



JUHO PESONEN

HEAD OF DIGITAL TOURISM BUSINESS RESEARCH

CONTACT

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EDUCATION

2009- Ph.D. (marketing).
2013 University of Eastern
Finland
2005- M.Sc. (marketing),
2009 University of Joensuu

HOBBIES

Disc golf, volleyball, gym, reading

DETAILS

Adjunct professor, University of
Turku

Board member, IFITT

Associate editor, Journal of
Information Technology & Tourism

Editorial board member in several
academic tourism journals

ABOUT JUHO

Leading e-tourism researcher in Finland. Manager of International Master's Degree Programme in Tourism Marketing and Management. Interested in finding out how and why information and communication technologies are changing tourism, tourism research, and tourism business.

WORK EXPERIENCE

2014- **Head of digital tourism business research, University of Eastern Finland**
Research, education, and development of digital tourism business. Project management. Head of Tourism Marketing and Management Master's Degree programme.

2009-2014 **Researcher, University of Eastern Finland, Centre for Tourism Studies**
Digital tourism business research, especially market segmentation. Development and teaching appointments.

SELECTED PUBLICATIONS

Pesonen, J., Komppula, R., & Murphy, J. (2019). Plastic loyalty—Investigating loyalty card programs for a Finnish hotel chain. *Tourism Management*, 73, 115-122.

Tussyadiah, I. P., & Pesonen, J. (2016). Impacts of peer-to-peer accommodation use on travel patterns. *Journal of Travel Research*, 55(8), 1022-1040.

Alamäki, A., Pesonen, J., & Dirin, A. (2019). Triggering effects of mobile video marketing in nature tourism: Media richness perspective. *Information Processing & Management*, 56(3), 756-770.