

Welcome to Seinäjoki University of Applied Sciences

International, Entrepreneurial and the best university for you!



Dr. Jaakko Hallila, President, CEO

SeAMK Facts

- approx. 6,000 students
- 1100 graduating students annually
- 100 international mobility students
- 700 international degree students
- 400 employees

With us you can study:

- Business
- Culture
- Food and Hospitality
- Health Care and Social Work
- Natural Resources
- Technology



CITY OF SEINÄJOKI

- Approx. 67,000 inhabitants
- South Ostrobothnia Region – 190,000 inhabitants
- The food region of Finland



Proven to be Finland's best place for entrepreneurship



Municipal Barometer
of the Federation of
Finnish Enterprises



Municipal ranking of the
Confederation of Finnish
Industries



Taloustutkimus,
municipal image





SeAMK Campus



SeAMK Seinäjoki University of Applied Sciences

- Graduates have ranked SeAMK #1 in Finland in 2019, 2020, 2021 and 2022, number #2 in 2023 (AVOP) and #3 in 2024
- Finnish Education Evaluation Center awarded SeAMK Excellence Label
- We currently have seven degree programs in English: Agrifood Engineering, Automation Engineering, Hospitality management, International Business, MBA and Nursing and Master's degree in Social Services and Health care Development Management
- We wish to build strong cooperation abroad



FINLAND'S
MOST INSPIRING
WORKPLACES



FINEEC

EXCELLENCE



Being international is part of our DNA!



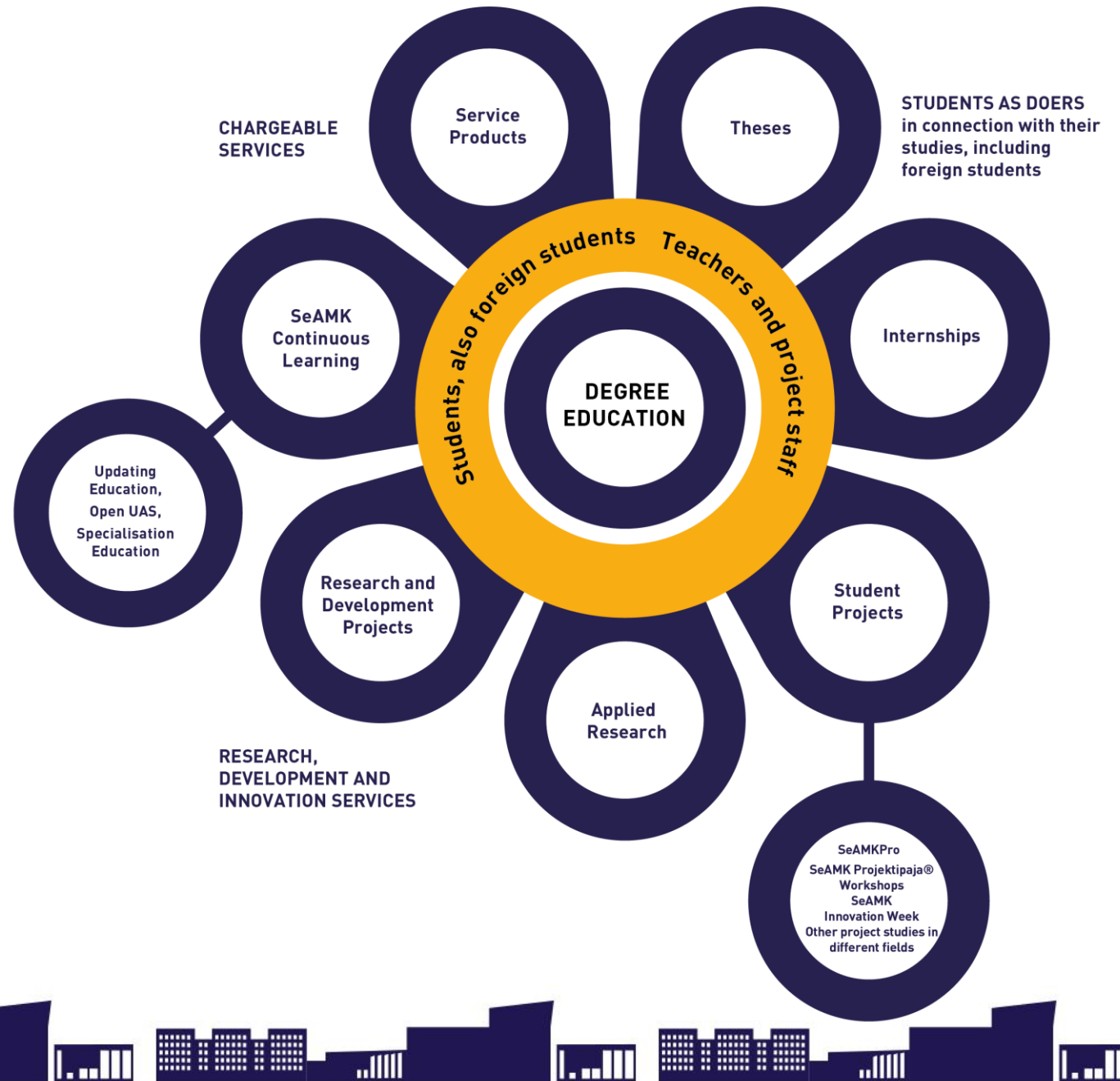
- Over 200 partner universities in 51 countries
- International strategic networks
- Member of Heroes European university alliance
- 18 double degree agreements in the fields of business and technology
- Several one semester programmes are offered in English



SeAMK Learning and research environments ranked #1 in national student satisfaction survey



SeAMK's Services for Companies and Communities



SeAMK Profile Areas in Research, Development & Innovation (RDI) and Education

- Wellbeing technology
- Growth entrepreneurship and business transfers
 - Digital manufacturing and industrial internet
 - Food safety and technology
 - Circular Economy and Sustainability



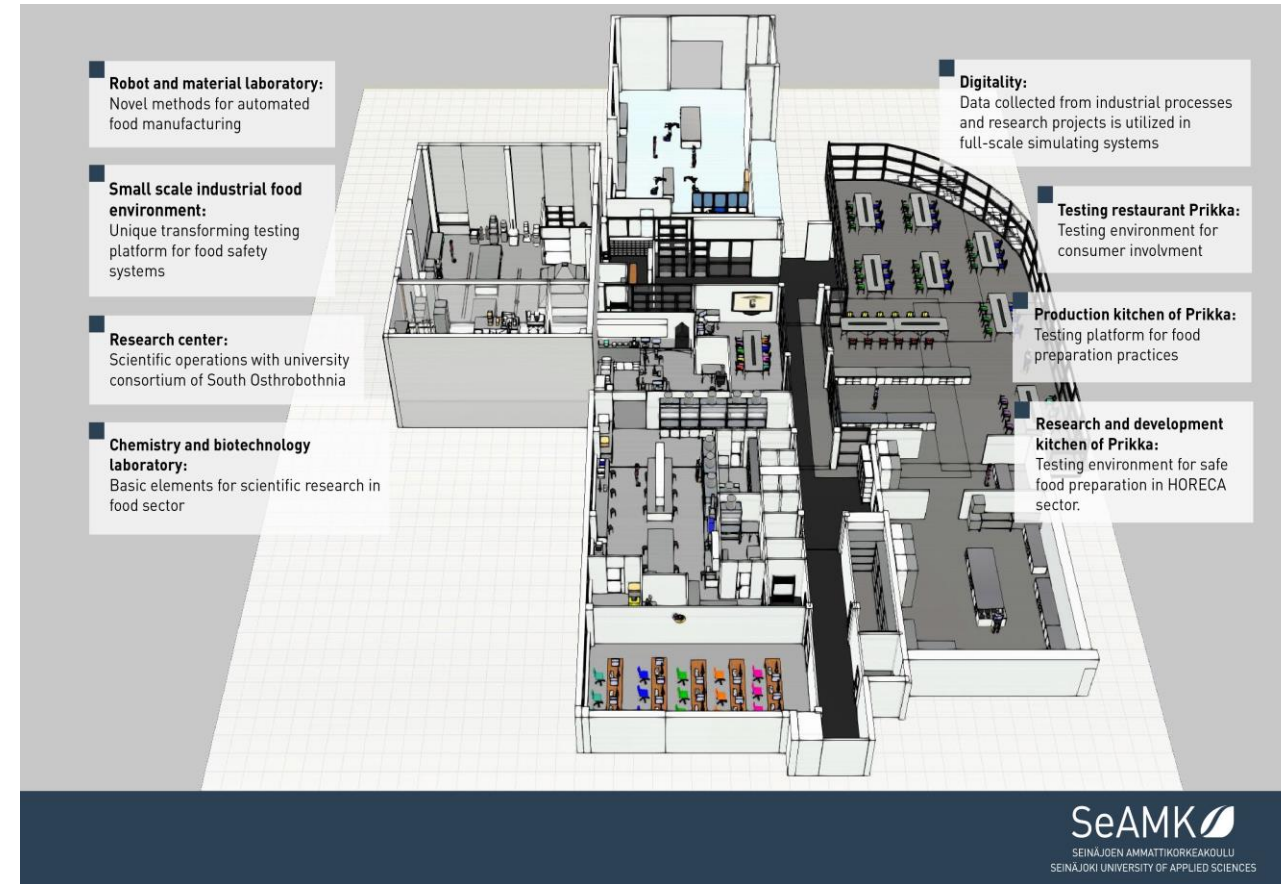
Food Safety and Food Technology

- Food technology and automation processes
- Food safety in the food system
- Product development and consumer behavior
- Packaging technology
- Waste management
- Resource efficiency and productivity
- The environmental footprint of food production and sustainable food choices
- Soil and land use
- Smart food production

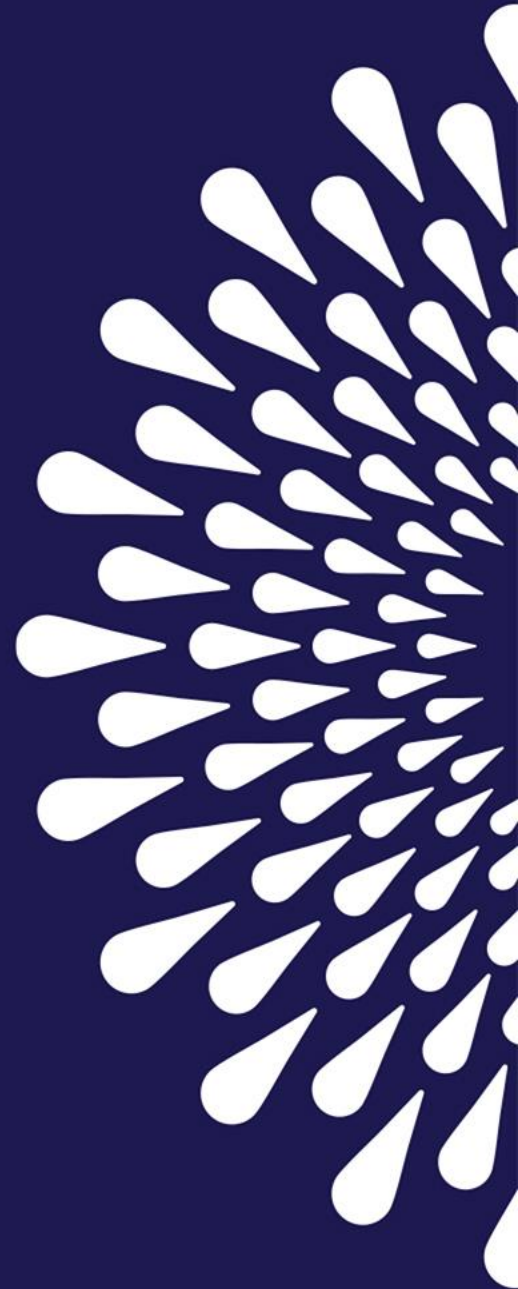


Opportunity to test, learn and cooperate

- Companies has access to pilot and test environments
 - Novel technologies
 - Filtering technologies
 - Extrusion
 - Drying technologies
 - Automated quality management
 - Ect.
 - Professionals
- SMS has access to investment funds for new technology innovations
 - I3 –funding
- Cooperation with education and companies' technology development



Growth entrepreneurship and business transfers



Selected publications

- Viljamaa, A., Joensuu-Salo, S., & Varamäki, E. (2024). Retiring entrepreneurs and succession planning: Does entry mode determine exit strategy? *Journal of Small Business and Enterprise Development*, 31(5), 1021-1038. <https://doi.org/10.1108/JSBED-05-2023-0203>
- Viljamaa, A., Joensuu-Salo, S., & Varamäki, E. (2023). Letting go: The mental difficulty of giving up the business in relation to planned exit time and exit strategy in SME business transfers. Paper presented at EURAM 2023, 14.-16. June, Dublin, Ireland. <https://urn.fi/URN:NBN:fi-fe20231218155210>
- Viljamaa, A., Joensuu-Salo, S., & Varamäki, E. (2023). The Interplay of Strategic Planning, Ambidexterity, and Exit Strategy in SMEs. Paper presented at RENT XXXVII Conference, 15.-17. November 2023, Gdansk, Poland. (Journal publication forthcoming)
- Viljamaa, A., & Varamäki, E. (Eds). (2022). The SME Business Transfer Phenomenon [In Finnish]. https://ov-foorum.fi/wp-content/uploads/2022/11/Pk-yntysten_omistajanvaihdosilmio_2022.pdf
- Viljamaa, A., Joensuu-Salo, S., & Varamäki, E. (2022). Is your entry also your exit? SME owners' history and exit strategies. Presented at RENT XXXVI, 17.-18.11.2022, Naples, Italy.
- Varamäki, E., Tall, J., Joensuu-Salo, S., Viljamaa, A., & Katajavirta, M. (2021). National Business Transfer Barometer 2021 [In Finnish]. https://ov-foorum.fi/wp-content/uploads/2021/10/ov_barometri2021.pdf
- Joensuu-Salo, S., Viljamaa, A., & Varamäki, E. (2021). Understanding Business Takeover Intentions—The Role of Theory of Planned Behavior and Entrepreneurship Competence. *Administrative Sciences*, 11(3), 61. <https://doi.org/10.3390/admsci11030061>
- Tall, J., Varamäki, E., & Viljamaa, A. (2021). Business transfer promotion in European countries. <https://urn.fi/URN:NBN:fi-fe2021062339725>
- Matalamäki, M., Varamäki, E., Viljamaa, A., Tall, J., & Mäkelä, A.-M. (2020). Unsuccessful SME Business Transfers. *Journal of Enterprising Culture*, 28(02), 121–146. <https://doi.org/10.1142/s0218495820500065>
- Joensuu-Salo S., Viljamaa A. & Varamäki E. (2019). The impact of continuity outlook and development activities on growth intentions. *International OFEL Conference on Governance, Management and Entrepreneurship*, 388-399. <https://www.econstor.eu/handle/10419/196098>
- Von Bonsdorff, M., Lahtonen J., von Bonsdorff, J., & Varamäki, E. (2019). Entrepreneurs' exit and paths to retirement: Theoretical and empirical considerations. In: *Handbook of Research on Elderly Entrepreneurship*, pp. 55-77. <http://urn.fi/URN:NBN:fi-fe202001273578>
- Business transfer awareness raising: A practical guidebook. (2016). <https://urn.fi/URN:ISBN:978-952-7109-46-5>

Entre Intentio -measurement tool developed in SeAMK since 2008: piloted in 15 UAS, 3 vocational schools and 5 foreign universities

- Follow the impact of entrepreneurship promotion through a longitudinal study
- “Catch” the students most likely to embark on entrepreneurship, for targeted entrepreneurship support during their studies
- Foster entrepreneurial intentions by giving feedback to students based on their answers
- Verify how students’ entrepreneurship competencies improve through the application of different entrepreneurship-promoting actions
- By comparing the operations models, performance and results of different universities (and especially of the same educational field) nationally and internationally, help recognize best and most effective practices for promoting entrepreneurship education indifferent universities
- **Over 15 000 responses** from students so far (data collection every year).
- SeAMK has published several journal articles on entrepreneurial intentions
- Digital interactive tool developed 2022, giving **personal-level feedback to students**
- Entre Intentio has been also developed with ERDF (European Union Funding)

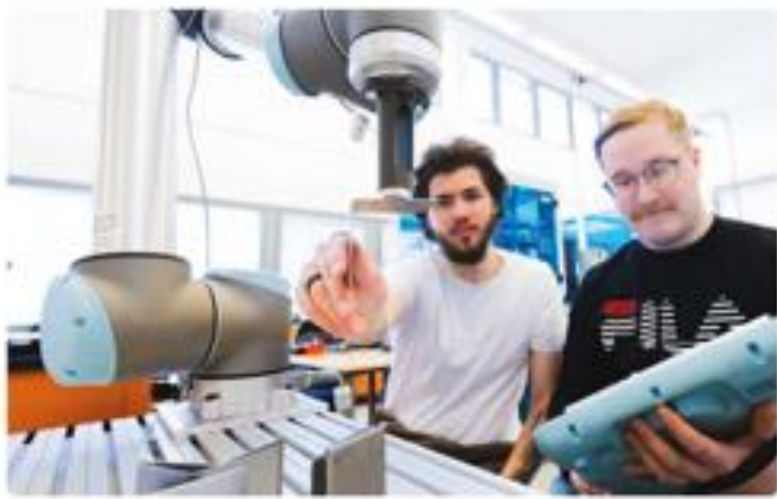




The Successor School

- Promoting continuity of family businesses, but on personal level it offers a growth process for the student with family business background to consider career options
- Course for credit (3-5 ECTS) but students can also participate in meetings with completing the assignments
- Monthly meetings, writing a learning diary, preparing a preliminary succession plan
- Finding potential participants through Entre Intentio –survey (meant for all 1st year students)





The Buyer School

- First implemented in 2022
- Focus on acquiring an SME (either as an external growth strategy or as route to entrepreneurship)
- Courses for credit:
 - 5 ECTS live online version annually
 - 3 ECTS non-stop online course





www.seamk.fi