

## CURRICULUM VITAE

professor Marita Vos Ph.D.

### FULL NAME AND WORK ADDRESS

Marietta Frouke Vos

Born on 14.04.56 in The Hague, the Netherlands

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### PROFILE

Marita Vos Ph.D. is full professor in Corporate Communication at the University of Jyväskylä (JSBE), in Finland. She authored, co-authored or co-edited 15 books, and headed several funded research projects. She is committed to further developing research on communication in turbulent environments, in particular, multi-actor public debate on issues and crises. She is first supervisor of 9 doctoral students and second for 6 more: delivered 6 dissertations as first supervisor and 2 as second supervisor. She also is guest professor of the University of Twente (BMS-PCRS), in Enschede, the Netherlands.

Before coming to Finland, she was coordinator of a research team on governmental communication (lector HU), strategic consultant (ACC) and communication manager of two national organizations in The Netherlands, where previously she gained her doctoral degree and her MSc in communication studies at the University of Wageningen, the Netherlands.

<https://www.jyu.fi/jsbe/yhteystiedot/jsbe-faculty/vos-marita>

<https://www.utwente.nl/en/bms/pcrv/staff/scientificstaff/vos-marita/>

[www.crisiscommunication.fi](http://www.crisiscommunication.fi)

[www.vos-schoemaker.com](http://www.vos-schoemaker.com) > research

### EDUCATION AND DEGREES AWARDED; PEDAGOGICAL AND OTHER TRAINING

- Doctor of Philosophy (PhD), Wageningen University, the Netherlands.  
Major: Communication Sciences, 21.9.1992.
- Master of Science (MSc), Wageningen University, the Netherlands.  
Major: Communication Sciences, minor: Pedagogy, 30.8.1982 (graduated with a first).
- Pedagogical qualification in Higher Education, 1.6.1980.  
Training: e.g. education leadership, conflict management, negotiation, academic teaching in English.  
Linguistic skills: Dutch (mother tongue), English (high level), and some German.

### CURRENT POSITION

Full Professor in Organizational Communication and PR, Department of Communication, Faculty of Humanities, University of Jyväskylä, 1.1.2007– onwards. Since 1.1.2017 she works part-time and mostly from the Netherlands.

- First supervisor of 9 doctoral students and second for several more.
- Lecturer of BA and MA courses, supervisor of MA theses.
- Invited Visiting Professor in strategic communication by Umeå University, Sweden.
- Guest Professor at the University of Twente, Netherlands, located at the ‘Centre for Risk Management, Safety and Security’ for dept. ‘Psychology of Conflict, Risk & Safety’.
- Twice Consortium Coordinator of international funded projects; leading research projects funded by European Commission, Tekes, Sitra, MSB.

## PROJECTS (external funding ID: 2 678 718 euro since 2007)

- Communication in multi-stakeholder arenas in times of crisis – developing new research design (competitively gained research year, internal funding JYU), 2016.
- Project ‘Crisis communication preparedness audit’ of 67 Finnish national organizations (2014).
- Consortium leader of EU-funded international research project Public Empowerment Policies in Crisis Management (PEP) 2012–2014.
- Participating team in EU-funded international research project CATO on crisis communication in terrorism-related CBRN crises 2012–2014.
- Small project Communication Health Check (Tekes Finland), concerning validation of research results gained by a quality audit developed for organisational communication via the Entrepreneur in University Program (2013).
- Consortium leader of EU-funded international research project Developing a Crisis Communication Scorecard (CrisComScore) 2008–2011.
- Scientific director of Tekes-funded multidisciplinary research project Added value of Intangibles for organizational innovation 2009–2010.
- Participant in a Sitra-funded project on the Strategic management of product-development and branding of the natural environment 2011.
- Participant in Swedish MSB-funded project Leadership and collaboration in emergencies 2011.
- Project Trends in Governmental communication 2005–2006.
- Project Quality measurement of governmental communication 2003–2005.

## SUPERVISED DOCTORAL DISSERTATIONS

- Valentini, Chiara (16.2.2008): Promoting the European Union- comparative analysis of EU communication strategies in Finland and Italy.
- Ihanainen-Rokio, Outi (1.1.2014): Value of the balanced scorecard for organizational communication of knowledge-intensive firms.
- Romo-Murphy, Eila (29.11.2014), Developing disaster preparedness education via broadcast media and community involvement.
- Meriläinen, Niina (13.12.2014), Understanding the framing of issues in multi-actor arenas - power relations in the human rights debate.
- Vuorinen, Maarit (26.3.2015), Critical factors in place branding and innovation in rural areas in Finland.
- Korpela, Tuija (28.3.2015), Dyadic relations between the main contractor and suppliers.
- Asunta, Laura (9.1.2016, The role, the goal and the soul of professional public relations: developing a holistic model of PR professionalism.

Currently first supervisor of 9 doctoral students, some of which are international students:

Fagerli, Hans-Petter	Risk and crisis communication concerning terror threat: counter-narratives
Hyvärinen, Jenni	Crisis communication as coproduction of response organizations and citizens (articles completed)
Mykkänen, Markus	Communication contributing to organizational decision-making.
Palttala, Pauliina	Enhancing quality in crisis communication (articles completed).
Ruggiero, Aino	Crisis communication, social media and the threat of CBRN (articles completed)
Sara, Inker-Anni	Participation of Sámi reindeerherding organizations in law drafting - a human rights perspective.
Toode, Ulle	A media perspective on public engagement & political leadership, analysing television media performance by candidates (articles competed)
Virtanen, Jarna	A multi-actor perspective on nation branding
Zhang, Boyang	Understanding evolving organizational issues in social media (in review).

## MEMBER OF:

- Finnish Union of University Professors
- European Public Relations Education and Research Association (Euprera)
- European Communication Research and Education Association (ECREA).

## SCIENTIFIC EXPERT POSITIONS

- Guest-Editor special issue on ‘Community Resilience in Crises: Technology and Social Media Enablers’ of *Human Technology: An Interdisciplinary Journal on Humans in ICT Environments* (November 2014) <http://www.humantechnology.jyu.fi>. Editor refereed book on crisis communication (2012).
- Host and responsible professor of international scientific congress in Jyväskylä: ‘Euprera 2010 - Communication in a changing society: dynamics, risks and uncertainty’ [www.jyu.fi/euprera2010](http://www.jyu.fi/euprera2010).
- Advice statements, e.g. on report concerning crisis communication for Prime-Minister’s Office (Vastaus lausuntopyyntöön VNK/212/72/2013, Valtionhallinnon viestintä häiriötilanteissa ja poikkeusoloissa - muistiosta 18.2.2013 - Valtioneuvoston kanslia).
- Reviewer for several yearly scientific conferences, session chair in several conference e.g. International Disaster and Risk Conferences Davos and Euprera conferences.

## Reviewer of:

- Scientific peer reviewed journals: *Journal of Communication Management*, *Corporate Communications: An International Journal*, *International Journal of Mass Emergencies and Disasters*, *Journal of Contingencies and Crisis Management*, *Risk Analysis*.
- Doctoral theses in Finland (2005, 2008 university of Helsinki), doctoral thesis plan Slovenia (2014).
- The learning outcomes for the curriculum of communication sciences in Belgium for NVAO (2012).
- Several research project applications for FWO, Flemish Academy of Science, Belgium.
- Miscellaneous, e.g. member review committee higher education programme, reviewer of academic course in the Netherlands, and of EU applications (2013).

## SCIENTIFIC POSITIONS OF TRUST AND ADMINISTRATION

- Consortium coordinator of FP7-284927 (1.1.2012–31.12.2014) and FP7-217889 (1.2.2007–31.4.2011), scientific director of a multidisciplinary Tekes project Added value of intangibles for Innovation (1.9.2009–31.10.2010) and P.I. in other projects.
- Member of the Editorial Board of: ‘Corporate Communication, an International Journal’, *Emerald* (2009 onwards), and the journal of ‘Human Technology’
- Member of the Scientific Committee of several scientific conferences on public relations (EUPRERA Jyväskylä 2010 and Barcelona 2013), crisis communication (TU Ilmenau, Erfurt 2013), and societal security (SIELA, Espoo 2013).
- Member of Board of Commissioners of a research foundation in The Hague, the Netherlands (Raad van Toezicht Stichting Recreatie, 1999–2003).
- President of a Committee of the board of KLV-Alumni Network of Wageningen University, the Netherlands (1998–2003).
- Active in Advisory Board and exam committees of the national association of communication professionals, Logeion (1987–1998).

## PREVIOUS POSITIONS AND WORK EXPERIENCE

- 2005–end 2006, *Coordinator research group Governmental Communication*: Research coordinator of a team of 6 researchers; in 2006 appointed Associate Professor Governmental Communication, University of applied sciences Utrecht, the Netherlands.
- 2001–2004, *Researcher and lecturer*: University of applied sciences Utrecht; Developing an audit model to measure municipal communication.

- 1993–2001, *Researcher and lecturer*: Research project on communication about genetically modified foods; Developer of a new and accredited Master's degree programme in International Communication Management for The Hague University.
- 1991 – 1993, *Communication manager and consultant* National health care organization (NZF); 1987 – 1991, Association of Universities in the Netherlands (VSNU); *next to Doctoral research*.
- 1982 – 1987, *Lecturer and education coordinator first year*: Setting up organizational communication as a Media Studies specialisation at University of applied sciences Windesheim, the Netherlands; first article for Dutch refereed journal on new media.
- 1980-1982: During studies, assistant in the Department of Pedagogy, Wageningen University.

#### FOREIGN VISITS, in addition to conferences

- Guest professor at the department Psychology of Conflict, Risk and Safety of University Twente, Enschede, Netherlands (2016 and 2017).
- Invited Visiting Professor in strategic communication by Umeå University, Sweden (2013).
- Guest lectures at various universities, e.g. Mid Sweden University, University of Leipzig Germany, Southampton Institute in England, HIBO Gent in Belgium, Hochschule Eisenstadt in Austria, Tallinn and Tartu University in Estonia, University of Helsinki, Technical University Eindhoven and University of Utrecht in the Netherlands, Universidad Francisco de Vitoria, and Universidad Pontifica de Salamanca in Madrid Spain.

#### SCIENTIFIC ACKNOWLEDGEMENTS AND AWARDS

##### Plenaries at congresses:

- Invited plenary presentation: Essen (Germany) Security Innovation Symposium, 10.9.2011, 'Managing and communicating security information'.
- Invited keynote at Copenhagen (Denmark), at a national security conference, 12.12.2012.
- Approximately 140 invited speeches for researchers, communication professionals and managers, including also large audiences.

##### Awards and recognition for publications:

- Highly Commended Award Winner at the Literati Network Awards for Excellence 2011 for the article 'Towards a more dynamic stakeholder model: acknowledging multiple issue arenas'.
- Award 'Active Player in the Framework Programme 2011' received from her current university, after again becoming FP7 consortium coordinator as well as engaged in other projects cooperating with partner universities in Europe, also leading to a good funding ID.
- Conference paper on 'Testing a methodology to improve organizational learning about crisis communication' was chosen among the top papers of the Euprera congress 2010'.
- Article 'Communication quality and added value: a measurement instrument for municipalities' was marked as among the most frequently downloaded articles of the year 2009.
- Author or co-author of 5 English books and 7 books in Dutch, some of which leading books and one reached 10<sup>th</sup> edition in 2017. In addition, co-editor of 3 scientific books, 1 conference proceedings and 1 special issue of a JUFO-recognized refereed journal.

**Articles published in international peer-reviewed journals:**

- Zhang, B., Vos, M. & Veijalainen, J. (in press, 2017), Decomposing issue patterns in crisis communication – the case of the lost airliner. *International Journal of Emergency Management*.
- Zhang, B., Vos, M., Veijalainen, J., Wang, S. and Kotkov, D. (2016), The issue arena of a corporate social responsibility crisis – The Volkswagen case in Twitter. *Studies in Media and Communication*, Vol. 4, No. 2, pp. 32-43. doi:10.11114/smc.v4i2.1746
- Laajalahti, A., Hyvärinen, J. and Vos, M. (2016), Crisis communication competence in co-producing safety with citizen groups. *Social Sciences*, Vol. 5, No. 1, 13. doi:10.3390/socsci5010013.
- Hyvärinen, J., Laajalahti, A. and Vos, M. (2015), Enhancing citizen response to crises through communication – Investigating expert views. *International Journal of Emergency Management*, Vol. 11, No. 4, pp. 302–319.
- Ruggiero, A. and Vos, M. (2015), Communication challenges in CBRN terrorism crises – expert perceptions. *Journal of Contingencies and Crisis Management*, Vol. 23, No. 3, pp. 138-148. doi: 10.1111/1468-5973.12065
- Hyvärinen, J. and Vos, M. (2015), Developing a conceptual framework for investigating communication supporting community resilience. *Societies*, Vol. 5, No.3, pp 583-597.
- Vos, M. (2015), Communication Health Check – Measuring Corporate Communication Performance. *Journal of Business Studies Quarterly*, Vol. 7, No. 1, pp 63-70.
- Mykkänen, M. and Vos, M. (2015), The contribution of public relations to organizational decision making: Insights from the literature. *Public Relations Journal*, 9(2). Available online <http://www.prsa.org/Intelligence/PRJournal/Vol9/No2/>
- Zhang, B. and Vos, M. (2015), How and why some issues spread fast in social media. *Online Journal of Communication and Media Technologies*. Vol. 5, No. 1, pp. 371–383.
- Meriläinen, N. and Vos, M. (2015), Public Discourse on Human Trafficking in International Issue Arenas. *Societies*, Vol. 5, No. 1, 14-42.
- Vos, M. and Sullivan, H.T. (2014), Community Resilience in Crises: Technology and Social Media Enablers – Guest-Editorial. *Human Technology: An International Journal on Humans in ICT Environments*, Vol. 10, No. 2 (special issue on Resilience), pp. 61–67.
- Zhang, B. and Vos, M. (2014), Social media monitoring: methods, benefits and difficulties for international companies. *Corporate Communications, an International Journal*, Vol. 19, No. 4, pp. 371–383.
- Meriläinen, N. and Vos, M. (2014), Framing by actors in the human rights debate: the Kony 2012 campaign. *Nordic Journal of Human Rights*, Vol. 32, No. 3, pp. 238–257.
- Romo-Murphy, E. and Vos, M. (2014), The role of broadcast media in disaster preparedness education; lessons learned in the scientific literature 2002-2012. *Media Asia*, Vol. 41, No. 1, pp. 71-85.
- Vos, M., Schoemaker, H. and Luoma-aho, V. (2014), Setting the agenda for research on issue arenas. *Corporate Communications: an International Journal*. Vol.19, No. 2, pp. 200-215.
- Ruggiero, A. and Vos, M. (2014), Social media monitoring for crisis communication: process, methods and trends in the scientific literature. *Online Journal of Communication and Media Technologies*, Vol. 4, No. 1, pp.103-130.

- Vuorinen, M. and Vos, M (2013), Place branding in rural areas: a focus group study in Finland. *Place Branding and Public Diplomacy*, Vol. 9, No. 3, pp. 154-163.
- Ruggiero, A. and Vos, M. (2013), Terrorism communication: characteristics and emerging perspectives in the scientific literature 2002–2011. *Journal of Contingencies and Crisis Management*, Vol. 21, No. 3, pp.153-166.
- Luoma-aho, V., Tirkkonen, P. and Vos, M. (2013), Monitoring the arenas of the swine flu discussion. *Journal of Communication Management*, Vol. 17, No. 3, pp. 239-251.
- Meriläinen, N. and Vos, M. (2013), Framing issues in the public debate: the case of human rights. *Corporate Communications an International Journal*, Vol. 18, No. 1, pp.119-134.
- Palttala, P., Boano, C., Lund, R. and Vos, M. (2012), Communication gaps in disaster management: Perceptions by experts from governmental and non-governmental organizations. *Journal of Contingencies and Crisis Management*. Vol. 20, No. 1, pp.1-12.
- Palttala, P. and Vos, M. (2012), Quality Indicators for Crisis Communication to Support Emergency Management by Public Authorities. *Journal of Contingencies and Crisis Management*, Vol. 20, No. 1, pp. 39-51.
- Luoma-aho, V., Vos, M., Lappalainen, R., Lämsä, A., Maaranen, P., Uusitalo, O. and Koski, A. (2012), Added Value of Intangibles for Organizational Innovation. *Human Technology; An Interdisciplinary Journal on Humans in ICT Environments*, Vol. 8, No. 1, pp. 7–23.
- Vuorinen, M., Uusitalo, O. and Vos, M. (2012), Defining critical areas in innovative brand management. *Journal of Business Studies Quarterly*, Vol. 3, No. 4, pp. 58-76.
- Palttala, M. and Vos, M. (2011), Testing a methodology to improve organizational learning about crisis communication. *Journal of Communication Management*, Vol. 15, No. 4, pp. 314 - 331.
- Meriläinen, N. and Vos, M. (2011), Human rights organizations and online agenda setting. *Corporate Communications, an international journal*, Vol. 16, No. 4, pp. 293 - 310.
- Luoma-aho, V. and Vos, M. (2010), Towards a more dynamic stakeholder model: The role of issue arenas for corporate reputation. *Corporate Communication, an International Journal*, Vol. 15, No. 3, pp. 315-331 (Highly Commended Award Winner Literati Network 2011).
- Vos, M. (2009), Communication quality and added value: a measurement instrument for municipalities, *Journal of Communication Management*, Vol. 13, No. 4, pp.362-377 (among the most frequently downloaded articles of 2009).
- Luoma-aho, V. and Vos, M. (2009), Monitoring the complexities: Nuclear power and public opinion. *Public Relations Review*, Vol. 35, No. 2, pp.120-122.
- Vos, M. & Westerhoudt, E. (2008), Trends in government communication in The Netherlands. *Journal of Communication Management*, Vol. 12, No. 1, pp. 18-29.
- Vos, M. (2006), Setting the research agenda for governmental communication, *Journal of Communication Management*, Vol. 10, No 3, pp. 250-258.

### **Books in English (5) and co-editor of scientific books (3):**

- Schmidt, S. and Vos, M. (eds, 2015), ***Behavior and Communication in CBRN crises - Findings and recommendations in case of chemical, biological, radiological, and nuclear attacks on society.*** Pabst Science Publishers, Lengerich. <http://www.pabst-publishers.de/Medizin/buecher/9783958530331.htm>
- Vos, M., Lund, R., Harro-Loit, H. and Reich, Z. (eds, 2011), ***Developing a crisis communication scorecard.*** Studies in Humanities, University of Jyväskylä (Ref. E-book) <https://jyx.jyu.fi/dspace/handle/123456789/27124>

- Vos, M. and Schoemaker, H. (2011), *Integrated Communication; concern, internal and marketing communication*. Amsterdam, Eleven Publishing, 4<sup>th</sup> edition (of the Dutch version 10<sup>th</sup> edition is planned for March 2017). <http://www.elevenpub.com/social-sciences/catalogus/integrated-communication-4#>
- Tirkkonen, P., Koski, A., Vos, M. and Tampere, K. (2010), *Communication in a changing society: dynamics, risks and uncertainty: Proceedings of the 12th Euprera congress*. Jyväskylä (Ref. proceedings).
- Vos, M. and Schoemaker, H. (2006), *Monitoring public perception of organizations*. Amsterdam, Boom Onderwijs (book).  
[http://books.google.com/books?id=JPCkRgfwMcUC&printsec=frontcover&dq=Monitoring+public+perception&hl=en&ei=qbCToq8M8eE4gSIhtz8DA&sa=X&oi=book\\_result&ct=result&resnum=1&ved=0CDAQ6AEwAA#v=onepage&q&f=false](http://books.google.com/books?id=JPCkRgfwMcUC&printsec=frontcover&dq=Monitoring+public+perception&hl=en&ei=qbCToq8M8eE4gSIhtz8DA&sa=X&oi=book_result&ct=result&resnum=1&ved=0CDAQ6AEwAA#v=onepage&q&f=false)  
<http://dx.doi.org/10.13140/RG.2.1.2223.9847>
- Vos, M. and Schoemaker H. (2004), *Accountability of communication management; a balanced scorecard for communication quality*. Eleven Publishing, The Hague, 2<sup>nd</sup> edition. (free download Google Books)  
<https://books.google.fi/books?id=JTXLQgSiZN4C&printsec=frontcover&dq=inauthor:%22Marita%2BVos%22&hl=en&sa=X&ei=dtCZVKKxFav9yqOJiIDICw&ved=0CCAQ6AEwAA#v=onepage&q&f=false>  
<http://dx.doi.org/10.13140/RG.2.1.1240.9443>
- Vos, M., Otte, J. and Linders, P. (2003), *Setting up a Strategic Communication Plan*. Amsterdam, Eleven Publishing. <http://www.elevenpub.com/social-sciences/catalogus/setting-up-a-strategic-communication-plan-1#>
- Vos, M. (1992), *The Corporate Image Concept; a strategic approach*. Doctoral dissertation Wageningen University.

## Research reports

- Vos, M., Erve, A. van het, Gouw, N. de, Haataja, M., Hokkanen, L., Johansson, C., Linnell, M., Olofsson, A., Rantanen, H., Sullivan, H.T., Vergeer, F., Wall, E. (2014), *Public Empowerment – Guidelines for engaging the public in crisis management*. Project Public Empowerment Policies for Crisis Management (FP7-284927), (68p.), <http://www.crisiscommunication.fi/pep/research/guides>
- Vos, M., Erve, A. van het, Gouw, N. de, Hokkanen, L., Johansson, C., Laajalahti, A., Linnell, M., Meriläinen, N., Olofsson, A., Öhman, S., Rantanen, H., Stal, M., Vergeer, F., Wall, E. (2014), *Roadmap 'Public empowerment policies for crisis management'*. Project Public Empowerment Policies for Crisis Management (FP7-284927), (40p.),  
<http://www.crisiscommunication.fi/pep/roadmap-issue/roadmap>
- Ruggiero, A., Vos, M. and Palttala, P. (2014), *Valtionhallinnon kriisiviestintävalmiuden arviointi*. Jyväskylän Yliopisto (government crisis communication preparedness audit, 57p.).

## Book chapters and papers published in books or conference book proceedings:

- Vos, M. (in press), Issue Arenas. In Heath, R. and Johansen, W. (Eds.), *The International Encyclopedia of Strategic Communication*. Wiley
- Mykkänen, M. and Vos, M. (in press), Clarifying skills and competencies in organisational decision making. In Van Ruler, B., Smit, I., Romenti, S. & Ihlen, O. (2017), *How Strategic Communication Shapes Value and Innovation Society - Advances in Public Relations and Communication Management, Vol.2 (Proceedings Euprera 2016)*, Emerald Group Publishing Limited.
- Hyvärinen, J. and Vos, M. (2016), Communication concerning disasters and pandemics: Co-producing community resilience and crisis response. In Schwarz, A., Seeger, M. and Auer, C. (2015), *Handbook of International Crisis Communication Research*. Wiley-Blackwell, Hoboken NJ, pp. 96-107.
- Vos, M. (2016), Reputation monitoring. In Carroll, C.E. (Ed.), *The SAGE Encyclopedia of Corporate Reputation*, section Research, Measurement and Evaluation, pp. 657-659. Sage, Thousand Oaks, ISBN 9781483376516.

- Mykkänen, M. and Vos, M. (2016), Serious games, Gaming, learning and crisis communication – insights from the literature. In Liénard, F. and Zlitni, S. (Ed.), *Proceedings of the fourth International Conference Digital Media and Electronic Communication*, Le Havre, France, 1-3 June 2016, ISBN 978-2-9557005-0-1, pp. 417-424.
- Ruggiero, A., Vos, M., Mykkänen, M. and Palttala, P. (2015), CBRN Communication Scorecard. In Schmidt, S. and Vos, M. (eds, 2015), *Behavior and Communication in CBRN rises - Findings and recommendations in case of chemical, biological, radiological, and nuclear attacks on society*. Pabst Science Publishers, Lengerich, pp. 106-139 (Chapter 3.2).
- Laajalahti, A., Hyvärinen, J., and Vos, M. (2015), Perspectives on citizens' crisis communication competence in co-producing safety. In Ordeix, E., Carayol V. and Tench, R. (Eds.), *Public Relations, Values and Cultural Identity: Proceedings of the 15<sup>th</sup> EUPRERA Congress*. Peter Lang Publishing, Brussels, pp. 77-92 (among the best papers selected from the congress in Barcelona 2013).
- Luoma-aho, V. and Vos, M. (2014), Towards a More Dynamic Stakeholder Model: Acknowledging Multiple Issue Arenas. In Heath, R. and Gregory, A. (Eds.), *Strategic Communication (Volumes 1-4)*, Volume Two: Public Arena: Input, Power, Converging/ Diverging Voices, and Tensions, pp. 67-83. SAGE Publications, London.
- Zhang, B., Semenov, A., Vos, M. and Veijalainen, J. (2014), Understanding Fast Diffusion of Information in the Social Media Environment: A Comparison of two Cases. In *ICC 2014 Conference Proceedings*, pp. 522-533.
- Palttala, P., Rantanen, H. & Vos, M. (2011), Työkalu ja ohjeita strategiseen kriisiviestintään. *Pelastustieto*, Vol. 62, 83-86. Palo- ja pelastustieto Ry, Kuopio.
- Palttala, P. and Vos, M. (2011), The crisis communication scorecard: supporting emergency management by authorities. In Vos, M., Lund, R., Harro-Loit, H. and Reich, Z. (eds., 2011), *Developing a crisis communication scorecard*. Studies in Humanities, University of Jyväskylä. (Ref.)
- Meriläinen, N. and Vos, M. (2010), Can online communication strengthen the relationship of EU with young citizens in Finland? In Valentini, C. & Nesti, G. (ed.), *Public Communication in the European Union: History, Perspectives and Challenges; Chapter 13*. Cambridge Scholars Publishing.
- Palttala, P. and M. Vos (2010), Testing a methodology to improve organizational learning about crisis communication. Euprera congress Jyväskylä, 23.9.2010. In Tirkkonen, P., Koski, A., Vos, M. and Tampere, K, *Communication in a changing society: dynamics, risks and uncertainty; Proceedings of the 12th Euprera congress*. University of Jyväskylä, Jyväskylä. ISBN 978-951-39-4012-6 (Ref.).
- Luoma-aho, V., Tirkkonen, P. and Vos, M. (2010), Monitoring the arenas of the swine flu discussion. Euprera congress Jyväskylä, 23.9.2010, In Tirkkonen, P., Koski, A., Vos, M. and Tampere, K, *Communication in a changing society: dynamics, risks and uncertainty; proceedings of the 12th Euprera congress*. University of Jyväskylä, Jyväskylä. ISBN 978-951-39-4012-6 (Ref.).
- Vuorinen, M., Uusitalo, O. and Vos, M. (2010), Defining critical areas in innovative brand management. Euprera congress Jyväskylä, 23.9.2010, Jyväskylä, In Tirkkonen, P., Koski, A., Vos, M. and Tampere, K, *Communication in a changing society: dynamics, risks and uncertainty; proceedings of the 12th Euprera congress*. University of Jyväskylä, Jyväskylä. ISBN 978-951-39-4012-6 (Ref.).
- Vos, M. (2009), 'Synergy and social orientation as quality dimensions for the future communication policy'. In Rogojinaru, A. & Wolstenholme, S., *Current trends in international public relations; papers presented at the Euprera Congress 2009*, Tritonic, Bucharest, pp. 83-94.
- Vos, M. & Schoemaker, H. (2005), Accountability of communication policy. In Vercic, D., *Proceedings of BledCom 2004 in conjunction with EUPRERA*.
- Vos, M. (2003), Communication quality measurement of councils. In Vercic, D., Van Ruler, B., Jensen, I. Moss, D., and White, J., *Proceedings of BledCom 2003 in conjunction with EUPRERA*.
- Vos, M. & I. Wassenaar (2002), Image formation about genetically modified food and the communication by the companies involved. In *Proceedings of BledCom in conjunction with EUPRERA*.

## Refereed full papers accepted in academic conferences:

- Zhang, B., Vos, M., Veijalainen, J., Wang, S. and Kotkov, D. (2016), Complexity of Multi-Actor Issue Arenas Online. EUPRERA 2016, Groningen.



- Mykkänen, M. and Vos, M. (2016), Clarifying Skills and Competencies in Organisational Decision Making. EUPRERA 2016, Groningen.
- Mykkänen, M. and Vos, M. (2016), Serious games, Gaming, learning and crisis communication – insights from the literature. In Liénard, F. and Zlitni, S. (Ed.), *The fourth International Conference Digital Media and Electronic Communication*, Le Havre, France, 2 June 2016.
- Zhang, B. and Vos, M., Evolving crises bring different issues in social media. NordMedia 2015, 14.8.2015, Copenhagen.
- Zhang, B., Semenov, A., Vos, M. and Veijalainen, J., Understanding Fast Diffusion of Information in the Social Media Environment: A Comparison of two Cases. Corporate Communications International 2014, Hong Kong, 5.6.2014.
- Laajalahti, A., Hyvärinen, J., and Vos, M. (2013), Perspectives on citizens' crisis communication competence in co-producing safety. Euprera 2013 conference, Barcelona, 4.10.2013.
- Laajalahti, A., Hyvärinen, J. and Vos, M. (2013), Crisis communication competence in co-producing safety with citizen groups. 2013 IAMCR Conference in Dublin, Ireland, 28.6.2013.
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