The competition was organized by a Finnish communications and PR consultancy Miltton, “a communications and public relations consultancy that operates in the grey area between communications and advertising” (http://www.miltton.fi/en). The thesis competition was for “New marketing communications”, and opened to university-level theses finished by 1.6.2011-31.10.2012.

The idea was to look for new, inspiring or innovative approaches to marketing/communications, and theses from different fields (e.g. social sciences, technology, linguistics, cultural research, management etc.) were sought after. The approach was thus very cross-disciplinary; the main criteria was that the theses should be relevant for marketing and communications in one way or another, and preferably provide new, fresh approaches or inspiration to practitioners in the field.

The prize for the winning thesis was 3000€ and a possibility to present the work to professionals in the field at the Miltton Showcase Day in May 2013.

The jury that made the final decisions (based on the theses and presentations) included:

- Katiye Vuorela, Executive Vice President in Corporate Communications at Elisa (Finnish telecommunications and ICT service company, http://corporate.elisa.com/)
- Christian Grönroos, Marketing Professor from Hanken School of Economics (http://www.hanken.fi/staff/gronroos/)
- Pekka Mattila, Group Managing Director & CEO at Aalto University Executive Education (Aalto EE provides executive development services, part of Aalto University, http://www.aaltoee.fi/en)
- Saara Könkkölä, Communications Consultant at Miltton

The final presentations (10 finalists) were held on 29 November 2012 in Helsinki, and the jury made its final choice just before Christmas. The final was covered live on social media

- Facebook: https://www.facebook.com/milttonagency?filter=1
- Twitter: https://twitter.com/search/realtime?q=%23Gradukilpailu&src=hash (#gradukilpailu)

The range of themes and topics covered by theses selected for the final 10 was very diverse (there were theses from business, communications, political sciences, computer sciences, industrial engineering/design etc.). On the whole, it was said that the theses submitted were of very high quality and the jury decided to select two winners instead of just one.
Final results were published on Miltton’s website before Christmas (in Finnish only: http://www.miltton.fi/fi/uutishuone/article/956/kaksi_tutkimusta_jakoi_milttonin_gradukilpailun_voiton):

**News: Two theses share the victory of Miltton Thesis Competition**

Two winners have been selected for Miltton’s Thesis Competition. In the 2012 competition, the best marketing/communications theses in Finland were a thesis by Miia Itänen, titled “CSR Discourse in Corporate Reports – Exploring the Socially Constructed Nature of Corporate Social Responsibility”, and a thesis by Henna Ojala, titled “Kompleksisuusteoreetinen näkökulma alojen välisen yhteistyön alkuvaiheisiin” (Complex theory perspective to early stages of cooperation across industries).

The study by Itänen covered social responsibility and corporate citizenship of MNCs, which the jury thought was an extremely important topic. The thesis approached the issues from a new, analytical perspective.

"The thesis by Itänen is well-written, innovative, academically of a very high quality and very thorough” says a representative of the jury, Miltton’s strategy director and partner Fredrik Heinonen.

Ojala convinced the jury with a well-written work studying cross-industrial innovations.

"The research topic of Ojala is an important theme for Finnish business development and international marketing. The approach pursued is bold, and the thesis raised a lot of discussion in the jury ", Heinonen explains.

"The level of the competition and the final was high, and the top theses were all very strong. In particular, we were delighted by the wide-ranging themes and approaches of the theses, as well as their multidisciplinary approach", says Heinonen.

[In addition to Miltton representatives] The jury was composed of Elisa’s Communications Director Katiye Vuorela, Finnair’s Brand and Global Marketing Vice President Jarkko Konttinen, “marketing legend” and Professor at Hanken School of Economics, Christian Grönroos, Aalto EE’s CEO Pekka Mattila, and Miltton’s consultant Saara Könkkölä.

The thesis competition was very popular, and theses were submitted from 12 universities. Miltton wants to continue to highlight innovative and young academic thinking, and bring academic and business worlds closer to each other. Therefore, and encouraged by this year’s results and high quality, the thesis competition will continue also in the future.

The finalists were also published on Miltton’s website before the final (http://www.miltton.fi/en/newsroom/article/891/ten_innovative_papers_make_the_miltton_thesis_competition_final)
News: Ten innovative papers make the Miltton Thesis Competition final

Nov 27, 2012

This year, about forty top quality papers were submitted to the Miltton Thesis Competition. Now the top ten theses have made their way to the final competition, which will take place at the end of November. A first class caliber jury of industry experts has been chosen to determine the final winner. The jury includes, Elisa’s Executive Vice President in Corporate Communications, Katiye Vuorela,; Finnair’s Global Brand and Marketing Communications Vice President, Jarkko Konttinen,; doctor and "Legend in Marketing" Christian Grönroos, from Hanken School of Economics; Pekka Mattila, Group Managing Director & CEO at Aalto University Executive Education and Fredrik Heinonen, Miltton’s Strategy Director. The final theses are:

Mona Berg: Sosiaalinen media yrityksen positiivisen maineriskin näkökulmasta [Social media from the perspective of “corporation’s positive reputation” risk]

Miia-Emilia Itänen: CSR Discourse in Corporate Reports - Exploring the Socially Constructed Nature of Corporate Social Responsibility

Jukka Korhonen: Ulkoinen liiketoimintatiedon hallinta mielikuvien ja maineen taloudessa [Means and experiences of following brand image in external data sources]

Heini Lipiäinen: Industrial branding using digital media - Case: The Switch

Elina Mattila: Piilosta strategiseen kohdevaloon – Tuotesijoittelu osana integroituvaa elämysmainontaa [From the shadows to the strategic limelight – product placement as a part of integrated experience marketing]

Tommi Moilanen: Benefits of service design - Design for lasting customer relationships

Laura Nummelin: Markkinoinnin ja viestinnän kenttien integraatio: Mahdoton yhtälö vai uusi mahdollisuus? [Integrating marketing and communications: An impossible equation or a new possibility?]

Henna Ojala: Kompleksisuusteoreettinen näkökulma alojen välisen yhteistyön yhteyden alkuvaiheisiin [Complex theory perspective to early stages of cooperation across industries]

Maciek Sadowski: Customer value creation with RFID and NFC in apparel retail

Aino-Maija Toppi: Corporate brand communication through social media in industrial setting

Winner will receive 3000 Euros, an opportunity to present his/her findings at a seminar arranged by Miltton in spring of 2013 and to present them in the Miltton Showcase Day held in May 2013. Winner will be announced on the Miltton website during December of 2012.