

## [Research Seminar Series]

# Blockchain and Cryptocurrency Revolution in B2B Marketing



**Date:** 1 June 2022 (Wednesday)  
**Time:** 2:00 p.m. – 4:00 p.m.  
**Mode:** Online (Zoom video conferencing)  
**Language:** English



**Speaker:**  
**Dr Markus Vanharanta**  
Overseas Academic Programme Director,  
Assistant Professor in Marketing,  
University College Dublin

### Biography:

Dr Vanharanta is the University College Dublin (UCD) Overseas Academic Programme Director and Assistant Professor in Marketing. Born in Finland, Dr Vanharanta spent many of his formative years in the UK, the US, Japan, and Hong Kong. He has investigated best marketing practices in Wal-Mart, Zara, Metso Mineral, Shell Oil, Lazada (Alibaba Group), Reebok, Mekitec, Oulu City Food Safety Cluster, Merc Engineering, General Sensing, e-Ville, Otter Controls, and Polar Electronics, among other firms. Before joining UCD, he held a faculty position at the Lancaster University, the UK. As an international lecturer, he has been a Visiting Professor at The University of Manchester, IESEG University, City University of Hong Kong, Xiamen University, Shenzhen University, and BML Munjal University, and a Senior Fellow in the Foundation for Management Education.

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