

CURRICULUM VITAE

28Sep2016

Surname, First name: Vieru, Markku

Address: University of Lapland, Faculty of Social Sciences, Multidimensional Tourism Institute (MTI), Yliopistonkatu 8, 96300 Rovaniemi, FINLAND,

Phone: +358 400 377 641

E-mail: markku.vieru@ulapland.fi

Nationality: Finn

Date of birth: 030461

Gender: Male

Degrees

Graduated (A level, matriculation examination) from Jalasjärvi, 1982

M.Sc. (Econ.), major: Accounting, University of Vaasa, 1987

Lic.Sc. (Econ.), major: Accounting, University of Vaasa, 1991

D.Sc (Econ.), major: Accounting, University of Oulu, 2000

Doctoral thesis: *Essays on Investors' Trading Policy around Interim Earnings*

Announcements in a Thinly Traded Securities Market. Acta Universitatis Ouluensis,

Oeconomica, G8. University of Oulu.

Adjunct Professorship, Financial accounting (dosentti, ala: rahoituksen laskentatoimi), University of Oulu, Finland, 2008-Present

Present employment relationship

Professor (liiketaloustieteen, erityisesti laskentatoimen professori), University of Lapland, Finland, March 1, 2008 – Present

Academic employment history

Professor (professori) of Accounting - Faculty of Social Sciences, University of Lapland, Finland, March 1, 2008 –Present

Professor (va. professori) of Accounting (acting) - Faculty of Business and Tourism, University of Lapland, Finland, August 1, 2006 January –February 31, 2008

Assistant Professor (yliassistentti) of Accounting - Department of Accounting and Finance, University of Oulu, January 1, 2004 –July 31, 2006

Professor (va. professori) of Accounting (acting) - Faculty of Business and Tourism, University of Lapland, Finland, August 1, 2002–December 31, 2003

Assistant Professor (yliassistentti) of Accounting, Department of Accounting and Finance, University of Oulu August 1, 1995 –July 31, 2002 (On a research leave of absence from University of Oulu, I spent the three months (October 1,1998-December 31, 1998) at the Pittsburg State University, KS, USA as a visiting research scholar (vierailleiva tutkija)

Professor (va. professori) of Accounting (acting) - Department of Accounting and Finance, University of Oulu January 1, 1995–July 31, 1995

Assistant Professor (yliassistentti) of Accounting - Department of Accounting and Finance, University of Oulu, May 1, 1993 –December 31, 1994

Associate Professor (vs. apulaisprofessori) of Accounting (acting) - Department of Accounting and Finance, University of Oulu, September 1, 1992 –April 30, 1993

Professor (va. professori) of Accounting (acting) - Department of Accounting and Finance, University of Oulu, January 1, 1992–July 31, 1992
Assistant Professor (vs. yliassistentti) of Accounting - Department of Accounting and Finance, University of Oulu, January 1, 1991 –December 31, 1991
Researcher - Vaasan korkeakoulusäätiö, Department of Accounting and Methodological Sciences, University of Vaasa, October 1, 1989 –December 31, 1990
Research assistant (tutkimusapulainen), researcher (tutkija), assistant (acting) (vs. assistentti), senior lecturer (acting) (vs lehtori), senior assistant (acting) (vs yliassistentti), - Department of Accounting and Methodological Sciences, University of Vaasa. October 1, 1986 –September 31, 1989

Post graduate students

Supervised the doctoral dissertation of the following students or member of thesis “committee”

M.Sc. (Econ.) Henry Jarva Ph.D. graduation 2010, University of Oulu
M.Sc. (Econ.) Riikka Saari (in progress), University of Lapland
M.Sc. (Econ.) Anne Maimann (in progress), University of Lapland
M.Sc. (Econ.) Yang Ming Hui (in progress), University of Lapland

Licentiate Thesis advisor

M.Sc. (Econ.) Pekka Larkomaa, graduation 1997. University of Oulu

Supervised master thesis

about 100 theses, University of Oulu, 1992-2012

about 170 theses, University of Lapland, 2002-2016

Scientific expert positions

Duties as scientific experts: given scientific statements

Official pre-examiner of M.Sc. (Econ.) Marko Hykkönen, ‘*Merging Clearance and Settlement Systems Processing of Block Deals in the Centralised System*’, University of Oulu, 1996. (Licentiate Thesis).

Official pre-examiner of Lic.Sc. (Econ.) Henri Mänttari, ‘*Short-term price behavior and effect of foreign investors in the small Finnish markets*’, Hanken, Swedish School of Economics and Business Administration, 2004-2005. (Doctoral Thesis).

Official pre-examiner of M.Sc. (Econ.) Jari Kankaanpää, ‘*Board Independence and Asymmetric Timeliness of Earnings in a Bank-oriented Financial System: Evidence from Finland*’, University of Tampere, 2009. (Licentiate Thesis).

Official pre-examiner of M.Sc. (Econ.) Jaana Lappalainen, ‘*Financial Performance of SMEs - Do Ownership Structure and Board Composition Matter? Evidence on Finnish SMEs*’, University of Kuopio, 2009. (Licentiate Thesis).

Official pre-examiner of Lic.Sc. (Econ.) Jaana Lappalainen, ‘*Association between Corporate Governance Structure and Agency Problems in Small Firms*’, University of Kuopio, 2013-2014. (Doctoral Thesis).

Official opponent of M.Soc.Sc Helinä Saarela, ‘*The Influence of Self-Perceived, Subjective Attributes on Investment Behavior*’ University of Oulu, 2014. (Doctoral Thesis).

Duties as scientific experts: services for scientific journals

Referee in the following refereed journals:

Finnish Economic Papers, 2001

European Accounting Review, 2001, 2002, 2004, 2005, 2006

Journal of International Business Studies, 2007

Emerging Markets Finance and Trade, 2008
Business & Society, 2010
African Journal of Business Management, 2013
Journal of Vacation Marketing, 2013, 2015, 2016
International Review of Economics and Finance, 2013, 2014
Administrative Studies Journal (Hallinnon Tutkimus), 2014, 2015, 2016

Scientific positions of trusts held

Scientific positions of trusts held: national and international services

Chair – Conference Organizing Committee of the *20th Nordic Symposium in Tourism and Hospitality Research*, 2010–2011

Referee in following refereed scientific conferences:

European Finance Association, August 2010, Frankfurt am Main, Germany
European Finance Association, August 2009, Bergen, Norway
European Finance Association, August 2008, Athens, Greece
European Finance Association, August 2007, Ljubljana, Slovenia
European Finance Association, August 2006, Zurich, Switzerland
Annual Mid-Year Conference of the International Accounting Section of the American Accounting Association, Los Angeles, January 2006
European Finance Association, August 2002, Berlin, Germany.

Member of the program committee in following refereed scientific conferences:

"Global Management 2008" (GM 08), October 2008. Porto, Portugal, 35th Annual Meeting of the European Finance Association, August 2008, Athens, Greece.
34th Annual Meeting of the European Finance Association, August 2007, Ljubljana, Slovenia.
33rd Annual Meeting of the European Finance Association, August 2006, Zurich, Switzerland.
29th Annual Meeting of the European Finance Association, August 2002, Berlin, Germany.

Session Chair in following refereed scientific conferences:

The 25th Nordic Symposium in Tourism and Hospitality Research, September 2016, Turku, Finland
Annual Meeting of the European Accounting Association April 2008, Rotterdam, Netherlands.
Annual Meeting of the European Finance Association, August 2002, Berlin, Germany.
Annual Meeting of the European Accounting Association April 1997, Graz, Austria.

Discussed Papers in following scientific sessions

‘A framework to systems theory based strategic decision support-models’ by Mikko Hirvonen (Lappeenranta University of Technology). The National Doctorial Tutorial in Accounting, Helsinki School of Economics and Business Administration, 2003.
‘Towards improved measurement and reporting of intellectual capital’ by Sirle Kasandi (University of Vaasa). The National Doctorial Tutorial in Accounting, University of Jyväskylä, 2004.
‘Listayhtiöiden hallitusten kokoonpanojen yhteys tuloksen raportoinnin konservatiivisuuteen ja raportoinnin nopeuteen’ by Jari Kankaanpää (University

of Tampere). The National Doctorial Tutorial in Accounting, Turku School of Economics, 2007.

‘Auditor Choice and Cost of Debt Financing for Private SMEs’ by Jukka Karjalainen (University of Kuopio). The National Doctorial Tutorial in Accounting, University of Vaasa, 2008.

Scientific positions of trusts held: local and international university services

Member – University Collegium, University of Lapland, Finland, University of Lapland, Finland, February 3, 2013–2014, 2014–

Director – Lapland Institute for Tourism Research and Education (Matkailualan tutkimus- ja koulutusinstituutti), University of Lapland, Finland, January 26, 2010–September 5, 2011.

Vice Member – University Collegium (yliopistokollegio), University of Lapland, Finland, January 1, 2010 – December 31, 2012.

Head – Department of Business and Tourism (Liiketoiminnan ja matkailun laitos), University of Lapland, Finland, January 1, 2010– December 31, 2010

Dean – Faculty of Tourism and Business (Matkailun ja liiketoiminnan tiedekunta), University of Lapland, Finland, March 1, 2008– December 31, 2009

Vice Chair – Board of Directors, Lapland Institute for Tourism Research and Education (Matkailualan tutkimus- ja koulutusinstituutti), University of Lapland, Finland, 2009-2010.

Member – Steering Group, Institute for Northern Culture (Pohjoisen kulttuuri-instituutti), 2010-2011.

Head – Department of Business and Tourism, University of Lapland, August 1, 2002– December 31, 2003

Member and coordinator – FINNON – Business know-how related disclosures and their value relevance in the global knowledge society (Funded by Academy of Finland)

Member of Scientific Committee, SIGMA (European Universities Network), 1995-96.

Member in Board of Management, Language Center, University of Oulu, 1991-1996, 1996-1999.

Positions of trusts held: business and community-related services

Chair – Investments Steering Committee, University of Lapland, 2009-

Chair – Board of Directors, Caritas-Säätiö, Oulu, 2009-2011, 2012-2015

Vice Chair – Board of Directors, Caritas-Säätiö, Oulu, 2015-

Member of the Steering Group – Project titled as *Laki ja oikeus matkailuyritysten arjessa* (Law and Justice in the Life of Tourism Firms) coordinated by of Lapin Matkailuelinkeinon Liitto ry, 2015-2017.

Member – Board of Directors, Artikum Palvelut Oy, Rovaniemi, 2009-2011.

Chair – Auditing Committee (Tilintarkastusvaliokunta), Lapland Chamber of Commerce, Rovaniemi, 2014-2015

Member and ad hoc Chair – Auditing Committee (Tilintarkastusvaliokunta), Lapland Chamber of Commerce, Rovaniemi, 2011- 2013

Representative at the University of the Arctic Council Meeting – 2011 (Rovaniemi), 2012 (Troms, Norway), 2013 (Fairbanks, Alaska, USA), 2015 (Ulan Ude, Buryatia, Russia), 2016 (St. Petersburg, Russia).

Vice Chair – *University of the Arctic’s Thematic network “Managing Small and Medium Sized Enterprises in the North”*, 2013-

Member – University of the Arctic’s Thematic network “Managing Small and Medium Sized Enterprises in the North”, 2012-

Member – Board of Directors, CS-Palvelut Oy, Oulu, 2008-2012.

Member – Tourism Committee (Matkailuvaliokunta), Lapland Chamber of Commerce, Rovaniemi, 2010- 2011.

Member – Investments Steering Committee, (Sijoitustoiminnan ohjausryhmä), Oulu Evangelical Lutheran Parish Union (Oulun Ev.-lut. seurakuntayhtymä), 2005, 2006, 2007, 2008, 2009, 2010, 2011, 2012, 2013, 2014, 2015-.

Vice Chair – Equality Working Group, The Faculty of Economics and Business Administration, University of Oulu, 2004-2006.

Member – Strategy Working Group at the Faculty of Business and Tourism (Strategiatyöryhmä), University of Lapland, 2007-2008.

Member – Conferment Ceremony Committee, The Conferment Ceremony 2002, University of Oulu.

Member – Board of Directors, Caritas-Säätiö, Oulu, 2006-2008.

Member – Auditing Committee (Tilintarkastusvaliokunta), Oulu Chamber of Commerce, Oulu, 1993-1995, 1995-1997, 1997-1999, 1999-2001, 2001-2003.

Member – Board of Directors, SLEY-Kirjat Oy, Helsinki, 1998-2000.

Honors and grants

Foundation for Promotion of the Finnish Stock Market, Helsinki, 1987, 1988, 1990
1991, 1994, 1994, 1997, 2002

SKOP Bank of Finland’s Research Foundation, Helsinki, 1988, 1991

Jenny and Antti Wihuri Foundation, Helsinki, 1988, 1997

Yrjö Jahnsson Foundation, Helsinki, 1988

Marcus Wallenberg Foundation, Helsinki, 1988

Post-Graduate Scholarship, University of Vaasa, Vaasa, 1989

Academy of Finland, Helsinki, 1989, 1994, 2006

Foundation for Economics Education, Helsinki, 1989, 1991, 1996, 2001, 2012

University of Oulu Support Foundation, Oulu, 1991, 1997, 1998

Oulu Chamber of Commerce, Oulu, 1998

Tauno Tönning Foundation, Oulu, 1992, 2001

NordRegio, 2013, 2014

Finnish Cultural Foundation, Helsinki 1998, 2010

“Teacher of the year”, Appointed by the Student Union of the Faculty, University of Oulu, 1992

Diploma and grant for the well-done dissertation, Faculty of Economics and Business Administration, University of Oulu, 2000

A1 Journal article-refereed, original research

1. Falk, M. & Vieru, M. (2017). Demand for downhill skiing in subarctic climates. *Scandinavian Journal of Hospitality and Tourism* (Accepted for publication).
2. Falk, M. & Vieru, M. (2016). Research note: Impact of the rouble’s depreciation on Russian overnight stays in Finnish regions and cities. *Tourism Economics*, fast track, doi: <http://dx.doi.org/10.5367/te.2016.0544>.
3. Vieru, M. (2015). Do Tourism Firms with Female CEOs Hold Higher Levels of Cash? *Finnish Journal of Tourism Research*. 11(2), 24–44.

4. Peltoniemi, J. & Vieru, M. (2013). Personal guarantees, loan pricing and lending structure in Finnish small business loans. *Journal of Small Business Management* 51(2), 235–255.
5. Vieru, M. J. & Schadewitz, H. J. (2010). Impact of IFRS Transition on Audit and Non-Audit Fees: Evidence from Small and Medium-Sized Listed Companies in Finland. *Finnish Journal of Business Economics* 37:1, 11-41
6. Kepsu, M., Schadewitz, H. & Vieru, M. (2008). *Performance of analyst' earnings forecasting - evidence from the Finnish emerging markets 1987-2005*. Helsinki: ETLA, The Research Institute of the Finnish Economy, Discussion Papers, No. 1160.
7. Vieru, M., Perttunen, J. & Schadewitz, H. (2006). How Investors Trade Around Interim Earnings Announcements. *Journal of Business Finance & Accounting* 33:1 & 2, 145-178.
8. Vieru, M. (2003). Use of Different Trading Environments Around Interim Earnings Announcements on the Helsinki Stock Exchange. *Multinational Finance Journal* 7:3 & 4, 131-152.
9. Vieru, M. (2002). The Impact of Interim Earnings Announcements on the Permanent Price Effects of Trades on the Helsinki Stock Exchange. *Journal of Multinational Financial Management*, 12:1, 41-59.
10. Vieru, M., (2000). Intraday Trading Behavior around Interim Earnings Announcements on the Helsinki Stock Exchange, *Finnish Journal of Business Economics*, 49:1,109-137
11. Vieru, M. (1998). Pre-disclosure Information Asymmetry and Information Content in Explaining Trading Volume Responses to Interim Earnings Announcements in a Thin Stock Markets, *Finnish Journal of Business Economics*, 47:3, 323-346.

A3 Book section, Chapters in research books

1. Schadewitz, H. & Vieru, M. (2013). How markets value IFRS reconciliation adjustments in Finland, Accepted for publication in *Innovative and Creative Solutions in Business and Culture*, Riga. Latvia.
2. Vieru, M. (2012). Capital Expenditures tell about Opportunities in Tourism Business (in Finnish). *Tourism - where are you going? Article published in Perspectives to Foresights in Tourism* (in Finnish). Edited by Kaksonen, T, Ojuva, J & Ouallen P., Lapland Institute for Tourism Research and Education. Rovaniemi.
3. Kepsu, M., Schadewitz, H., & Vieru, M. (2011). Does State Ownership Steering Help or hinder Analysts' Forecasting (pp. 43-58). Article published in *The Dynamic World of Accounting: Research, Practice and Education in a Changing Environment*. Edited by Peter Koveos. (ISBN: 978-960-85411-4-6), 358 pages. ATINER.
4. Vieru, M., & Schadewitz, H. (2007). Use of Interim Earnings Information on the Helsinki Stock Exchange (pp 331– 350). Article published in *Contributions to Accounting and Finance – Essays in Honour of Professor Paavo Yli-Olli*. Edited by T. Rothovius & J. Nikkinen. (ISBN 978-952-476-180-2). Acta Wasaensia, no. 173 Vaasa: Yliopistopaino.
5. Vieru, M., Perttunen, J., & Schadewitz, H. (2005). Impact of Investors' Trading Activity to Post earnings- announcement Drift (pp. 373-401). Article published in *Contributions to Accounting, Finance, and Management Science – Essays in*

Honour of Professor Timo Salmi. Edited by E. K. Laitinen & T. Laitinen, (Acta Wasaensia, no. 143 (ISBN 952-476-098-3), Vaasa: Yliopistopaino.

6. Vieru, M. (1990). Rahoitusmarkkinoiden tasapainomallit (Equilibrium Models in Capital Markets (in Finnish)). Article published in *Rahoitusmarkkinat*. Edited by Malkamäki, M. & Martikainen T. *Ekonomia-sarja*, Weilin+Göös Jyväskylä.

A4 Conference proceedings

1. Vieru, M. (2015). Do Tourism Firms with Female CEOs Hold Higher Levels of Cash? In Programme and collected abstracts of the 5th Conference of the International Association for Tourism Economics (IATE), 30 June- 3 July, 2015 Hong Kong SAR, China (Book ISBN n.a.) Collected abstracts are accessible on-line from the IATE database <http://iate2015.wix.com/conference> .
2. Vieru, M. & Schadewitz, H. (2012). *How Markets value IFRS Reconciliation Adjustments in Finland*. Presented in International Scientific Conference “Innovative and Creative Solutions in Business and Culture”, March 2012. Riga, Latvia.
3. Vieru, M., Perttunen, J., & Schadewitz, H. (2004). *Impact of corporate information releases on ownership – evidence with various investor types*. In C. Mallin (Ed.) Papers and Proceedings of the Centre for Corporate Governance Research in the Birmingham Business School (2nd International Conference on Corporate Governance, binder of full papers were provided to all participants). Birmingham, UK. June 2004 <http://papers.ssrn.com/abstract=576841>
4. Vieru, M. (2002). *Use of different trading environments around interim earnings announcements on the Helsinki Stock Exchange*. In Programme and collected abstracts of the 29th Annual Meeting of the EFA, Berlin, Germany (Book (ISBN n.a.) available also in the electronic format on-line at www.efa2002.org, also in http://papers.ssrn.com/sol3/papers.cfm?abstract_id=301966)
5. Vieru, M. (2000). *The impact of interim earnings announcements on the permanent price effects of trades on the Helsinki Stock Exchange*. In Programme and collected abstracts of the 27th Annual Meeting of the EFA, London, U.K. (Book (ISBN n.a.) available also in the electronic format on-line at www.efa2000.org, also in http://papers.ssrn.com/sol3/papers.cfm?abstract_id=239470)
6. Vieru, M. (1999). *Intraday trading behavior around interim earnings announcements on the Helsinki Stock Exchange*. In Programme and collected abstracts of the 26th Annual Meeting of the EFA, Helsinki, Finland (Book (ISBN n.a.) available also in the electronic format on-line at www.hkkk.fi/efa99 also in http://papers.ssrn.com/sol3/papers.cfm?abstract_id=257904)

B1 Unrefereed journal articles

1. Vieru, M. (1993). *Financial Characteristics and Stock Reactions to the Macroeconomics Events*. Research Institute of Northern Finland University of Oulu, Department of Economics, University of Oulu, Department of Economics and Management Sciences University of Lapland. Discussion Papers in Economics and Business Studies. No 3. Oulu.
2. Hansen, S., Kasanen, E., Vieru, M., & Östermark, R. (1991). *The Performance of an Intertemporal Capital Asset Pricing Model on a Thin Security Market*.

B3 Unrefereed conference proceedings

1. Gestsson, H., Hietanen, S. L., Johansen, S. T. Knútsson, Ö. H. & M. Vieru (2016). The place of place in Northern Rural SME strategies. In **Programme and Book of abstracts (Book ISBN n.a.) of the 4th Conference on Nordic Rural Research**, Akureyri, May 22–24 2016, page 58.
2. Gestsson, H., Hietanen, S. L., Johansen, S. T. Knútsson, Ö. H. & M. Vieru (2016). Staying Local and Competitive: Northern SME's Construal of Community and Business Strategies – Reacting to Economic Crisis. In **Programme and Book of abstracts (Book ISBN n.a.) of the 4th Conference on Nordic Rural Research**, Akureyri, May 22–24 2016, page 60.
3. Gestsson, H., L. Hietanen, S.T. Johansen, Ö.H. Knútsson, & M. Vieru (2015). Staying Local and Competitive: Northern SMEs' Construals of Community and Business Strategies (pp. 164-170). Full article published in *The Proceedings of Joint Science and Education Conference: Arctic Dialogue in the Global World*. Edited by Buryat State University, Department 24a. (ISBN 978-5-9793-0754-1). 500 pages.
4. Kepsu, M., Schadewitz, H. & Vieru, M. (2009). *Does State Ownership Steering Help or Hinder Analysts' Forecasting?* In Programme and collected abstracts of the 32nd Annual Congress of the EAA, Tampere, Finland. Also online access to the accepted full papers on the EAA Congress website. (Book ISBN n.a.) available also in the electronic format on-line at www.eaa-online.org. Collected abstracts are accessible on-line from the EAA database at www.eaa-online.org.
5. Peltoniemi, J. & Vieru, M. (2009). *Corporate Social Responsibility in the Bank-firm Relationship*. In Programme and collected abstracts of the 32nd Annual Congress of the EAA, Tampere, Finland. Also online access to the accepted full papers on the EAA Congress website. (Book ISBN n.a.) available also in the electronic format on-line at www.eaa-online.org. Collected abstracts are accessible on-line from the EAA database at www.eaa-online.org.
6. Schadewitz, H., & Vieru, M. (2008). *Impact of IFRS transition complexity on audit and non-audit service fees: evidence from small and medium-sized listed companies in Finland*. In programme and collected abstracts of the 31st Annual Congress of the EAA, Rotterdam, the Netherlands. Also online access to the accepted full papers on the EAA Congress website. (Book ISBN n.a.) available also in the electronic format on-line at www.eaa-online.org. Collected abstracts are accessible online from the EAA database at www.eaa-online.org.
7. Kepsu, M., Schadewitz, H., & Vieru, M. (2008). *Impact of state governance on analysts' forecasts - evidence from Finland*. In programme and collected abstracts of the 31st Annual Congress of the EAA, Rotterdam, the Netherlands. Also online access to the accepted full papers on the EAA Congress website. (Book ISBN n.a.) available also in the electronic format on-line at www.eaaonline.org. Collected abstracts are accessible on-line from the EAA database at www.eaaonline.org.
8. Vieru, M. J., & Schadewitz, H. J. (2006). *Finnish Evidence of Implementation and Value Relevance of IFRS Standards*. In programme and collected abstracts of the 29th Annual Congress of the EAA, Dublin, Ireland. Also online access to the accepted full papers on the EAA Congress website. (Book available also in

- the electronic format on-line at www.eaa-online.org. Collected abstracts are accessible on-line from the EAA database at www.eaa-online.org).
9. Vieru, M., & Schadewitz, H. (2004). *Use of interim earnings information on the Helsinki Stock Exchange*. In Programme and collected abstracts of the 27th Annual Congress of the EAA, Prague, Czech Republic. (Book ISBN 80-245-06866) available also in the electronic format on the: EAA 2004 CD-ROM or on-line at www.eaa-online.org. Collected abstracts are accessible on-line from the EAA database at www.eaa-online.org).
 10. Vieru, M. (2001). *Trading environment choice around interim earnings announcements - empirical findings from the Helsinki Stock Exchange*. In Programme and collected abstracts of the 24th Annual Meeting of the EAA, Athens, Greece. (Book ISBN n.a.) available also on-line at www.eaa-online.org.)
 11. Vieru, M. (1999). *The Timing of Intraday Trades around Interim Earnings Announcements on the Helsinki Stock Exchange*, Yearbook of the Finnish Statistical Society 1998, 131-145.
 12. Vieru, M. (1997). *Pre-disclosure information asymmetry and information content in explaining trading volume responses to interim reports announcements in a thin stock market*. In Programme and collected abstracts of the 20th Annual Meeting of the EAA, Graz, Austria. (Book ISBN n.a.) available also on-line at www.eaa-online.org.)
 13. Vieru, M. (1995). *Trading Volume Responses to Interim Reports Announcements - Tentative Findings*. In Programme and collected abstracts of the 18th Annual Meeting of the EAA, Birmingham, U.K. (Book ISBN n.a.) available also on-line at www.eaa-online.org).
 14. Schadewitz, H. J., & Vieru, M. J. (1994). *Risk and return responses to interim reports quality*. Publications of the Helsinki School of Economics and Business Administration, Series W-106. Helsinki School of Economics and Business Administration, Helsinki.
 15. Vieru, M. (1994). *Market response to interim reports announcements*. In Programme and collected abstracts of the 17th Annual Meeting of the EAA, Venice, Italy. (Book ISBN n.a.) available at the Annual Meetings for all participants).
 16. Vieru, M. (1989). *Comparison of the asset pricing models - empirical findings in Finland*. In Programme and collected abstracts of the 12th Annual Meeting of the EAA, Stuttgart, West-Germany. (Book ISBN n.a.) available at the Annual Meetings for all participants).

C 1 Monographs published

1. Vieru, M. (1990). *Risk-Return Relationship in the Finnish Stock Market*. Proceeding from University of Vaasa, No 151. (licentiate thesis).
2. Vieru, M. (2000). *Essays on Investors' Trading Policy Around Interim Earnings Announcements in a Thinly Traded Securities Market*. Acta Universitatis Ouluensis, G8. (doctoral dissertation).

C2 Book (editor)

1. Tyrväinen, L., Tuulentie, S., Vieru, M., Virtanen, E Murtovaara, I. (eds.) (2011). *The 20th Nordic Symposium in Tourism and Hospitality Research. Well-being in Tourism and Recreation. Book of Abstract*. University of Lapland.

D1 News article

1. Vieru, M. (2010). Lapland Institute for Tourism – Trendsetter for Tourism Research, Education and Development (in Finnish). *Kasvun Kota – Rovaniemi University of Applied Sciences News Magazine*, ISSN 1458-719X, Autumn, 12-13.
2. Vieru, M. (2011). Lapin matkailuinstituutti - matkailualan tutkimuksen, koulutuksen ja kehittämisen suunnannäyttävä. OAJ-Lappi 1/2011 (nettiartikkeli) <http://www.oajlappi.fi/30>.
3. Vieru, M. (2009). Does the accounting information have a high quality? (inauguration speech 2.3.2009, in Finnish). *Finnish Journal of Business Economics*, 58:2, 132-136.
4. Vieru, M. (2004). University as a local agent – Is everything done? (in Finnish). University of Lapland. Continuing Professional Development Centre.
5. Vieru, M. (1993). Tax reform boosts equity financing (in Finnish). *Kaleva* 11.1-12.1.1993. Oulu.
6. Vieru, M. (1990). Equilibrium models in capital markets (in Finnish). Capital Markets (Rahoitusmarkkinat). (ed.) Malkamäki, M. & Martikainen T. *Ekonomia*-series, Weilin+Göös, Jyväskylä.
7. Vieru, M. (1990). Price of risk in capital market research (in Finnish). *Synthese*, Vol 11. Vaasa.