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You meet them everywhere

EARLIER THIS SPRING I led a delegation from Linköping University to Kenya, today one of the fast developing economies of Sub-Saharan Africa, a brisk ir- and telecom-hub but also a country with enormous challenges in fighting poverty and in handling ethnic and social tension. It is also a country with growing ambitions in higher education – they are expanding the resources, creating new universities and trying to enforce a tighter system of quality assurance.

We renewed our agreement with Moi University – a long standing cooperation that has been going on for more than 20 years, comprising exchange of students and staff with genuine reciprocal benefits. So far focused on the faculties of medicine but now with a joint ambition to broaden it.

And we signed a new agreement with the University of Nairobi, the number one university in Kenya. Here, the Faculty of Education has been the forerunner, bringing together students from Linköping and Nairobi in interesting and challenging joint fieldwork.

WHEN WE PLANNED and carried through through our trip we had great help of our alumni in Eldoret and in Nairobi, at the universities and at the Swedish Embassy and the Business Sweden Office. Some of the alumni we knew of before, others we got to know during planning and travel. All were very generous in helping their old university, giving advice, and opening doors to the right people.

And Kenya is no special case. With thousands of alumni spread worldwide you meet them almost everywhere. It is a fantastic network of ambassadors that would make any Vice-Chancellor proud.

Helen Dammert, Vice-Chancellor
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TIME FOR FİKA?
A Swedish tradition that is more than just a coffee break.

MASTER’S STUDIES LEAD TO HIGH-SKILL JOBS
New survey from Linköping University.

LIU ALUMNI ALL AROUND THE GLOBE
Check out what has happened to some of the master's students.

LINKÖPING EXPERIENCE GAVE NEW DIRECTION
Sandeep Jakkampudi became an entrepreneur.

NEWS SECTION
Read about new research findings and the University City of the Year.

HIGH SCORES ON STUDENT SATISFACTION
Linköping University among top universities in international survey.

TURISM FOR BETTER AND FOR WORSE
Researchers are increasingly interested in the subject.

LANGUAGE AND CULTURE IN EUROPE
Dialogue crosses disciplinary boundaries at Graduate School.

A GOOD LIFE DESPITE A FAILING HEART
Close cooperation between LIU professors in nursing.

NEW WINDS FOR A EUROPEAN PHYSICS PROJECT
LIU professor piloted the project past difficult pitfalls.

ALUMNI SECTION

ALUMNI NEWS
LIU alumnus will be new CEO of the Swedish furniture retailer IKEA.

HE WAS CHOSEN AS THE FIRST ALUMNI SPEAKER
Meet Emmanuel Letsu-Dake, originally from Ghana, now in the us.

WITH DUBAI AS HER BASE
LIU alumna Victoria Strand is head of Ericsson in the Gulf region and Pakistan.
GETTING THE COMPETITIVE EDGE

WHAT DO LIU BE, Victoria Wright, Kingsley Ngange and Panagiotis Sarantopoulos have in common? Well, they have all studied international master's programmes at Linköping University – and they have many positive memories from their time in Sweden. You can find out what they're doing today by flipping forward a few pages in this magazine.

A new study, the Placement Report, shows that international master's studies at Linköping University lead to highly skilled work around the world. Four of five master's students indicate that their education gave them better opportunities on the labour market. Among other things, they emphasise the content and quality of the courses, the methods of instruction, inspiring teachers and outstanding library and laboratory resources. At Linköping University, they gained a competitive edge!

THE STUDY CONFIRMS the picture presented earlier this spring in this year's International Student Barometer, where Linköping University placed among the top five of nearly 200 universities around the globe. International students thrive at Linköping University. Factors that support their learning get high marks and are considered to be one of the university's strengths. For the third year in a row, Linköping University also took first place for its environmentally friendly attitude.

You can read more about these studies further on in this magazine.

You'll also meet Sandeep Jakkampudi, whose experiences at Linköping University opened up new and unexpected paths. The electronics engineer became an entrepreneur who is today paving the way for Nordic wood products in India. Alongside his studies, his year as president of the International Student Association was extremely rewarding.

IN THIS NUMBER we'll also talk about the Swedish tradition of fika, something that fascinates many foreign visitors. Fika is much more than just a cup of coffee, explains a Linköping researcher who has studied the phenomenon.

And we offer more research reports. It is like a Swedish smörgåsbord where you can pick out what looks good.

Pleasant reading!

Lennart Falklof, editor-in-chief
lennart.falklof@liu.se
Time for *fika*?

Fika – the Swedish version of the coffee break – welds us together and makes us creative. Linköping researcher Viveka Adelswärd has studied a tradition that fascinates numerous foreign visitors.

text GUNILLA PRAVITZ
photo VIBEKE MATHIESON
IS IT FIKA TIME YET? There is not a Swede alive who has not asked that question. Fika is a Swedish necessity, much more than just a cup of coffee.

Around about 9:30 or 10 am, and again at around 2:30 or 3 pm, the university’s lecture halls and offices empty out, and the break rooms and student cafés become beehives.

It is a typical fika. The same thing happens simultaneously all over Sweden. People have a cup of coffee – and sometimes a biscuit, a bun, or a sandwich with it.

BUT WHAT DO WE ACTUALLY do during a fika?

“We meet under informal circumstances, exchange information and comment on what’s happening. The hierarchy breaks down during the fika; we’re all in it together regardless of power and position.”

This is what Viveka Adelswärd – professor of communication who has studied the informal conversations, small talk and gossip – tells us.

“A fika where everyone joins in is important for a workplace, business administrators have demonstrated this. It provides a break in the work, and both employers and employees get a lot out of it. During that time, we often talk about our work and find out what’s going on in the organisation. We sound each other out and let a little of our private lives come out, which can create sympathy for colleagues who are having a tough time at the moment and are acting accordingly.”

It has been several decades since the Department of Thematic Studies was formed at Linköping University with cross-disciplinary research that was almost unique for its time, but Adelswärd remembers how much the close atmosphere in the break room meant for the young researchers:

“The discussions we had over our coffee cups! It was a fantastic time.”

And the fika makes us creative.

“It gives us a brief respite. We get a chance to blow the dust off our brains, fill them with inspiration from others, and have an opportunity to test our thoughts and ideas.”

SO WE DO NOT DRINK COFFEE just to drink it.

“The fika, over time, has become a social institution. If someone declines to be part of the fika these days it often draws attention. It’s almost seen as rude; those who don’t like coffee choose tea, a soft drink, or content themselves with a glass of water rather than do nothing at all,” says Adelswärd, and mentions an Iranian researcher who, after several years in Sweden, got irritated at a new co-worker who did not want to “come have a fika” at all.

“Doesn’t he understand how important it is?!” She was really upset – which can only be interpreted one way. She had become as Swedish as someone can get!

COFFEE IS NOT EXACTLY SWEDISH, but drinking a lot of coffee is typically Swedish. Scandinavians are the world’s biggest consumers of coffee.

But how did it start? Someone must have started having a fika at some point?

The word fika has been documented from the early 1900s, and it is believed to have its origins in one of the secret languages that itinerant merchants or craftsmen developed.

“On the other hand, we know that drinking coffee really took off at the beginning of the 1800s, after the era of prohibition when the Swedish crown tried to limit the import of luxury goods like coffee and silk,” Adelswärd says.

Many state-sponsored attempts to limit coffee drinking to coffeehouses were also carried out elsewhere in Europe during the 1700s. Opinion against the prohibition sometimes took unexpected turns. In Leipzig, for example, Zimmermann’s coffeehouse gave Johann Sebastian Bach the task of composing a song of praise about coffee.

“Which he did, and we call it the Coffee Cantata.”

Although in Europe, Adelswärd adds further, coffee drinking was mostly a masculine pastime. The coffeehouse gathered artists, intellectuals, and the learned together and political discussions were always in progress there.

“In England, coffeehouses were called penny universities, and it was also where men argued themselves to death about publishing newspapers.”

IN SWEDEN, THE WOMEN took over the coffee cups. Around the mid-1800s, women’s coffee parties held at home became increasingly popular.

And when the cultivation of sugar beets a half-century later set off sugar consumption, the parties got their own name – kafferep, or coffee klatsch – and a fixed form: biscuits were served with the coffee.

The kafferep with seven kinds of biscuits became a vital Swedish institution and a breathing space where women could exchange experiences.

“The kafferep has always been, somewhat disparagingly, associated with gossip. From a gender perspective, that’s interesting; men’s conversation over coffee has rarely been labelled gossip.”

Etiquette and cookbooks had instructions and advice on how to hold a kafferep into the 1950s, says Adelswärd, who has several of them on her own bookshelves.

“This one came out in 1945.” she says about a book titled Seven Kinds of Biscuits. “It’s still being published, with new recipes, and is Sweden’s most-sold book with 3,732,000 copies.”

As with all parties, it was a matter of knowing how to conduct oneself. Those who did not know the social codes were mercilessly revealed as soon as they took their hat off in the hallway.

And if some socially well-placed woman made a mistake, it would sometimes go down in history.

“It’s said that once after winning the Nobel Prize, author Selma Lagerlöf went up to the coffee table when the hostess invited everyone up. She was immediately corrected: ‘Married women first!’”

The story does not tell how the unmarried Lagerlöf took the reprimand.

Someone who did not care in the least was Pippi Longstocking, who when invited to her first kafferep gladly grabbed all the biscuits and even put her face in the cake.

But that party was also the last one she was invited to.

AND THAT IS ALL for the Swedish kafferep.

So – won’t you come to a fika?
Master’s studies lead to high-skill jobs

Most international master’s alumni from Linköping University have high-skill jobs within six months of getting their degree. They are also very satisfied with the time they spent studying at LiU, according to a new survey.

LIU ALUMNI has come out with a survey and asked alumni from international master’s programmes what happened after they got their degrees. This provides important feedback to the heads of the programmes, but is also information much in demand from international students who are thinking of applying to Linköping University.

And the results are gratifying. “On the whole, our alumni are very positive. Most have work within six months and think they’ve ended up at the right level or higher than expected,” says Karin Gibson, who worked on the survey.

62% had gotten jobs before or within three months of getting their degree; 11% within three to six months, and another 14% within one year.

“Nearly 80% emphasise that their master’s studies resulted in better conditions for them on the job market,” Gibson says.

They bring up things like the content and quality of the programme, and the fact that they are working with young people full of energy, never doing the same thing twice.

Panagiotis Sarantopoulos, Greece

PLACE OF RESIDENCE: Athens, Greece
WORK: Previous appointments included an internship at IBM Spain and a Data Analyst position at Sony Europe.
CURRENT WORKING ACTIVITIES: PhD Candidate/ Researcher at ELTRUN, the E-Business Centre of Athens University of Economics and Business.
BEST THING ABOUT THE JOB: Dealing with young people full of energy, never doing the same thing twice.
HOBBIES: Jogging, outdoor photography
EDUCATION AT LIU: International master’s programme in Manufacturing Management 2007-08.

MOST MEMORABLE LIU EXPERIENCE: The outdoor barbeque in the yard of Kårallen organised by the Erasmus Student Network of LiU on my first night in Sweden.
high-skill jobs

grammes, the methods of instruction, and
the great professors, library, and laboratories.

“Many of them also see great advantages
in having gotten to study in an interna-
tional context and the intercultural skills it
provides,” Gibson says.

With few exceptions, alumni are very posi-
tive towards their time studying at Linköping
University. This also applies to such things
as the campus environment, being able to
get anywhere by bicycle, student life and the
opportunity to develop social networks.

Many also keep in touch with each other
and with Linköping University after their
degree. Contact via Facebook is the most
common, but LinkedIn also plays a large
role. There has also been a quick increase
in the number of international alumni
registered in the LiU Alumni network.
During 2012 the increase was nearly 30%,
from approximately 1,300 to nearly 1,700.

In total, 276 people from 63 countries
took part in the survey.

Linköping University Alumni network has members in 91 countries in the world.

Kingsley L Ngange, Cameroon

PLACE OF RESIDENCE: Buea, South West Region, Cameroon, West Africa
FAMILY: Married, with four children
WORK: Lecturer of Journalism and Mass Communication, University of Buea.
CURRENT WORKING ACTIVITIES: Faculty Officer (3rd in Command) of the largest faculty in the University of Buea, hosting over 55% of a student population of about 17,000.
BEST THING ABOUT THE JOB: Researching in new areas like health, new media, democracy; mentoring, teaching and supervising students; and Outreach to the University community and others around the University.
HOBBIES: Football, singing, travelling, reading.
EDUCATION AT LIU: Obtained an M.A. in Language and Culture in Europe from LiU in December 2005, with a Pass with Distinction.
MOST MEMORABLE LIU EXPERIENCE: It was great to be at LiU. I enjoyed the field trips to the country-side. They helped to improve my understanding of the wonderful people in Sweden. Sweden is forever part of me, that is why I named my second son after my Linköping God-father, Pether Nordin. Because of the spirit of determination I received from Sweden, I returned to Cameroon to become the first ever Cameroonian to obtain a Ph.D in Mass Communication from a Cameroonian University.
Victoria Wright, USA

**PLACE OF RESIDENCE:** Elizabethtown, Kentucky, USA  
**FAMILY:** Husband  
**NATIONALITY:** American  
**WORK:** English teacher at Bernheim Middle School in Shepherdsville, Kentucky  
**CURRENT WORKING ACTIVITIES:** Full time eighth-grade teacher; sponsor of school’s environmental club called Planet BMS; coordinator and lead teacher of Planet BMS field trip to the Great Smoky Mountains Institute at Tremont in the Great Smoky Mountains National Park in Tennessee.  
**BEST THING ABOUT THE JOB:** Taking students to our school’s very nice outdoor classroom and being selected as the Bullitt County Schools Middle School Teacher of the Year for 2012.  
**HOBBIES:** Bicycling, kayaking and canoeing, hiking, reading, travelling.  
**EDUCATION AT LIU:** Master’s of Outdoor Environmental Education and Outdoor Life 2010  
**MOST MEMORABLE LIU EXPERIENCE:** Our class ski trip to Åre. On this trip, our classmates from many different countries came together to teach, learn, share ideas, and have many laughs while building igloos and learning to ski... It was an experience I will never forget, especially when we sang together.

Hendrix Dzama, Malawi

**PLACE OF RESIDENCE:** Blantyre, Malawi  
**WORK:** International Development & Global Health Ethics  
**CURRENT WORKING ACTIVITIES:** Policy analysis on the provision of global and national health care services. Building the capacity of faith based civil society groups in Africa and Asia to advocate for access to essential health care services in relation to HIV/AIDS.  
**BEST THING ABOUT THE JOB:** Working with various faith based institutions across the globe to demand health rights for the poor and marginalized populations. This is a contribution towards the achievement of health related Millennium Development Goals.  
**HOBBIES:** Watching soccer, long distance walk  
**EDUCATION AT LIU:** MA Applied Ethics 2002-04.  
**MOST MEMORABLE LIU EXPERIENCE:** Working with Professor Goran Collste, the Director for Centre for Applied Ethics, both through face to face interactions and the internet while I was conducting my research related to medical ethics and HIV.
Irene Anggreeni, Netherlands

PLACE OF RESIDENCE: Enschede, The Netherlands  
NATIONALITY: Indonesian  
WORK: R&D Software Engineer at Service2Media, Enschede, The Netherlands  
CURRENT WORKING ACTIVITIES: My company delivers innovative mobile services, powered by our M2Active platform. The platform allows mobile developers to efficiently develop and deploy their apps cross-platforms.  
BEST THING ABOUT YOUR JOB: Flexible hours (also the possibility to work 4 days a week). Independence and own initiative to investigate an issue and/or solve the problem. Strong collaboration with team mates.  
HOBBIES: Dance. I started dancing Lindy Hop when I was a student at LiU. Since then, I keep on discovering other cultures through my appreciation of their dance and music. This interest has further moved me to study dance therapy – the use of dance as a medium for healing. Improvisation I apply improv in various activities, e.g. in singing, dancing, traveling, and by throwing improv games in social gathering with friends.  
MOST MEMORABLE LIU EXPERIENCE: Being the only Indonesian student back then, somehow I signed up to participate in LiU International Day in 2006. Acting on my own, I contacted the Indonesian embassy in Stockholm for help. I also asked for the list of Indonesian people in Linköping. The embassy was very helpful, sending me booklets, brochures, traditional clothings and ornaments/items, including a big figurine of comodo (the pre-historic lizard that lives only in Komodo island, in Indonesia). I contacted the names on the list and most of them were responsive and helping me out in many different ways. Eventually we managed to put together a very colorful booth. I came to know the Indonesian community in Linköping, and to have contact with them was a very rewarding experience.

Ethan Emmanuel, Sweden

PLACE OF RESIDENCE: Stockholm, Sweden  
NATIONALITY: Pakistani  
WORK: Vice-President – Marketing & Export at TimeTerminal Adductor Group AB.  
CURRENT WORKING ACTIVITIES: Time and attendance hardware export, marketing and advertising management, brand equity development, global market research and analysis, R&D and product launch ...  
BEST THING ABOUT THE JOB: Matches precisely with my academic profile and previous experience. In very accurate words, it is the industrial application of my academic knowledge. The key element that attracts me to my work is decision-making for the company on a daily basis! Not as an employee, but more like an entrepreneur. Most importantly, I get to meet new people from around the globe, which is vital to internal and external competence development in an international organisation. Choosing Sweden over Canada, USA and the UK has paid off well! The SMIO program was a wise choice and one of the best decisions I’ve ever made!  
HOBBIES: Hiking, mountain-biking, automotive-mechanics, online-trading, travelling, cooking and do-it-yourself projects.  
EDUCATION AT LIU: Master’s programme – Strategy & Management in International Organizations (SMIO)  
MOST MEMORABLE LIU EXPERIENCE: My overall experience of being at LiU and in Sweden at that point of time itself is most memorable. In-class: Per Åman’s crazy fantastic lectures. Every day: Cycling to university. With friends: FIKA! Particularly memorable: The Excursion and SMIO graduation ceremony.
Martin Hartmann, Germany

PLACE OF RESIDENCE: Karlsruhe, Germany
NATIONALITY: Czech
WORK: Research assistant
CURRENT WORKING ACTIVITIES: Work on two research projects – one for Federal Highway Institute in Germany and one automotive industry project.
BEST THING ABOUT THE JOB: Independence – I develop my own tasks within the project.
HOBBIES: Sport (fencing), backpacking around the world, learning foreign languages
EDUCATION AT LIU: Master’s programme in Intelligent Transportation Systems 2010-12.
MOST MEMORABLE LIU EXPERIENCE: The creativity of a student life in Linköping, represented especially by the buzz in Ryd everytime the Kravall was coming.

Liu He (River He), China

PLACE OF RESIDENCE: Shenzhen, China
WORK: Four Seasons Hotel Shenzhen (Pre-Opening Phase)
CURRENT WORKING ACTIVITIES: Human Resources Supervisor, mainly in charging of recruitment & on boarding processes in Four Seasons Hotel Shenzhen.
BEST THING ABOUT THE JOB: I enjoy working with current team as well as engaging with different applicants and our internal guests.
HOBBIES: Movies, travel & photographying
EDUCATION AT LIU: Master’s programme of Health & Society 2009-11.
MOST MEMORABLE LIU EXPERIENCE: Participating in an international student association – AIESEC Linkoping. Met lots of excellent friends: Denise, Erik*, Chris...Very good professor in Health & Society Programme, e.g. Prof. Jan Sundin and Prof. Sam Willner! Great student dormitory in Ryd! Love my corridor Bjornkarrsgatan 4 A.37, with my wonderful corridor mates&friends: Maya, Jihah, Ove, Viki, HP, Lolli, Sev...

Ronoh Kennedy, South Africa

PLACE OF RESIDENCE: Cape Town, South Africa
NATIONALITY: Kenyan
WORK: PhD student at University of Cape Town
CURRENT WORKING ACTIVITIES: Research on wireless networks, Centre of Excellence in Broadband networks at University of Cape Town
BEST THING ABOUT THE JOB: Freedom to think, read, write and create something new.
HOBBIES: Hiking, watching soccer, watching movies.
EDUCATION AT LIU: Master’s in Wireless Networks and Electronics 2010-12.
MOST MEMORABLE LIU EXPERIENCE: Meeting with students from all over the world.
Brigitte Nshimyimana, Namibia

Seeing to the children’s best interests

Brigitte Nshimyimana has a master’s degree in Child Studies from Linköping University. Today she works at the Ministry of Gender Equality and Child Welfare in Namibia.

The civil war in Rwanda 20 years ago is a reason that Brigitte Nshimyimana today works on issues concerning children’s welfare.

“I saw a mother being killed, her children were helplessly crying over the dead body of the mother. I wanted to help, but I didn’t have the chance.”

Today she does. With a bachelor’s degree in social work from University of Namibia and a master’s degree in Child Studies from Linköping University, she has the tools to make a difference for vulnerable children.

The war in Rwanda led to Nshimyimana leaving her home country and taking up residence in Namibia. There, she trained as a social worker, and she now works in Windhoek, the capital, for the Ministry of Gender Equality and Child Welfare.

“My heart is still with the children. Education provides the opportunity to make an impact. I am glad I’ve gotten that opportunity,” said Brigitte when we met in her office in Windhoek.

DURING HER YEARS AS A SOCIAL WORKER, she worked a lot on issues concerning adoptions and foster care placements. Many children in Namibia are orphans because their parents died of HIV-related diseases. She has also worked with other children in different difficult circumstances.

“It’s an issue of taking care of them in a judicious way, and seeing what’s best for them. All children are vulnerable, but these children are even more so.”

Her master’s studies at Linköping University from 2006 to 2008 (most of it as distance learning) brought her deeper into the questions surrounding the conditions children face worldwide, based on aspects such as gender, culture, religion, and ethnicity.

“We also studied the United Nations Convention on the Rights of the Child, and other UN articles that concern the living conditions of children. My studies related quite well to the issues I’m working on in Namibia – among other things, we took up questions that concerned adoption in particular.”

IN HER CURRENT WORK at the ministry, Brigitte Nshimyimana is continuing to work on adoption issues. She is now working as monitoring and evaluation officer for Child Welfare Services. She deals with planning on a regional and national level for seeing to it that the work on children’s welfare is carried out responsibly and insightfully at every level.

“We would like adoptions preferably to take place within the country, and only secondarily adopt them out to other countries. But regardless of what happens, there are many issues to take into consideration, among them if the child is black and the adoptive parents are white. It’s a question of identity and culture, the child’s best interests should come first. The same applies to children from other difficult circumstances – what’s best for them? Supporting them in their home environment, placing them in an orphanage or giving them up for adoption?”

Brigitte Nshimyimana’s studies at Linköping University have helped her get a more general view of the issues.

She would love to go back to her home country Rwanda someday.

“Now I have the knowledge and skills to help my people back home.”

EVA BERGSTEDT
LiU experience gave new direction

His time at Linköping University opened up new and unexpected paths for Sandeep Jakkampudi. The electronics engineer became an entrepreneur and is today paving the way for Nordic wood products in India.

text: LENNART FALKLÖF
photo: VIBEKE MATHIESEN
I got to learn what innovation means,” ability to develop new activities. Concretely, organisation, with good teamwork and the involved a great many useful lessons.

Sandeep Jakkampudi smiles as he looks around. He is back at Linköping University for a short while. It was here he studied for his master’s, and it was here he was president of the international students’ organisation. And it was here his life changed.

Jakkampudi came to Linköping University in 2009. He was an electronics engineer from southwest India, and was going to build on that with study in the System on a Chip master’s programme. But his time in Linköping got him to rethink that plan.

“Linköping University gave me a chance to see what I really wanted to do and the freedom to empower my skills. Here I experienced the importance of innovation and entrepreneurship,” he says.

He switched to a master’s programme focusing on innovation and product development.

*IQA also expanded i-Day, the international cultural day, to two days where people could acquaint themselves with dishes and cultural efforts from all the corners of the globe.

“I was really happy with the IQA team. It was a fantastic experience to work together with people from South America, China, Norway, Lithuania and Germany.”

He has never regretted crossing the globe to study at Linköping University.

“I’ve learned so much in Sweden, about everything from how to act in traffic to how to deal with your garbage so that it can be recycled. And through my Swedish host family I learned about Swedish culture, like candlemaking and celebrating Christmas.”

**AT ONE POINT, JAKKAMPUDI** thought about investing in tourism after his studies. The plan was to get more people from India to visit Europe. Over one summer he drove around with several friends and visited many of Europe’s major cities.

“The Grand European Tour,” he says, laughing.

But something else grabbed his interest. On the way to the renowned ice hotel in Jukkasjärvi in northernmost Sweden, Jakkampudi discovered the Swedish forests in earnest.

“They were endless, and stretched for miles and miles.”

He started reading and learning more about it, and noticed that Sweden had a resource here for which there was great need in India.

“In India, 95% of all wood products are imported. Previously, a lot came from the rain forests in Asia and South America. Today Canada and Europe have taken over as suppliers. So far, however, there isn’t a lot coming from Scandinavia.”

“A number of Swedish wood product businesses have tried to get into the Indian market, but without success. Language has been a problem, as has a lack of transparency, information and networks.”

Jakkampudi contacted the Swedish forestry company, who were interested in letting him carry out market research in India for them as his master’s thesis. But the company began experiencing financial problems and was forced to withdraw.

Jakkampudi, however, held onto his plan.

“And the day before I left, the Norwegian forestry company Moelven got in touch and said they were ready to sponsor me!”

For three months he criss-crossed India, interviewing people engaged in various industries connected with wood products.

“It provided a fantastic opportunity to visit places in India I’d never been to before. In total, I conducted 120 interviews. Many, of course, wondered what kind of student I was, asking strange questions. A number of them thought I came from customs or the tax agency...”

His results after the trip are unambiguous.

“There is a constant requirement in many different wood sections, such as packing, construction and joinery. With IKEA coming to India in a near future I expect there will be a huge boom in demand for joinery.”

The lessons have not only ended up in his master’s thesis, but have also provided a good foundation to stand on for the new company, Woodpie, that he started up during the year.

“I’ll help with the contacts between Scandinavia and India, between the sellers and purchasers of wood products.”

Just a week after we meet, he will be on his way to India with Moelven to meet purchasers.

“This is just the beginning. In ten years, maybe I’ll have started a company that makes furniture for IKEA in India,” Jakkampudi says, smiling.
University City of the Year

Norrköping, where Linköping University has one of its campuses, has been named Sweden’s University City of the Year for 2013-2014 by the Swedish National Union of Students.

“A well-deserved prize” according to students Therese Björn Johansson and Sofia Sandberg.

Norrköping won the prize because the city looks after its students, and lets them and the university leave a clear mark.

“There really is good will towards collaborating with us students,” says Therese Björn Johansson, who is studying to be a nurse and is vice president of the Consensus Student Union.

What characterises a good university city?

Sofia Sandberg, who both lives in Norrköping and is studying environmental sciences there, emphasises several things.

“It’s important that students’ viewpoints are given a hearing, and we get that here.

Every month we meet with representatives from the municipality, the university, and the business community, and they really listen to what we have to say. It could be anything from the housing situation to feeling safe outdoors.”

Other aspects that both students mention are good study environments, that the campus area and the students are a part of the city, the proximity to “everything” and social life outside of studies – from parties to football tournaments and student radio.

Environment to be part of education

Students at Linköping University (LiU) will be given a basic knowledge of the significance of the environmental dimension of sustainable development in their education.

This is one of the new environmental objectives for LiU, and perhaps the most ambitious. The environmental objectives for 2013-2015, and a centralised action plan to achieve them, have now been approved by the university’s leadership.

“There are some good examples at LiU of where we have integrated an environmental dimension into certain education programmes. But no clear approach has previously been taken on the issue,” says Environmental Strategist Anna Karin Unger.

To begin with, a preparatory study will be carried out in 2013, to be followed by an action plan.

The apocalypse after 40 years

In early May, the traditional Student Orchestra Festival (sor) was arranged. There was a warm-up party in Norrköping, a festival in Linköping, and a parade through the center of Linköping. And the festive theme of the 40 year anniversary? The apocalypse.

It all started on 5 May 1973 with 18 bands, a roller skate contest and students competing in rowing. Since then it has been going on every other year. This year sor had 30 bands and some 5,000 visitors.

Over 20,000 alumni in the network

The LiU Alumni network now has more than 20,000 members. This means that more than one in five former students has actively joined.

In total, Linköping University has around 90,000 alumni spread over the whole world. More and more are seeing the value of keeping in contact with their old university and other former students.

Want to register? See information on www.liu.se/alumni.


Live a full life with tinnitus

Do you suffer from tinnitus? New findings may help you.

People who suppress their feelings, unwelcome thoughts and physiological sensations are more prone to suffering from tinnitus. But these are precisely the people who can derive great benefit from treatments that build on acceptance and commitment therapy, according to a new doctoral thesis by Hugo Hesser in disability studies at Linköping University.

Tinnitus is having or experiencing sound in the ears in the absence of an external source of noise. Most people who suffer from tinnitus do not experience discomfort, but for the minority who do they can suffer greatly: difficulty in concentration, irritability, difficulty in doing their job. There is no cure for tinnitus, only palliative treatment. Treatments based on principles taken from cognitive behavioural therapy (CBT) are often effective in managing the negative effects of tinnitus. But not for everyone. And even if researchers know that the methods often work, they do not know why and for whom they work.

European perspectives on adult learning

LIU researcher Sofia Nyström has become Secretary General of ESREA, the European Society for Research on the Education of Adults.

ESREA is a European research organisation that works with issues related to teaching adults and adult learning. They have networks that deal with, for example, learning in working life, teaching and learning for older people, gender and learning and also adult learning in connection with democracy and citizenship.

The purpose of ESREA is to disseminate research in the field. How do you do that?

“We produce the periodical RELA, an open journal of research articles. We also have a series of books that we publish. And not least we arrange on average five research conferences in Europe each year. The next major conference will take place in Berlin this autumn.”

One step closer to a quantum computer

Professor Weimin Chen and his colleagues at Linköping University, in cooperation with German and American researchers, have succeeded in both initializing and reading nuclear spins, relevant to qubits for quantum computers, at room temperature. The results have just been published in the renowned journal Nature Communications.

A quantum computer is controlled by the laws of quantum physics; it promises to perform complicated calculations, or search large amounts of data, at a speed that exceeds by far those that today’s fastest supercomputers are capable of.

“You could say that a quantum computer can think several thoughts simultaneously, while a traditional computer thinks one thought at a time,” says professor Weimin Chen.

Honorary doctors

The American innovation researcher Henry Etzkowitz and four other international researchers have been awarded honorary doctorates together with Swedish author Jonas Gardell.

The Stanford professor Henry Etzkowitz is one of the originators of the ‘triple helix model’ that highlights the interaction between academia, industry and society in stimulating innovation.

The other honorary doctors this year are:

Professor Rosi Brautigam, an internationally renowned feminist philosopher.

Professor Joel Ernst, a leading international tuberculosis researcher.

Professor Charles W. Tu, a leading researcher in the field of advanced semiconductors.

Professor Jörg M. Winterberg, internationally renowned both as a researcher in political science and as a leader in higher education.

All international honorary doctors have been working closely together with colleagues at Linköping University.
International students satisfied with Linköping University

International students are satisfied with Linköping University. The university is among the top five out of 193 around the globe in the online benchmark survey International Student Barometer (ISB) 2012.

text ANNA NILSEN, ANNA FARHADI
photo ISTOCKPHOTO

THERE IS A HIGH LEVEL of overall satisfaction among international students at LiU. The university is among the top five worldwide, and in Europe and in Sweden among the top three.

Learning is a strong area for Linköping University. Students appreciate the quality of learning facilities such as classrooms, lecture theatres and laboratories. Furthermore, virtual learning environments, online library facilities and learning technology such as networks, computers and so on are much valued.

“We are of course very happy with the fact that our international students enjoy studying at LiU,” says Karin Fälth-Magnusson, Deputy Vice-Chancellor. “We are particularly pleased to know that they highly appreciate things connected with learning since it is our ambition that Linköping University should be the best choice in higher education.”

Students believe that LiU is a good place to be at. According to ISB 2012, LiU has the best campus environment of all participating universities. The design and quality of the campus buildings score highly, as well as surroundings outside the university. Also, students feel safe and secure.

For the third year in a row, LiU receives first place regarding eco-friendly attitude.

This is an acknowledgement of the active work with environmental issues in both research and education. The university works with recycling, the campus restaurants offer fair-trade and organic food, and LiU has put an effort into constructing a bicycle-friendly campus. The survey shows that the focus on pressing environmental issues is much appreciated by international students.

Liu IS DOING VERY WELL on support services. For instance, the results show that the International Office does splendid work, as do student counselling and advisory services. Support staff is helpful and speak good English.

One factor that influences the choice of university education is employability. Today the link to working life is insufficient. This is an area in need of improvement all over Europe and also at LiU. Since ISB 2011 the satisfaction among students as regards employability has gone up by 7 %. However, there is still need for improvement.

The integration between international and Swedish students has improved by 10 % since last year, but ought to be even better.
The survey shows that international students would like to have more contact with domestic students.

“Although we had a somewhat better result in the previous survey – in 15 2011 we were in first place globally – we can rejoice in that students are so pleased with our learning. At the same time we have to work intensely with areas where we can be better,” Fälth-Magnusson notes.

In total 161,781 students from 193 institutions from 14 countries participated in issa 2012. Nine universities were Swedish. At Linköping University 521 students took part in the study. The majority were master’s students.

**WHAT IS THE INTERNATIONAL Student Barometer?**

issa is an online benchmark survey. It is one of the world’s biggest student surveys, which consists of questions regarding learning, living, support and arrival. Each participating institution is informed of their benchmark position. Participants do not receive any information regarding other institutions. Students across all levels and all years of study complete the study.

**What is your favorite thing about Linköping University?**

**JUAN MANUEL FIGUEROA BOLARIOS, MEXICO: Business Administration – Strategy and Management in International Organisations.** The close relationship with teachers. They make you think outside the box.

**ANNÉ SCHMITT, GERMANY: Business Administration – Strategy and Management in International Organisations.** Modern campus, productive, friendly, international student environment within study programme.

**BINU MATHEW, INDIA: Molecular Genetics and Physiology.** Education quality, staff, infrastructure.

**MARYAM KARAMI, IRAN: Language and Culture.** The relationship with industry and companies.
Tourism for better & for worse

All inclusive, backpacking, safari, golf, shopping or training tours. Regardless of the focus of tourism, there is reason to regard it with a critical eye as well. Over the last few decades, researchers have become increasingly interested in the subject.

text EVA BERGSTEDT
photo PETER KARLSSON
“IN MANY WAYS, TOURISM is something positive, an important social factor and a major source of income. But it isn’t all just fun and games in the industry,” says Josefina Syssner, lecturer in tourism analysis at Linköping University.

In several books, she and her fellow researchers – as well as students in the university’s tourism programme – have been writing about the ethical aspects of tourism and travelling.

“We want to emphasise new angles of approach, among them what political, cultural, and democratic challenges we face with increased travel. We educate students in the field of tourism, and it’s important that they also get these perspectives so that not only the positive values of tourism are emphasised.”

Typically images in glossy travel brochures show one side, but often there is another hidden darker side of tourism as well.

Josefina Syssner

POWER RELATIONS; working conditions; economic, social and ecological sustainability; post-colonialism and ownership structures are a few examples of ethical aspects that need to be discussed more states Syssner.

Every year, for example, hundreds of thousands of Swedes go on vacation to countries where ethnic conflicts are ongoing and where human rights are violated.

“The Arab Spring, for example, brought several issues concerning international relations and democracy to the fore. For a long time, Sweden had extensive tourism to Egypt and Tunisia despite their political situations. Where do we go, and what do we cause through our choices? We’re not out to moralise, but we want to bring these questions up.”

Power relations between the tourist and
those working in a tourist destination are another aspect to reflect upon.

“There is a relation of superiority and inferiority between the tourist with capital and those who empty the garbage bins, clean the pools, and wash the dishes. The service economy is borne up by people who are poorly paid and often have terrible working conditions. The profits don’t go to them.”

ENVIRONMENTAL AND CLIMATE issues are another crucial question. Travelling, primarily flying with its enormous carbon dioxide emissions is an environmental burden. The shortage of water in several countries is colliding with the need for irrigation at exclusive golf courses. All inclusive tourism, where accommodations and food are included in the total price, means that money ends up in the pockets of large companies instead of those of the local population. In addition, it results in enormous food spoilage. The overloaded tables don’t just contribute to Westerners’ increasing obesity, but also to large amounts of food being thrown away.

THE TOURISM BUSINESS also preserves stereotypical descriptions of a country and its populace.

“The conventional picture of Sweden, for example, is blond-haired children, Dala horses and the maypole at midsummer. It’s an exclusionary, narrow presentation that does not accommodate other cultural expressions. In much the same way, a Swede...
travelling to a country in Africa has an image of seeing people living in mud huts, but instead is met by people in designer jeans talking on their mobile phones. “By fuelling tourists’ desire for conventional images, tourism contributes to becoming a conservative force for a country,” Syssner argues.

At the same time she stresses the many advantages of tourism and travelling. “Yes, really. Travel creates understanding of greater contexts and broadens your perspectives. As people, we have enormous opportunities to learn from each other, get impressions, learn something new and be culturally influenced.”

She sees clear trends in today’s travel. People are travelling farther. “For Swedes, Thailand has become the new Mallorca. At the same time, shorter trips are also increasing because of low-price flights. Another very clear change is also that the Chinese, Indian, and Russian middle classes are travelling more.”

Tourism has also created more niches. Client groups have been increasing, from people who want high-quality cultural tourism to those choosing golf or training tours. “Our travels have become identity projects. We strengthen our identity through talking on Facebook about what kind of trips we’ve taken, for example.”

One of her hopes is that in the future, tourism companies will take greater social responsibility and see to it that wages and working conditions are appropriate for all staff. Similarly, she hopes that local actors on site make it easier for tourists to act in an ecologically sustainable way, from functioning public transportation to garbage disposal, and that water is not unnecessarily wasted.

“There is an increased demand on actors today, and I hope that it isn’t transient.” Another hope Syssner emphasises – but doesn’t think it likely it will be fulfilled – deals with the environmental consequences of air travel.

“If we really took this environmental threat seriously, and flights became more expensive, more people would stay home or take the train. That would have enormous consequences for the tourism business.”
Research into language & culture in Europe

A language does not stand by itself. It is always part of a social and cultural context. This is one of the cornerstones on which the Graduate School in Language and Culture in Europe rests.

text ANIKA AGBJÖRN
photo GÖRAN BILLESON
AT THE GRADUATE SCHOOL in Language and Culture in Europe, linguists and literary scholars meet in joint seminar series and in constant dialogue with each other.

“We’ve developed a tradition of dialogue that crosses disciplinary boundaries,” says Carin Fränzén, the school’s administrator.

Linguistics and literary studies literally inspire each other. While linguists primarily look at language empirically – how it is used says, and provides an example: A woman who wanted to explain that she was a twin pointed to her own stomach, held up two fingers, and said in extremely broken Swedish, “Two same time”. No further explanation was needed!

Another example is the teacher illustrating what overshoes are by pulling something imaginary over his shoes. “Instruction isn’t just about making use

of verbal resources, but using bodily ones at least as much. We don’t learn just by listening and reading, but also by seeing and experiencing in our common surroundings.”

Distance learning, where the teacher and the student cannot see each other, thus limits the teacher’s opportunities, Ali Reza argues, which also emphasizes the fact that instruction does not just deal with passing on knowledge. It is a mutual commitment that requires collaboration.

“Teaching deals with seeing, processing, manipulating, handling, and reorganising that which we call knowledge. It doesn’t occur just in our heads, we make use of our whole body. Knowledge doesn’t build only on abstractions, but on experiences lived as well.”

LITERATURE CAN ALSO BE SEEN as a type of dialogue and interpreted as one. Literary scholar Jenny Malmqvist is studying the Northern Irish poet Ciaran Carson. What distinguishes his poetry is that he “re-uses” classical texts of authors like Shakespeare, Keats, Beaudelaire and Ovid. He both

literary scholars devote themselves more to interpreting and analysing texts.

“We share our different scientific traditions, and it gives us a lot.”

DIALOGUE IS NOT ONLY a method that promotes research; it is also a subject of successful research at LiU. One example is the doctoral project of linguist Ali Reza Majlesis, which deals with communication between people who lack a common language. He has studied the instruction at Swedish for Immigrants (SFI) in different groups. He wanted to see what happens in the classroom, and he describes SFI instruction as quite a bizarre situation. The groups are mixed – not only linguistically but also as regards country of origin and level of education. The challenge for teachers is enormous.

But despite the lack of a common language they manage to communicate, Ali Reza argues, and that is largely owing to their making use of other resources – their bodies, for example.

“They develop great communication skills with the help of body language,” he argues, and provides an example: A woman who wanted to explain that she was a twin pointed to her own stomach, held up two fingers, and said in extremely broken Swedish, “Two same time”. No further explanation was needed!

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**A good life despite a failing heart**

People with chronic heart problems should still be able to live a good life. This is a driving force for LiU Professors Anna Strömberg and Tiny Jaarsma. They collaborate closely, and are also involved internationally in their field.

*text Birgitta Weibull
photo Jeppe Gustafsson & Göran Billesson*

**AS RESEARCH STUDENTS** in nursing, Anna Strömberg and Tiny Jaarsma got to know each other at European cardiology conferences. It was the start of a collaboration that strengthens both their common area of research and their own careers.

It was the mid-1990s, and research in cardiovascular nursing was in its infancy. “There were few nurses at the cardiology conferences, and it was exciting to meet a colleague to share my research interests with. Right then we started collaborating,” says Strömberg, who is now a professor at Linköping University.

Jaarsma was a researcher with the same focus at the University of Groningen in the Netherlands. When a professorship in nursing with a focus on patient education was announced at LiU, she became interested.

“There were more professors of nursing at LiU than in all of the Netherlands, and there was room to create my own research group. The interdisciplinary research and good cooperation with the county council were also attractive,” Jaarsma says.

Three years ago, she became a professor at LiU on Campus Norrköping, and her collaboration with Anna Strömberg in Linköping has continued to develop. “Again and again, it becomes apparent that together we are stronger. This strengthens our field of research, our teaching, and our postgraduate course,” Strömberg says.

The collaboration is also a support in their own research careers. “A researcher’s existence can sometimes be lonely, but we can get into parts of each other’s research projects or run them jointly. We can unburden and support each other, but also be constructive critics in a way that’s not always obvious in academia,” Jaarsma says.

At the same time they are, in a sense, competitors with each other, but they want to combat the negative effects of competition. “It’s important to show helpfulness, cooperation, and generosity between research colleagues, and be an example for younger researchers in their career,” Strömberg says.

**Both continue to take part** in the activities of the nursing council in European Society of Cardiology and participate in the planning of their scientific conferences. They have also taken the initiative on a scientific journal for cardiovascular nursing research that is ranked sixth among some 100 journals in the field. The editorial board is at Linköping University, with Jaarsma as editor-in-chief and Strömberg as co-editor. One of their first collaborations was on developing an instrument for evaluating the self-care of heart failure patients – the European Heart Failure Self-Care Behaviour Scale – which is now used in several countries. Since then, self-care has formed the core of their common research interest.

The risk of dying of a heart attack has almost halved over the last few decades. This means that more patients are surviving a severe heart attack, but then have to live with chronic heart failure. For them, self-care can be crucial for both quality of life and survival. “Ultimately, our research deals with how people with chronic heart disease could live a good live and how treatment can help them, supported with the help of education for patients and their families,” Strömberg explains.

Jaarsma and Strömberg have also developed a self-care theory that helps to improve patients to self-care. They did this along with Barbara Riegel from the University of Pennsylvania, who until recently was a guest professor at Linköping University.

One of their newest joint project right now is a large randomised study evaluating whether computer games of various types can be used in patient education – a Nintendo Wii, for example, as a tool to motivate patients to increase their physical activity and quality of life.

**Close collaboration like** Jaarsma’s and Strömberg’s yield big exchanges, but also require good balance between working on shared projects and their own.

Jaarsma is heading up the continued testing and development of the self-care instrument. She has also focused her research on quality of life and sexual counselling for patients with heart failure.

For Strömberg’s part, her research into patient education led her into studies of how cognitive ability is affected by heart failure and how the education can be adapted to people with impaired cognitive abilities.

She is also leading studies on nutritional intake and chronic heart failure. “Malnutrition is common among patients with heart failure, and affects the development of the disease. That’s why I’m studying which factors cause inadequate nutrition and what role dietary counselling can play.”

The strong research profile on cardiovascular health have made visiting Linköping University attractive to researchers from other countries such as the US, Japan, Germany, UK, Italy and Belgium. The contacts with Dutch researchers are active, and two nursing researchers who have just defended their theses are now part time involved in projects at LiU.
The winds have changed for a European physics project

Schematic overview of the ESS laboratory. The long building in the forefront is a superconducting linear accelerator, which delivers high-energy protons into a target station (within the round building at the end). Neutrons are released in this process and guided to a set of surrounding instruments where they are used as experimental probes.
After years of preparation and periods of close calls with disaster, the European Spallation Source (ESS) is now taking form on the drawing board. Linköping University Professor Karl-Fredrik Berggren piloted the project past some critical pitfalls.

BERGGREN, NOW A PROFESSOR of Theoretical Physics, grew up in Uppsala and was the first student in his family. But his path to the white cap was a crooked one. When he was taking the step from primary to secondary school, it came to light that he did not know how to multiply by eleven.

"We'd just gotten to the tens table..."

He still managed to get into university and get a PhD in the new subject quantum chemistry. His research has focused around electron structures and quantum transport in nanosystems, and included several stints at Cambridge.

In his four decades at Linköping University, his everyday work has been teaching and advising a steady stream of undergraduates and PhD students. In his more open role as Professor Emeritus, he is going more in-depth into, among other things, quantum chaos – the erratic movements of particles in the quantum world, which can be visualised in beautiful images.

FROM THIS POINT OF VIEW, his involvement in the ESS was a sidetrack.

Berggren entered the picture at the beginning of 2003 as a spokesman for ESS-S, the Scandinavian initiative in the competition to become the host of this facility for atomic studies.

In the 1990s, the ESS Council – an initiative among leading European neutron research laboratories – had outlined a report on how the neutron source should be designed, with technical solutions, economic calculations, and safety assessments. In 2002, the door was open for interested countries to submit tenders. Among the interested parties were two initiatives from Germany, two from Great Britain, and the ESS Scandinavia (ESS-S) located in Lund.

"Everyone took it for granted that Germany would bring home the prize. The little mouse up north couldn't be taken seriously," Berggren says.

But by the following year the major German initiative backed out, followed by others. Now it was time for the mouse to flex its muscles. Three driving forces – Berggren as guest professor and head of the project, neutron researcher Patrik Carlsson, and coordinator Carina Johansson, gathered in Lund to continue their work on the Scandinavian initiative.

"We had to work with a very tight planning budget. Both funding and belief in the project were sagging. No Scandinavian government had bitten, while Hungary and Spain had entered as serious competitors.

So it became a question of bringing the issue to the Government Offices, but none of the research ministers at the time showed any interest, much less the Swedish prime minister, Mr Göran Persson. At the same time, both environmental organisations and agricultural representatives mobilised in protest against the project.

"It was a delicate project, and we were on the way towards bankruptcy. We were ready to pack it in when the Knut and Alice Wallenberg Foundation came in with one year of funding. Without that, it would have been finalized."

ANOTHER PUSH THAT got things moving was a ranking of European infrastructure efforts, where the ESS was considered high priority. Suddenly the project gained credibility in the world of research and among decision makers. In the same turn, in 2006, Sweden got a new research minister in Lars Leijonborg, who had a different agenda than his predecessors. Berggren got an audience, Leijonborg got the minister of finance to open his wallet... and the biggest hurdle was cleared.

"An ESS secretariat was formed in Lund in 2007, the money started rolling in, and I'd done my part. But even today, seven years later, the issue of funding remains. The Nordic countries guaranteed 50%. Binding agreements with another 17 countries are still missing but they'll be signed during 2013. It could be a laborious process, given the current economic situation in Europe," Berggren says.

Neutrons reveal the innermost structure

SPALLATION ORIGINALLY MEANS "breakdown" and was used in the beginning in the mining industry: breaking down ore into smaller bits. In a neutron source like ESS, tungsten, for example, is bombarded with high-energy protons. Neutrons are then released, which are conducted to experimental stations where they are pushed into the smallest recesses of an object. They are equivalent to the high-energy photons used in an X-ray machine, or electron beams in an electron microscope.

When the neutrons have passed through the object – without destroying it – they are picked up by detectors that measure the changes in velocity and direction. This data yields detailed information on the innermost structure of the sample.

Previously, helium-3 – a much rarer and more expensive material – was used in the detectors. Now, however, researchers at Linköping University have succeeded in baking in thin coatings of another suitable isotope, boron-10.

ESS tortuous path to realisation is described in detail in the anthology "In pursuit of a promise" (Arkiv 2012), edited by Olof Hallonsten and with Karl-Fredrik Berggren as one of the co-authors.■
He is the first

For the first time, Linköping University has appointed an International Master’s Alumni Speaker for the Farewell Ceremony in June. His name is Emmanuel Letsu-Dake. Originally from Ghana, he now lives in the us, working as a senior research scientist to make air transport safer.

“To be the International Master’s Alumni Speaker is a great honour,” says Emmanuel Letsu-Dake. “Linköping University has taught me so much and now I would like to say ‘thank you’ by sharing my experiences with today’s students.”

He arrived in Sweden in 2000, to study the International Communication and Interactivity Master’s Programme. It was his first time outside Ghana.

“The contrast was big. There was a technological difference in every aspect of life, from the train station to the classroom. Then I met people from many different cultures at the university, which was a very good experience.”

He also had the chance to imbibe some Swedish culture through his host family, of which he speaks fondly.

“At Christmas they invited me for traditional boiled rice pudding (risegrätmät). They also took me skiing.”

AFTER HIS MASTER’S STUDIES, Emmanuel Letsu-Dake moved to the us to pursue a PhD in Industrial Engineering in North Carolina. He now works as a senior research scientist at Honeywell Aerospace and lives with his family in Minneapolis, Minnesota. With a twinkle in his eye he states that Sweden even prepared him for the severe winter there.

Other than that, he emphasises the problem solving and participatory learning approach in Linköping as something that has helped him throughout his career and prepared him for his current position at Honeywell.

LIU ALUMNUS HEADS IKEA

Peter Agnefjäll, alumnus from Linköping University, will later this year be the new CEO of the Swedish furniture retailer IKEA with 139,000 employees worldwide.

In the early 90’s, Peter Agnefjäll studied economics at Linköping University. In 1995 he joined IKEA, where he during the last years has been in charge of the stores in Sweden.

On October 1, he will take over as CEO after Mikael Ohlsson — who is also a LiU alumnus!

Alumni world

MUHAMMED AYAŻ works as project manager at Dynapix Solutions in Islamabad, Pakistan. He has studied an International master in Software Engineering and Management, and graduated in 2010.

JOEL FÄRLIN works as internal auditor at Xianjiong Goldwind Engineering and Construction in Beijing, China. He has studied economics and graduated in 2010.

EMMA LINDBYST works as nurse at Selbu sykehus in Norway. She graduated from the Nursing programme in 2010.

LOUISE OLOFSSON works as fundraiser at Emergo Poverty Free (formerly World Emergency Relief) in London, England. She gained a Bachelor of Arts in 2012.

RANA MUHIT is teaching assistant and PhD Student at the University at Albany, the State University of New York, USA. Rana Muhit studied an International master in Medical Biosciences, and graduated in 2011.

CHRISTIAN OHM is a research fellow at CERN in Switzerland. He gained a MSc in Applied Physics and Electrical Engineering in 2007.

MARTIN PADU works as editor at Infopaq Esti in Tallinn, Estonia. He has a BA from 2010.

BHARATH SUB Louisiana State University he has studied in Computer Systems and graduated in 2011.

Want to know more about LiU Alumni?

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International Master’s Alumni Speaker

At Linköping University Emmanuel Letsu-Dake learned to look for user-friendly solutions. Originally from Ghana, he now lives in the US. (The picture is taken in San Francisco.)

"I learned to always look for solutions," he says. "Also that the user is the centre of everything. The latter was key in Human-Computer Interaction, a required course in my master’s programme."

**His Busy Day Starts** with the early commute to work, when he calls his mother in Ghana, and ends around 10 pm after a late night meeting with colleagues in China, scheduled after the children’s bedtime.

The best part of his job is that there are always new problems to deal with and that he gets to create solutions that help people. He develops aircraft displays and controls, which reduce the potential for pilot errors and make systems easier to understand and use.

All this, he describes in the blog post which made him the winner of Linköping University’s Alumni Stories competition. The second prize went to Xu Jing, alumna from Strategy and Management in International Organisations (SMIO), now an investment banker in Hong Kong. Stefan Lotter won third prize—he studied Traffic Environment and Safety Management and went on to become an international road safety consultant, currently working with the Ministry of Transport in Malawi.

**As First Prize Winner,** Emmanuel Letsu-Dake is invited to speak at the Farewell Ceremony, LIU’s annual congratulatory ceremony for international master’s graduates.

"I'm grateful for the opportunity to come to the Farewell Ceremony. I haven't been back to Sweden since I left and it will be nice to take a walk around Linköping again," he says.

In his speech at the Farewell Ceremony on 12 June, he will share his life experience. He concludes:

"My message to the graduates is to work hard and commit to what you're doing. Then you can make your dreams come true."

**Maria Karlberg**

New International Alumni Blog

You can read the blog posts of Emmanuel Letsu-Dake and other Alumni Stories contestants at http://blog.liu.se/international-alumni-blog/
Ericsson executive with Dubai as base

With a Master’s of Science in Industrial Engineering and Management as a foundation and broad experience from over 20 years in different executive posts within Ericsson, Victoria Strand is now taking over as head of Ericsson in the Gulf region and Pakistan.

text: MONICA WESTMAN
photo: KARIM SAHIB & ERICSSON
IT IS THANKS TO HER FATHER that Strand, a Stockholm native, chose the Industrial Engineering and Management programme in Linköping. With good marks from high school, she had her sights set on becoming a doctor at Karolinska Institutet (KI). But her marks were not good enough for the first round of admissions.

Ericsson as area sales manager Soviet Union – head of sales for AXE and other Ericsson products to the former Soviet Union.

How did she tackle that?

“We got broad technical instruction and got to poke around in a number of different areas like business administration, economics and marketing, and we did a lot of case studies out at companies. We constantly got to hear that we would be executives and had a feeling we could do anything,” she says with a laugh.

“But it wasn’t exactly possible to apply what I learned about marketing to the Soviet Union,” she admits.

After a couple of years she was advised to work on something more technical, and she wanted to go further in her career with Ericsson. She started working in product management – finding out from vendors and customers which products might be needed in the future, and then prioritising efforts according to that. In that connection, she also became head of software launches for Ericsson’s AXE telephone exchanges around the world.

And so it continued. During this time, she has had two children and been entrusted with heading up everything from Human Relations and communications to technical sales support and a CEO job tasked with remodelling operations within Ericsson Test Environment – a subsidiary where all new products are tested so that they work together with the older products.

In 2010 she was recruited as head of strategy and marketing in the Gulf Council countries and Pakistan, a part of Ericsson Middle East region. Now, a few years on, she has been named head of customer relations, tasked with managing the relationships with all of Ericsson’s customers in the United Arab Emirates, Bahrain, Kuwait, Oman, Qatar, Yemen and Pakistan, and seeing to increasing profitable businesses in all these countries.

WITH ALL MY PRECONCEPTIONS, I cannot help wondering how it is going. The countries around the Gulf are not known for their progressive views on women.

“It’s no problem. Ericsson is a Western company, people know that anyone can show up – black, white, women and men – and that there’s nothing strange about it. Of course we have customers who don’t shake my hand when we greet each other, but in that case we greet each other another way. It’s a religious question for them, and not about a lack of respect,” Strand says.

She talks about women executives in other major companies in the region who have not had any problems either.

“Now I’m old enough to walk around outside, but as a young woman I wouldn’t have been able to travel to Saudi Arabia without a man accompanying me. I travel in an abaya – an ankle-length black dress – but have nothing on my head, and no one has ever reacted.”

In 2010, Strand took her whole family to Dubai.

“Of course it can feel plastic and artificial; everything is newly built and newly constructed, but it’s safe, clean, and simple to live here. Most Westerners ship their families home for the summer, from June till the end of August, as it’s at least 45 degrees C here with 100% humidity. This way we get the best of both worlds.”

“Dad asked me what I really wanted to do, and I answered that I wanted to work with people. Then he asked: Do they have to be sick?”, she says.

They did not need to be, in fact, so he fished out a brochure from Linköping University that had just been thrown into the waste-basket and pointed to the master’s programme Industrial Engineering and Management.

After a little thought she decided to test it out for a term while waiting for KI’s admission in the spring. When the acceptance letter from Karolinska Institutet finally showed up, it was too late. The programme at Linköping University was so good she decided to stay – something she has never regretted.

“Linköping is a fantastic university city; almost everyone came from someplace else and needed new friends. We all had a great time.”

HER FIRST JOB, apart from a nine-month diversion at Hewlett Packard, was at

Victoria Strand’s advice to young people who want to make a career

Do more than just study. Everything that provides leadership experience should be on your CV, such as being a project leader for career fairs or leading a leisure-time gymnastics session for small children.

Get practice in cooperation without losing your integrity. There are no solo jobs in the industry today. You will be expected to contribute what you can in a well-composed team.

Find a good mentor (she herself has had several).
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