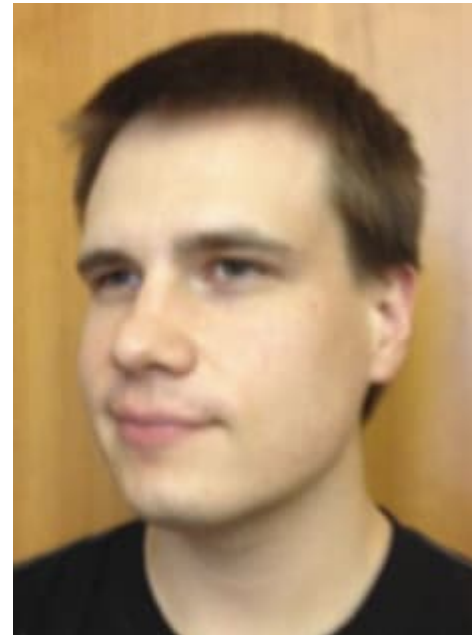# Business Analytics

BA topics and supervisor specialization areas

- Note that every supervisor supervises a wide range of topics, also other than mentioned in the slides

- We also assist you to find a suitable topic

Available master thesis topics for BA

Pekka Malo

- machine learning
- predictive analytics and forecasting
- data mining, text mining
- computational statistics
- applied optimization

Available master thesis topics for BA

Juuso Liesiö

- Decision analysis

- Multi-criteria / multi-objective decision making

- Optimization and Mixed-integer linear programming

- Risk analysis

- Scenario methods

- Stochastic dominance

- Behavioral decision theory

- Application areas: portfolio selection and management (R&D projects, products, financial assets), environmental decision making, supply chain management

Available master thesis topics for BA

Eeva Vilkkumaa

- Decision analysis
- Multi-criteria / multi-objective decision making
- Resource allocation
- Scenario planning
- Behavioral decision theory
- Application areas: Strategy development, healthcare decision-making

Available master thesis topics for BA

Ilkka Leppänen

- Behavioural decision making

- Decision theory and game theory

- Computational modelling of decision making

- Multi-criteria decision making and value focused thinking

- Application areas: retail operations, logistics, platforms, marketing

Available master thesis topics for BA

- **Lauri Viitasaari**

- Statistical methods including modelling and forecasting
- Probability
- AI methods
- Applications in business analytics on a wide spectrum

Available master thesis topics for BA

Tomi Seppälä

- Statistics and Data Analytics

- Simulation and Probability, Risk analysis

- Finance and Accounting (e.g. investments) applications

- Transportation, Marketing, International business applications

- Quality Management, esp. Statistical Quality Control

- Biometrics and Medicine applications

- Sports and Games applications

- Education studies

Available master thesis topics for BA

Markku Kallio (emeritus)

- Finance, Asset valuation, Portfolio optimization, Mitigation of financial crises, Stochastic dominance, Investment risk management, Real options (real investment valuation), Asset-liability management
- Optimization theory and applications, Multi criteria optimization,
- Performance evaluation (DEA and extensions)
- Equilibrium theory and applications

Available master thesis topics for BA

Merja Halme

- Advanced surveys (multi-item measures/constructs)
  typical areas: sustainability views of different services
- Preference measurement
- Marketing applications, especially pricing
- Values, attitudes, sustainable development
- Also qualitative work

Available master thesis topics for BA

Jyrki Wallenius (emeritus)

- Behavioral decision theory
- Decision support and negotiation analytics
- Online auctions
- Crowdsourcing

Available master thesis topics for BA

- **Panu Erästö**

- Statistical/bayesian modeling
- General statistics and Data Analytics
- Transmission models
- Epidemiology and health economics
- Computational statistics
- Visualization
- Pedagogical research