



Alexander Yin

PhD-MBA Program Turku, Finland

TURKU CENTRE *for* COMPUTER SCIENCE

MBA project for a Finnish company

- Founding of the Chinese subsidiary
 - Company registration @ spring 2010
 - 1 person @ summer 2011
 - 15 person @ now and profitable
 - Target: 30 person @ beginning 2013
 - Strategy formulation
 - Recruitment
 - Project management
 - Business Development and sales support
 - Management
- International operation
 - Danish subsidiary
 - Management
 - Group control

Other skills learned and practiced

- System & support project management
- Product development project management
- Innovation and new product development
- Application and coordination of a EU research project

What about my PhD study ?

- 18 publications (2 to be appeared)
- Finalizing the PhD thesis now
- Expected to defense by end 2012



Not every PhD graduate should stay in universities,
and thus my plan is to

- Grow a company
- Develop an innovative product
- Change the current software development process

And in the future

- Link universities with business
- Help more PhD students to have a broader view