vodopjanova	The End of Gutenberg's Era: A Grim Future for Paper Magazines and Newspapers	BA
4	11:30-12:00	Artem Koval	Use of New Technologies Leads to Greater Consumer Interaction, Which Causes Increased Sales	BA
5	12:15-12:45	Nikita Larin	How does Synergy Affect Employee Satisfaction	BA
	<i>13:00-14:30</i>	<i>Lunch break</i>		
6	14:45-15:15	Maarja Stanciute	Branding and Marketing of Goods in Maxima Eesti OÜ	BA
7	15:30-16:00	Gatis Licitis	Reducing Cost of Production in the Plastic Pipe Industry	BA

Thesis defense timetable at **LR 111** on **28.05.2009** (Thursday)

Thesis Examination Committee Members:

Stein Skjorshammer (chairman), James O'Neil, Artur Sisask

	Time	Students	Thesis Title	Level
1	09:00-09:30	Ott Neeme	Increasing Business Effectiveness Through a Motivation Tool	BA
2	09:45-10:15	Jurate Janaviciute	Mergers and Acquisitions in the Baltic States 2000-2007	BA
	<i>10:30-10:45</i>	<i>Break</i>		
3	10:45-11:30	Heidi Tikkanen	Gold Cosmetics Market in Finland	MBA
4	11:45-12:30	Mirka Karoliina Kauttu	Cultural Difference and Attitudes to Change – A Case Study of Students' Attitudes Towards Organizational Change at International University Audentes	MBA
	<i>13:00-13:30</i>	<i>Lunch break</i>		
5	13:30-14:15	Jaroslav Lössenko	Private Banking Strategic Investment Possibility in Second Life's Virtual Reality Economy	MBA
6	14:30-15:15	Jakov Ravikoviš	Brand Building of Luxury Goods in the Fashion Industry	MBA
	<i>15:30-15:45</i>	<i>Break</i>		
7	15:45-16:30	Gerli Vaher	A Product Marketing Strategy for an Alternative Diet: Eating Right for Your Blood Type – A Case Study for Estonian Market	MBA
8	16:45-17:30	Arseni Lõhmus	Financial Assets and Their Value	MBA