

Creating Networks in the United States

FARIAtalks Webinar

Program

Welcome & introduction

Melissa Plath (University of Helsinki/FARIA)

Building Networks with U.S. Partners

Charlotta Collén, Hanken School of Economics, Center for European Policy Analysis

Katri Nousiainen, Harvard Law School

Discussion

Moderated by Melissa Plath, University of Helsinki/FARIA

Reminders:

- Please make sure you are on mute when not speaking
- Please 'raise hand' if you would like to speak
- A few questions can be asked after the individual presentations, but there will be time for broader discussion after the presentations
- This webinar is being recorded and will be shared on the FARIA website

FARIA Mission:

The *Finnish-American Research & Innovation Accelerator* (FARIA) is a strategic US-focused network serving as platform, which integrates, aligns and supports joint & associated actions of Finnish member institutions.

1. It creates visibility for Finnish RDI-excellence and simplifies contact facilitation between Finland and key-regions in the US.
2. It serves as launch pad for concrete RDI-projects from ideation over funding generation to implementation.
3. It supports an alignment of Finnish US-engagement activities

In short: We support fostering an environment that helps Finnish higher education institutions to collaborate with each other and US-partners in RDI relevant areas.

Aim & Context

Aim

To provide insights and good practices for building or increasing networks with the United States.

Context

Building and maintaining networks and partnerships with U.S. researchers can be difficult. Different time zones, cultures, and ways of working can create challenges to creating robust collaboration. What should be kept in mind when building relationships with U.S. partners? What are good practices and approaches? What are the pain points that can cause bottlenecks? How can networks be developed and maintained into something long-lasting?

Some questions

Please describe the main challenge with creating or developing your network in the U.S. in the chat.

Results:

- Funding (x5)
- Time difference
- Distance
- Logistics
- Lack of opportunities
- Funding rules
- No natural starting point
- Substantial time needed

Charlotta Collén

Carlotta is Director at the Hanken School of Economics and Senior Fellow at the Center for European Policy Analysis. Her research topics relate to science policy, international affairs, diplomacy, and the security and defense domain. She has built strong networks in the U.S. through her fellowships with The Wilson Center and Center for European Policy and Analysis.

Katri Nousiainen

Katri is a lawyer and professional in legal education. She gives expert legal lectures on various practice areas of Commercial Law, Legal Design and Law & Technology. She is an invited keynote speaker at conferences and seminars across Europe, LATAM and the USA. Currently she is conducting her research at the Harvard Law School, Program on Negotiation- PON (USA) and at the University of Cambridge, Law School, Land Economy (UK), affiliated with the University of California Berkeley Law, 2020–2021. Presently she is pioneering research projects on *the impact and value of legal design and ethics in commercial contracts with a twist of law and economics AND on Law & Quantum Technologies*.

Some of her research: <https://journals.sagepub.com/doi/10.1177/20555636211061611>

Get in touch:

The network is jointly coordinated by:
Aalto University & University of Helsinki

Dr. Jérôme Rickmann –
jerome.rickmann@aalto.fi

Melissa Plath –
melissa.plath@helsinki.fi

www.faria.network

Creating networks in the US, FARIA talks

17.10.2022

Charlotta Collén, Director

Office for Research, International Affairs and Corporate Connections (RIC)



NETWORKING IN THE US, what to think about (1):

- **Prepare your pitch carefully.** Make sure your contribution is easy to understand and corresponds with the discussion in your field of expertise. Americans are very much in tune with what's hot and what's not, and what you offer must seem USEFUL at first glance.
- **Pitch your research and findings on social media such as LinkedIn and Twitter.** Do not hesitate to reach to interesting collaborators directly via email, or LinkedIn/Twitter. If there is an interest, the response will be almost immediate.
- **Never skip replying to message or call back at your earliest convenience!** Silence is interpreted as disinterest, or worse, rudeness. If you don't know what to say about substance, say so and be honest and kind. This is highly appreciated by Americans who often like straight talk.



NETWORKING IN THE US, what to think about (2):

- **Once you make some contacts, tell them about your background and your other connections, so it is easier for Americans to place you.** Finland is a respected country within science, but less well known. Never take your country brand for granted.
- **Once you have built networks in the US, keep on nurturing them through direct correspondence, short visits (Fulbright travel grants) and social media.** Keep on showing interest in the work your partners are doing and ask for advice towards your own research.
- **Keep on publishing in US outlets, academic and non-academic texts.** This way your network will remember you and know how you could be of help or service to them in the future.

Thank you!

Hanken School of Economics

FARIA TALKS WEBINAR

17TH OCT 2022

Katri Nousiainen

knousiainen@law.harvard.edu

Lawyer, LL.M European Master in Law and Economics



What should be kept in mind
when building relationships
with U.S. partners?



What are the pain points that
can cause bottlenecks?



How can networks be
developed and maintained
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Thank You!