

BUSINESS LAW SEMINAR

“Bridging Legal Design and Legal Strategy”

Monday 9 December 2024 at 12:15-14:00

University of Vaasa (D304/Tervahovi) & online (Ask for a Zoom link from marika.salo-lahti@uwasa.fi)

KEYNOTE:

From Avoidance to Transformation: Cultivating the Centrality of Legal Knowledge in Organizations

Robert C. Bird

Professor of Business Law

Eversource Energy Chair in Business Ethics

University of Connecticut, USA



Managers perceive the legal environment of business in a variety of different ways. Some managers undermine the rule of law while others recognize legal knowledge as a centrally important strategic asset. Fortunately for firms, these perceptions and practices can change. Using such tools as changing company policies, improving information access, and changing the cultural mindset, firms have the potential to make significant changes to their culture, outlook, and strategy related to legal knowledge. This presentation investigates how organizations can evolve their attitudes toward legal knowledge and shift the culture of the organization toward using that knowledge most effectively. This change can occur even in the face of cultural rigidity or suspicion by those who undervalue the role of legal knowledge. Such change can enable organizations to be more agile, capture previously underutilized value, and generate competitive advantages previously unavailable to the enterprise.

Turning Strategy into Reality: Transforming Mindsets and Operations with Legal Design and AI

Turning strategy into reality requires clarity, collaboration, and action. Contracts are essential for aligning strategic objectives with tangible outcomes, from business success to societal impact, such as sustainability. However, overly complex strategies or contracts can impede progress. This session examines how Legal Design and AI can be used to streamline complex communication, making it clear and actionable, fostering collaboration and empowering organizations to achieve their desired business and societal goals.



Helena Haapio (D.Sc.)

Associate Professor of Business Law at the University of Vaasa
Contract Strategist at Lexpert Ltd



Mikko Ranta (Ph.D.)

Associate Professor (tenure track) of Accounting at the University of Vaasa



Marika Salo-Lahti (D.Sc.)

Associate Professor (tenure track) of Business Law at the University of Vaasa



Vaasan yliopisto
UNIVERSITY OF VAASA

If you have any questions, please contact: marika.salo-lahti@uwasa.fi