

KAUPALLISTEN KESKUSTEN TURVALLISUUS JA KILPAILUKYKY - hankkeen

KUTSUSEMINAARI

Kutsumme teidät tiistaina 11.8.2009 klo 12.30 – 16.00
järjestettävään kutsuseminaariin, jonka teemana on

KAUPPAKESKUSTEN TURVALLISUUS YHDYSVALLOISSA

Seminaarin pääpuhujana on professori Jukka Laitamäki, New York University. Professori Laitamäki pitää esityksensä englanniksi, keskustelu voidaan käydä sekä suomeksi että englanniksi.

Seminaarin isäntänä toimii Finanssialan Keskusliitto.

Seminaari on maksuton.

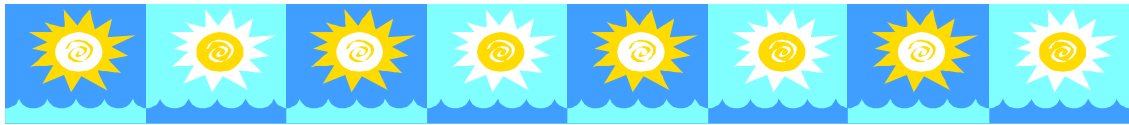
Kutsutuista organisaatioista voi tilaisuuteen osallistua useampikin henkilö.
Sitovat ilmoittautumiset Raija Järviselle viimeistään 31.7.2009 e-mail:
raija.jarvinen@hse.fi. Seminaarissa on tilaa noin 50 osallistujalle.

LIITTEET

- seminaariohjelma
- Jukka Laitamäen lyhyt esittely

JAKELU

- Kaupallisten keskusten turvallisuus ja kilpailukyky -hankkeeseen osallistuvat organisaatiot ja yhteistyökumppanit
- PK-RH Foorumin jäsenet



KAUPALLISTEN KESKUSTEN TURVALLISUUS JA KILPAILUKYKY KUTSUSEMINAARI

Aika tiistai 11.8.2009 klo 12.30 – 16.00

Paikka Finanssialan Keskusliitto, 9. krs, Bulevardi 28, 00120 Helsinki

PROGRAMME

- 12.30 Welcome and Introduction
Seminar Chair Dr. Järvinen
- 12.45 Terrorism in U.S. Shopping Malls
– Historical Perspective of Terrorism in Shopping Malls
– Consumer Perceptions of Terrorism Threats in U.S. Shopping Malls
– Modelling the Effect of Security Options on Terrorism Risk in Shopping Malls
Dr. Laitamäki, New York University
- 13.30 Turvallisuuden tunteeseen vaikuttavia tekijöitä kauppakeskuksen kilpailukykyä edistämiseksi
Yliopettaja Heinonen ja opiskelijat Airaskorpi, Hallikas, Kojo, Suokas ja Tuhkanen, Laurea amk
- 14.00 Discussion: U.S. versus Finland
- 14.15 Coffee break
- 14.30 Shopping Mall Security Threat Prevention & Cases
– Shopping Mall Security Threats: Scenarios and Consequences
– Shopping Mall Options to Prevent and Respond to Security Threats
Shopping Mall Safety and Security Risks and Costs: Three Shopping Mall Case Studies
– Public Sector and Private Sector Preparedness for Security Threats
Dr. Laitamäki, New York University
- 15.45 Discussion: Implications for Shopping Mall Safety and Security in Finland
- 16.0 Seminar Concludes

JUKKA M. LAITAMAKI, Ph.D.

Clinical Associate Professor
New York University
Preston Robert Tisch Center for
Hospitality, Tourism and Sports Management
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Ph.D., Cornell University School of Hotel Administration
M.Sc., Cornell University School of Hotel Administration
M.Sc., Turku School of Economics and Business Administration

Dr. Laitamaki is an expert in global strategy, marketing, branding, e-commerce, CRM, and entrepreneurship with special focus on hospitality and tourism industries and education. He has over 25 years of international strategic consulting and executive education experience in over 20 countries. He has worked as a strategic management consultant with Service Management Group and McKinsey & Co., and as a professor at U.C. Berkeley, Fordham University and New York University. His clients include international hospitality, tourism, travel, retail, technology and financial services companies as well as higher education and government organizations. The Finnish Minister of Trade and Industry invited him to develop Industrial Policy for the Finnish Service and Tourism Industries, and the Finnish Tourist Board to design competitive and e-commerce strategies for Finnish tourism products.

Dr. Laitamaki's research has been published in several international conferences and journals including the European Management Journal, the Journal of Transnational Management, and the California Management Review. At Fordham University Dr. Laitamaki built and directed the Global Professional MBA Program that *Newsweek* recognized as one of the top seven international MBA Programs in the US. At Fordham he also developed a multi-item scale (HEDQUAL) for measuring quality of higher education process, education outcome and program image. At New York University Dr. Laitamaki consults and lectures in the areas of hospitality and tourism strategy, marketing, branding, e-commerce, CRM, and higher education quality. His most recent published research addresses international tourism crises management, brand experience management, cross-cultural hospitality management and leadership. He is a contributor for the tourism text book *Travel and Tourism: An Industry Primer* (Prentice Hall 2007).