



PÄIVÖ LAINE

English Language and
Communications Specialist

Expert in Internationalisation
of Higher Education

Contact

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Born

October 21, 1954
Kangasala, Finland

Areas of expertise

Teaching of English and communication skills
Internationalisation of higher education
Curriculum design and development
Online communication
Research writing
Authorised translator Finnish-English-Finnish

Language proficiency

Finnish (mother tongue)
English (very good oral and written skills)
Swedish (very good oral and written skills)
German (basic oral and written skills)

Education

2004 – University of Vaasa

**Ph.D. on “Language of Interaction in
Online Shopping”**

Major subject: Communication studies

1997 – University of Vaasa

**Dr. Lic. (Phil.) on “Local Cases in Finnish
and their Equivalents in English”**

Major subject: Communication studies

1982 – Helsinki Business College

Teacher Training

Major subject: Education

1980 – University of Tampere

M.A.

Major subjects: English and Swedish philology

1976 – University of Tampere

B. Sc. (Econ.)

Major subjects: Business Economics, Accounting

Work experience

SEINÄJOKI UNIVERSITY OF APPLIED SCIENCES, SEINÄJOKI BUSINESS SCHOOL

1997 – 2019

Principal Lecturer in Languages, Culture and Business

1999 – 2019

Vice Dean

2010 – 2019

Head of Programme, Degree Programme in International Business

2004 – 2014, 2016 – 2018

Head of Programme, Degree Programme in Business Management

2007 – 2010

Head of Programme, Master-level Degree Programme in International Business

2002 – 2004

Head of Language Services

1999 – 2002

Head of Programme (International Business; Languages; Culture and Business; Library and Information Services; Business Information Management)

1995 – 1997

Lecturer of English

SEINÄJOKI COMMERCIAL COLLEGE

1983 – 1995

Lecturer of English

SENIOR SECONDARY SCHOOL IN JALASJÄRVI

1981– 1983

Deputy Senior Lecturer in English

UPPER STAGE OF THE COMPREHENSIVE SCHOOL IN SEINÄJOKI

1980– 1981

Deputy Lecturer of English

Internationalisation experience

2018 – 2019

Development and implementation of online entrance examinations for the International Business programme in Seinäjoki University of Applied Sciences

2017 – 2019

Participation in the planning of educational export activities with partners in Namibia and Vietnam

2012 – 2013

Consultation on modernisation and internationalisation of the International Business Curriculum at V.A. Graiciunas School of Management in Kaunas, Lithuania

2008– 2019

Teaching courses on Online Communication and International Corporate Communication annually in TH Aschaffenburg, Germany

2007 – 2019

Membership and participation in the activities of international higher education networks CIDD (Consortium of International Double Degrees) and QUALINT (Quality Development for International Profiles in HEI)

2007 – 2019

Development of double degree curricula and agreements with 18 partner universities of Seinäjoki University of Applied Sciences

1997 – 2019

Institutional ECTS Coordinator of Seinäjoki University of Applied Sciences

Projects

2019 – to date

New Modes of Mobility, Erasmus+ Programme-funded project

2017 – to date

Prominence, Promoting mindful encounters through intercultural competence and experience, Erasmus+ Programme-funded project

2009 – 2011

European Language Portfolio on Students' Journey through Studies into Professional Life (ELPiPL), quality assessment

2007 – 2009

Bioculture, Leonardo da Vinci project

2004 – 2007

Languages for E-commerce, Leonardo da Vinci project

2004

CLIL-AXIS, Content and Language Integrated Learning, Leonardo da Vinci project

2001 – 2003

KIVA II language project, Production circle for the Virtual Polytechnic

2000 – 2001

KIVA project, Production of online language courses for polytechnics

2002 – 2003

AMKKIA, Assessment of language proficiency of polytechnic students

1999 – 2000

Development of language teaching at Seinäjoki Polytechnic, analysis and report

1998 – 1999

TAKO-project, Centre for Continuing Education at the University of Oulu, Developing an Internet-based course in the Telsipro environment

Publications

Laine, P. (1997). Finnish local case relations realized by in, on and at in English. In R. Ingo, C. Laurén, H. Nikula & P. Poussa (Eds.), *Erikoiskielet ja käännösteoria, VAKKI-symposiumi XVII*. Vöyri 22.-23.2.1997. University of Vaasa, 135–145.

Laine, P. (2002). Language of interaction in online shopping. In M. Koskela & N. Pilke (Eds.), *Erikoiskielet ja käännösteoria, VAKKI-symposiumi XXII*. Vaasa 9.-10.2.2002. University of Vaasa, 215–224.

Laine, P. (2002). How do interactive texts reflect interactive functions? In R. Allen, K. Anderson & S. Moulthrop (Eds.), *Proceedings of the thirteenth ACM conference on Hypertext and hypermedia*. College Park, Maryland, USA: ACM Press, 67–68.

Laine, P. (2003). Explicitness and interactivity. In M. Aleksy ym. (Eds.) *ISICT 2003, Proceedings of the International Symposium on Information and Communication Technologies*, Trinity College, Dublin, 440–445.

Laine, P. (2003). Klikkaa tästä – mitä hyperlinkit kertovat? [Click here – what do hyperlinks communicate?] In M. Koskela & N. Pilke (Eds.), *Erikoiskielet ja käännösteoria, VAKKI-symposiumi XXIII*. Vaasa 8.-9.2.2003. University of Vaasa, 169–177.

Laine, P. (2004). Language of interaction in online shopping. *Acta Wasaensia* No. 123. University of Vaasa.

Laine, P. (2004). Interplay of linguistic and non-linguistic features in interactive texts. In P. Isaías & N. Karmakar (Eds.) *Proceedings of the IADIS International Conference WWW/Internet 2004*. Madrid: IADIS Press, 989–992.

Laine, P. (2004). What do electronic stores communicate to customers on their home pages? In K. Ahmad & M. Rogers (Eds.) *New Directions in LSP studies, Proceeding of the 14th European Symposium on Language for Special Purposes, 18.-22.8.2003*. University of Surrey, 85–88. Saatavissa: http://portal.surrey.ac.uk/pls/portal/docs/PAGE/COMPUTING/NEWS/CONFERENCES/LSP2003/LSP2003_V2_0.PDF.

Laine, P. (2004). Www-käyttäjän roolit – miten ammattikorkeakoulujen kotisivut puhuttelevat lukijaansa? [WWW user's roles – how do polytechnic home pages address their readers?] In M. Järvenpää (Ed.) *Muutoksen kärjessä – Kalevi Karjanlahti 60 vuotta*. Seinäjoki Polytechnic Publications B, Reports 18, 158–164.

Laine, P. (2005). Kieli vuorovaikutuksen välineenä elektronisessa kaupassa [Language as a medium of interaction in electronic commerce]. In V. Kaivonen & M. Ruohonen (Eds.) *Verkkoliiketoiminnan avainalueita kaupan ja teollisuuden arvoverkostossa*. e-Business Research Center, Research Reports 20. University of Tampere, 177–187.

Laine, P. (2006). Explicitness in interactive e-commerce communication. In S. Carliner, J. P. Verckens & C. de Waele (Eds.). *Information and Document Design – Varieties on Recent Research*. Amsterdam: John Benjamins.

Publications (cont.)

Laine, P. (2006). PK-yritysten verkkosivustot – vuorovaikutteisuus ja kansainvälistyminen [SME websites – interactivity and internationalisation]. Seinäjoki Polytechnic Publications B, Reports 26.

Laine, P. & Verckens, J.P. (2008). Use of e-commerce websites among young adults in Finland and in Flanders, Belgium. In *Proceedings of the IADIS International Conference E-Commerce 2008*. Amsterdam: IADIS Press, 17–27.

Simon, H., Laine, P., Seppänen, A., Barata, A. & Vaz de Carvalho, C. (2008). The Lafec experience for language skills acquisition. In R. de Cássia Veiga Marriot & P. Lupion Torres (Eds) *Handbook of research on e-learning methodologies for language acquisition*. Hershey, USA: IGI Global.

Laine, P. (2009). Electronic Commerce – Challenges and opportunities for business communication. In L. Louhiala-Salminen & A. Kankaanranta (Eds) *The Ascent of International Business Communication*. Helsinki: Helsinki School of Economics.

Laine, P. (2013). Opetussuunnitelmien kansainvälistämisen haasteita [Challenges of the internationalization of curricula]. In E. Varamäki & S. Päällysaho (Eds) *Tapio Varmola – suomalaisen ammattikorkeakoulun rakentaja ja kehittäjä*. Seinäjoki: Seinäjoki University of Applied Sciences, 207–216.

Laine, P. & Aho, A-M. (2015). Opportunities and challenges of double/joint degrees as tools of internationalization and inclusivity in higher education In *Internationalization and inclusivity of higher education in SEA: perspectives, practices and pragmatics: conference proceedings*. Hanoi: SEAAIR, 501-509.

Kempas, I. & Laine, P. (2017). Choice of form of address at online web stores: a cross-linguistic and cross-cultural perspective. In *Foreign languages in changing times VII: Reviewed conference proceedings from an international scientific conference*. Bratislava: University of Economics in Bratislava, 109-114.

Laine, P. (2017). Lisääkö liiketalouden alan kansainvälinen kaksoistutkinto kilpailuetua työmarkkinoilla? [Does an international double degree in business increase competitive edge in the labour market?]. In E.Varamäki, P.Junell, S.Päällysaho, S.Saarikoski & S.Uusimäki (Eds). *Kansainvälinen, yrittäjähenkilinen SeAMK - paras korkeakoulu opiskelijalle : Seinäjoen ammattikorkeakoulu 25 vuotta*. Seinäjoki: Seinäjoki University of Applied Sciences, 102-108.

Viljamaa, A., Laine, P. & Leikkari, E. (2018). Yritykset opetuksen suunnittelussa ja toteutuksessa : kokemuksia liiketalouden ja kulttuurin aloilta [Enterprises contributing to the planning and implementation of teaching: experiences in the fields of business and culture]. In Päällysaho S., Latvanen J., Saarikoski S., Uusimäki S. (Eds.), *Seinäjoen ammattikorkeakoulu monipuolisena vaikuttajana*. Seinäjoki: Seinäjoki University of Applied Sciences, 90-100.

Kivimäki, K.-L. & Laine, P. (2019). Kielitaidosta työelämätaidoksi: englannin kielen muuttuva rooli [From language proficiency into a working life competence: the changing role of the English language]. In Haasio, A. & Joensuu-Salo, S. (Eds) *Tutkimuksen ja opetuksen tiet : SeAMK Liiketoiminta ja kulttuuri tutkii, opettaa ja kehittää*. Seinäjoki: Seinäjoki University of Applied Sciences, 101-109.

Laine, P. (2019). Opiskelijoiden kansainvälistymissuunnitelmat: Miten kansainvälisyys toteutuu ammattikorkeakouluopinnoissa? [Students' internationalisation plans: how is internationalisation implemented in UAS studies?]. In Päällysaho S., Haasio A., Saarikoski S., Uusimäki S. (Eds). *Seinäjoen ammattikorkeakoulu 2019 : Moninaista osaamista*. Seinäjoki: Seinäjoki University of Applied Sciences, 244-251.