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## Maria Antikainen

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### Personal Information

**Dr Maria Antikainen** (b.1977) is Research Scientist at VTT in Media and Mobile Usability research team. She is involved in the SOMED and P2P-Next project as well as other projects related to social media. She is also team leader of the open innovation team at VTT. In addition she has been working as part-time lecturer at Tampere Polytechnic teaching relationship marketing and digital marketing.

Maria Antikainen finished her PhD studies at the University of Tampere in March 2007. Her doctoral thesis concerned the attraction of company online communities from the relationship marketing perspective. She has several publications concerning company online communities from different perspectives, open source communities and open innovation.

Before starting at VTT, Maria Antikainen served as project manager and coordinator at the Tampere University of Technology. She was involved in projects related to open source communities and search engine marketing.

During 2001-2004 Maria Antikainen worked for eBRC, a joint research and development program between Tampere University of Technology and University of Tampere as project manager.

### Languages

Finnish	native
English	fluent
German	good
Swedish	basic

### Education

PhD (Econ.)	Department of Management Studies, University of Tampere, 2007
M.Sc. (Econ.)	Department of Management Studies, University of Tampere, 2001

## Research interests

Online communities

Social media

Relationship marketing

Open innovation

Open source software communities

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## Work history

- 2007- Research Scientist, VTT Technical Research Centre of Finland, Tampere, Finland
- 2006- Part-time Lecturer, Tampere Polytechnic, Tampere, Finland
- 2006-2007 Project Manager, coordinator, Tampere University of Technology, Institute of Business Information Management, Tampere, Finland
- 2004-2006 Doctoral Student, University of Tampere, Department of Management Studies Tampere, Finland.
- 2001-2003 Project Manager, eBusiness Research center (eBRC), Tampere, Finland

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## Project activities

[SOMED](#) - The SOMED project develops technology and applications that support making user-friendly and value-adding applications with socially created input for digital everyday of technology-mediated communities

- Open web lab ([Owela](#)) for participatory design and open innovation

[P2P-Next](#) - The P2P-Next integrated project will build a next generation Peer-to-Peer (P2P) content delivery platform

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## Publications

### 2008

- Antikainen, M and Vääätäjä, H. (2008). Rewarding in open innovation communities – How to motivate members? Accepted to be published in *Proceedings of the 2008 ISPIIM conference*.
- Kangas, P and Antikainen, M. (2008). Kuluttajasta tuottajaksi – sosiaalisen median ilmiöt. *Dimensio*, 2/2008, 38-40.

### 2007

- Ahonen, M., Antikainen, M. and Mäkipää, M. (2007). Supporting Collective Creativity within Open Innovation. *Conference Proceedings of the European Academy of Management (EURAM) Conference*. Paris, May 16-19, 2007.
- Ahonen, M, Antikainen, M and Mäkipää, M. (2007). How can companies work with Open Source Communities for Open Innovation? In *Proceedings of the 30<sup>th</sup> Information Systems Research Seminar in Scandinavia, IRIS 2007*, Tampere, Finland.
- Antikainen, M (2007). Online-yhteisöt voivat tehostaa monin tavoin yritysten pitkäaikaisia asiakassuhteita. *GT-lehti* (VTT:n mediatekniikan asiantuntijapalvelun lehti), 3/2007, 6-8.
- Antikainen, M. (2007). *The Attraction of Company Online Communities. A Multiple Case Study*. Academic dissertation. Department of Management Studies, University of Tampere, Finland.
- Antikainen, M. and Ahonen, M. (2007). How to attract customers to innovate in an online community maintained by a company? In Hannula, M., Koironen, M., Maula, M., Seppä, M., Suoranta, M, and Tommila, J. (eds.), *eBRF 2007 Conference proceedings*. Tampere: Tampere University of Technology (TUT) and University of Jyväskylä (JYU).
- Antikainen, M. and Mittilä, T. (2007). Seniorit verkkoyhteisöissä. Mitkä tekijät verkkoyhteisöissä vetävät senioreita puoleensa? In Lammi, M., Järvinen, R., Leskinen, J. (eds.) *Kuluttajat kehittäjinä. Miten asiakkaat vaikuttavat palvelumarkkinoilla? Kuluttajatutkimuskeskuksen vuosikirja 2007*. Helsinki: Kuluttajatutkimuskeskus.
- Antikainen, M., Ahonen, M. and Mäkipää, M. (2007). What Motivates Customers to Innovate for Free? - Utilizing Web 2.0 Communities in Mass Customization and Customer Co-design. *Conference proceedings of Mass Customization and Personalization Forum 2006*. Tampere, November 28, 2007. University of Tampere.
- Antikainen, M., Aaltonen, T. and Väisänen, J. 2007. The Role of Trust in OSS communities – Case Linux Kernel Community. In Feller, J., Fitzgerald, B. Scacchi, W., Sillitti, A (eds.) *IFIP International Federation of Information Processing, vol 234, Open Source Development, Adoption and Innovation*. Boston: Springer, 203-208.
- Antikainen, M. and Aaltonen, T. (2007). The Role of Trust in OSS Communities – Case Linux Kernel Community. In Helander, N. & Antikainen, M. (eds.), *Essays on OSS Practices and Sustainability*. e-Business Research Center Research Reports 36. Tampere University of Technology & University of Technology.
- Väisänen, J. and Antikainen, M. (2007). *Consumers' Attitudes towards Search Engine Marketing. Abstract published in Conference proceedings of MEA conference in San Antonio, April 24.-26, 2007*.

### 2006

- Helander, N. & Mäntymäki, M. (eds.) 2006. *Empirical Insights on Open Source Software Business*. e-Business Research Center Research Reports 34. Tampere University of Technology & University of Technology.
- Mittilä, T. and Mäntymäki, M. (2006). The End of Attraction: Why People Stop Visiting Online Communities? In M. Seppä, M. Hannula, A-M. Järvelin, J. Kujala, M. Ruohonen and T. Tiainen (Eds.), *Conference Proceedings, Frontiers of E-Business Research 2005* (pp. 25-37). Tampere: Tampere University of Technology and University of Tampere.
- Mittilä, T and Antikainen, M. (2006). Mittilä, T and Antikainen, M. (2006). The Attraction of Online Communities among Elderly People. *Conference Proceedings of ICEB + eBRF 2006* (pp. 267-276). Tampere: Tampere University of Technology and University of Tampere.
- Mäkipää, M., Ahonen, M. and Mäntymäki, M. (2006). Developmental Steps from Closed Innovation to Open Innovation – Increasing Customer Involvement Through Mass Customization and Customer Co-

design. In *Proceedings of the 29th Information Systems Research Seminar in Scandinavia (IRIS 29)*. Helsingor, Denmark.

## 2005

Mäntymäki, M and Mittilä, T. (2005). Attraction Factors of Company Online Community. In M. Seppä, M. Hannula, A-M. Järvelin, J. Kujala, M. Ruohonen and T. Tiainen (Eds.), *Conference Proceedings, Frontiers of E-Business Research 2004* (pp. 36-61). Tampere: Tampere University of Technology and University of Tampere.

## 2004

Mittilä, T. and Mäntymäki, M. (2004). Conducting Online Community Research. In P. Karmakar and N. Isaías (Eds.), *Proceedings of the Iadis International Conference E-Commerce 2004*. Lisbon: Iadis Press

Mäntymäki, M. and Mittilä, T. (2004). Management of An Online Community. In M. Hannula, A-M. Järvelin and M. Seppä (Eds.), *Conference Proceedings, Frontiers of E-Business Research 2003* (pp. 94-107). Tampere: Tampere University of Technology and University of Tampere.

## 2003

Mäntymäki, M. (2003). eTampere Programme: A case study. In P. Cunnigham, M. Cunningham and P. Fatelnig (Eds.), *Building the Knowledge Economy. Issues, applications, case studies*. Netherlands: IOS Press.

Mäntymäki, M. and Mittilä, T. (2003). Relationship Marketing with Online Communities. In A. Palmer, (Ed.), *Refreshing the Challenge of Relationship Marketing. Proceedings of the 11th International Colloquium in Relationship Marketing*. Cheltenham: University of Gloucestershire.

Mittilä, T. and Mäntymäki, M. (2003). Classification of Online Communities. In M. Hannula, A-M. Järvelin and M. Seppä (Eds.), *Conference Proceedings, Frontiers of E-Business research 2002* (pp. 315-333). Tampere: Tampere University of Technology and University of Tampere.

## 2002 & 2001

Mäntymäki, M. (2002). Online Community Building Process. In M. Hannula, A-M. Järvelin and M. Seppä (Eds.), *Conference Proceedings, Frontiers of E-Business Research 2001* (pp. 249-260). Tampere: Tampere University of Technology and University of Tampere.

Mäntymäki, M. (2001). *Asiakkaiden personoituihin Internet-palveluihin kohdistamat odotukset. Case: Club Nokia*. Pro gradu, Tampere.

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## Public and international activities

CREATE 2008 course on international communication and dissemination in Antwerp, Belgium, 21.5-28.5.2008. Organised by YEAR-organisation and funded by EU (Marie Curie Funding).

CREATE 2007 course on innovation and creativity in Italy, Udine, May 23-30, 2007. Organised by YEAR-organisation and funded by EU (Marie Curie Funding).

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