

Kukka Kipinä Kuusela

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I am one of Finland's leading experts in EU competition law, working with EU law in a broad and principled sense—from internal market freedoms to cross-border sales in both traditional and digital environments. My background spans academia and consultancy, which means my expertise combines coherence-based legal theory with practical insight into how EU rules and principles interact in real regulatory settings. I have approached the Rule of Law from multiple angles: analysing its theoretical and methodological foundations, applying EU principles in digital contexts, and contributing to discussions on sustainable public procurement and good governance. My current consultancy work focuses on the EU internal market and competition law, especially their application within national and international regulatory frameworks. Alongside practice, I continue to develop a coherence-driven and fundamental-rights-sensitive theory of sanctioning in competition enforcement. This long-term intellectual project—rooted in proportionality analysis and supported by my multidisciplinary education—has been ongoing for a decade.

In short, I am an analytically rigorous professional who understands how markets function and is committed to shaping them toward greater fairness, coherence, and efficiency. My motto is “Sapere aude, rely on integrity.”

Qualifications

LLD (European Law), Fragmentation of Legal System's Rule of Law and Proportionality of Cartel Fines
Award Date: 27 Feb 2024

MTheol (Degree Programme of Theological Functions in Churches and Society), Kristinuskon filosofian platonistiset piirteet ja vuorovaikutus maallisen oikeuden filosofian kanssa Eusebioksen Kirkkohistorian mukaan
Award Date: 16 Sept 2020

LLM, Suhteellisuuseriaate moraalista totuutta selvittävänä instrumenttina ja moraalin tosiasiallinen merkitys SEUT 101(1) artiklan vastaisten kilpailunrajoitusten sakkojen yhteydessä
Award Date: 4 Oct 2018

LLB, SEUT 101(1) artikla - kartellit ja tarkoitus rajoittaa kilpailua
Award Date: 28 May 2018

Employment

Consultant / Expert on EU law

Kukka Kuusela Consulting & Advisory, Helsinki, Finland

Jan 2021 → present

Free movement — Law Office X, Feb 2021.

Monopoly structures — Law Office X, Jul 2021.

Free movement — Institution X, Mar 2022.

Public broadcasting & State aid (online audio content) — Yleisradio Oy / HN, Aug 2022, State aid & media regulation.

Free movement, monopoly structures — PTY, Apr 2023.

Digital broadcasting services (logged-in mobile use) — Yleisradio Oy / HN, Nov 2023, Digital markets & algorithms.

Monopoly structures — Law Office X, Apr 2024.

Online distance sales of alcoholic beverages — Ministry of Social Affairs and Health, Aug–Sep 2024.

Public procurement — Law Office X, Jun 2025.

Technical regulations -Organisation X, Autumn 2025.

Competition law – Law Office X, Jan 2026.

Competition law and platform economy (TFEU 101 and 102) – Organisation X, Feb 2026.

Competition law (TFEU 101) – Organisation X, Mar 2026.

Internal market regulation – Organisation X, May 2026.

Competition law - Organisation X, Jun 2026.

Sanctioning and Proportionality – Law Office X – Jun 2026.

University Lecturer

Faculty of Law, University of Helsinki, Finland

15 Jul 2025 → January 2026

Visiting scholar

Faculty of Law, University of Helsinki, Finland

17 Mar 2025 → 27 Jul 2025

1 Jan 2024 → 31 Dec 2024

Teacher

Faculty of Law, University of Helsinki, Finland

1 Jan 2025 → 30 Jun 2025

Consultant/ National Expert

DG JUST / VVA (fixed contracts between years 2021 and 2023)

Grant-funded researcher

Faculty of Law, University of Helsinki, Finland

1 Jan 2020 → 31 May 2022

Doctoral Researcher, Doctoral Programme in Law

Faculty of Law, University of Helsinki, Finland

1 Aug 2019 → 28 Feb 2024

Teacher at preparatory courses in law

Pykälä ry, Helsinki, Finland

2020-2022

Customer Service

Freelance, Helsinki, Finland

2005-2018

Research interests

In short, my research explores the emergence of nuanced and context-sensitive proportionality analysis building on a value-laden interpretation model aimed at achieving balanced social integration and long-term economic stability. Due to my multidisciplinary education, I move beyond scientific boundaries when handling questions related to the moral and ethical functionality of social control systems.

Throughout my studies, work and research, I have developed my understanding of Law by utilising a coherence and argumentation-oriented perspective that offers a solid ground for in-depth analysis in complex legal matters. On a general level, I focus on European law, and on a more specific level, I work with the themes of competition and internal market law. I conduct practical work, specifically academic statements, on principled interpretation and technical regulations in both traditional and digital market contexts. Indeed, in theory and in practice, I am deeply interested in principled questions relating to the Rule of Law, especially the proportionality principle and the value of proportionality analysis as a tool ensuring fair and rational decision-making. In this context, I advocate a holistic, fundamental rights-driven and effects-sensitive approach to legal argumentation. I have studied, in the field of criminal sanctions and TFEU Article 101(1), e.g. questions concerning procedural fairness and individualisation of sanctions. As a result, I have developed a new methodologically valid methodology of balancing that considers the moral agency of undertakings and the absolute weight of human dignity. Currently, I am fascinated by digitalisation and its impact on the European legal culture and methodology of legal interpretation.

Due to the multidimensional and context-sensitive features of proportionality analysis, my research covers normative and sociological questions: the former, especially in relation to the liberal tradition and EU law, and the latter, e.g., in relation to resource allocation and behavioural insights. My philosophical thinking is underpinned by Kantian ideas, which I combine with classical Greek philosophy and modern legal philosophy and theory. My philosophical understanding of the functionality of social norms is strengthened by my studies in theology. In the context of European law and corporate environments, theoretical and practical philosophy enhances my conceptual and methodological understanding of questions concerning, for example, moral agency and social responsibility.

Publications

Analytical Framework for Sustainable Competition Enforcement

Kuusela, K., Nov 2025, First draft published 26.4.2026: SSRN: [6654578](#).

Publication: Working paper › Scientific

Kilpailu- ja sopimusoikeuden koherentti kehitys: Sopimusvapauden rajat ja perusoikeudet

Kuusela, K. K., Jul 2025

Publication: Liikejuridiikka/ Finnish Business Law Journal 2/2025

Kirjailijoiden oikeuksien tehokas suojele digitaalisilla markkinoilla /Efficient protection of authors' rights on the digital markets

Kuusela, K. K., May 2025

Publication: Other contribution

Kilpailuoikeudellisen koherenssin ulottuvuudet ja tulkinnalliset ongelmakohdat

Kuusela, K. K., Nov 2024, In: Kilpailuoikeudellinen vuosikirja 2023, p. 167–190.

Publication: Contribution to journal › Article › Scientific › peer-reviewed

Fragmentation of EU Legal System's Rule of Law and Proportionality of Cartel Fines

Kuusela, K. K., 2 Feb 2024, Helsingin yliopisto, p. 1–508.

Publication: Thesis › Doctoral Thesis › Monograph

EU Digital Economy: general framework (DSA/DMA) and specialised regimes: FIDE Report

Alén, A., Kuusela, K. K., Ballardini, R., Kiiski, J., Schütte, B. & van den Hoven van Genderen, R., 2024.

Publication: Book/Report › Commissioned report

Yleisradio taas kiistojen kohteena

Kuusela, K. K. & Neuvonen, R., 2023, In: Oikeus, p. 76–79.

Publication: Contribution to journal › Comment/debate › Scientific

SEUT 101 (1) artiklan vastaiset rikkomukset: rikosoikeudellinen luonne ja prosessuaalinen oikeussuoja

Kuusela, K. K., 26 Feb 2020, In: Defensor Legis : Suomen asianajajaliiton äänenkannattaja, p. 80–97.

Publication: Contribution to journal › Article › Scientific › peer-review

Description of Research and Teaching

Alongside conducting research and taking part in various activities in the academy and beyond it, I have taken part in teaching, assessment and supervision tasks on the following courses:

OTM-300 Legal Methods and Research Skills (Autumn 2022)

ON-P220K - EU Internal Market Law Examination, Electronic Hall Exam (Autumn 2023)

ON-502 Internship, Career Planning Skills and Professional Networking (Spring 2024 – ongoing)

OTM-500 Internship, Career Planning Skills and Professional Networking (Spring 2024-ongoing)

OTM-803S Seminar Internal Market Law (Autumn 2024- Spring 2025)

ON-P220 and VON-P220 EU Internal Market Law, Open University (Spring 2025)

Course of intersections of AI and Sustainability, HY+ (Autumn 2025)

OTM-803T Seminar in Internal Market Law (Autumn 2025)

OTM-858S Seminar in Digital Business Law (Autumn 2025)

OTM-300 Legal Methods and Research Skills (Autumn 2025)

Activities

Consultation on trade and regulation (international organisation, pro bono)

Kuusela, K. K. (national expert)

March 2026→ April 2026

Commission's public consultation on Broadcast communication

Kuusela, K. K. (Statement giver)

Jan 2026

Course in Internal Market Law

Kuusela, K. K. (Teacher)

Jan 2026 → Jun 2026

Meeting of the Central Asian Ombud institutions: Towards A-status - Strengthening the implementation of the Paris Principles

Kuusela, K. K. (participant/secretary)

27 Nov 2025 → 28 Nov 2025

Lecture + material on Sustainability in Public Procurement

Kuusela, K. K. (Teacher)

21 Oct 2025

Supervision of master's thesis in the Seminar of Digital Business Law

Kuusela, K. K. (Supervisor)

Sept 2025 → Dec 2025

Presentation at a conference organised by the Nordic Academic Network in Competition Law

Kuusela, K. K. (Speaker)

4 Jun 2025

Proportionality of Cartel Fines

Kuusela, K. K. (Speaker)

16 Apr 2025

What is going on with the planned changes in alcohol legislation?

Kuusela, K. K. (Speaker)

1 Apr 2025

Course in Internal Market Law

Kuusela, K. K. (Teacher)

Jan 2025 → Jun 2025

Evaluation of master's thesis × 10 from the seminar of EU internal market law

Kuusela, K. K. (Participant)

2025 → ...

Expert available for media: sales of nicotine products from the perspective of internal market and competition law

Kuusela, K. K. (Participant)

2025 → ...

Studies in University Pedagogy, 10 ECTS

Kuusela, K. K. (Participant)

2025 → ...

Suomen kilpailuoikeudellinen yhdistys (External organisation)

Kuusela, K. K. (Member)

2025

Competition law and book markets: notes about price maintenance

Kuusela, K. K. (Speaker)

4 Dec 2024

Lausunto alkoholin etämyyntiä koskevista kysymyksistä (VN1531/2024) sivumäärä 182 + liite. (Statement on the distance sales of alcoholic beverages (VN1531/2024), number of pages 182 + annex).

Kuusela, K. K. (Consultant) & Raitio, J. (Consultant)

Sept 2024

Supervision of master's thesis in the Seminar of EU internal market law

Kuusela, K. K. (Supervisor)

Sept 2024 → Dec 2025

Academic briefing document: EU law and national regulatory mechanisms on the book markets, pro bono.

Kuusela, K. K. (Consultant)

2024

Ennakkoarviointitarpeen oikeudellinen esiselvitys:

"YleAreenan mobiilisovellusten kirjautumista koskeva muutos. Oikeusturva ja oikeasuhtaisuus", sivumäärä 70. (Legal statement "Changes regarding login to YleAreena mobile applications. Legal safeguards and proportionality", number of pages 70).

Kuusela, K.K. (Consultant)

2023

Oikeudellinen lausunto Yleisradiolain 6§ mukaisen ennakkoarviointimenettelyn yhteydessä:

"Yleisradion julkisen palvelun toteuttaminen uusien jakelutapojen avulla Euroopan unionin valtiontukisääntelyn näkökulmasta", sivumäärä 48 (Legal statement "Implementation of YLE's public service through new distribution methods: the perspective of European Union state aid regulation", number of pages 48).

Kuusela, K. K. (Consultant) & Neuvonen, R. (Consultant)

Jul 2023

Media-political statement: "Demokratian kehitys, yleisradiotoiminta ja valtiontukisääntely"

2022

Cartel Fines and Due Process: Questions Concerning the Use of the Settlement Procedure in Finland

Kuusela, K. K. (Speaker)

Dec 2021

GENIAL seminar

Kuusela, K. K. (Speaker)

12 Apr 2021

National Expert/ Consultant (fixed contracts)

Kuusela, K. K. (Consultant)

2021 → 2023

Suomen Oikeusfilosofinen yhdistys SOFY ry (External organisation)

Kuusela, K. K. (Board member)

2021 → ...

Evaluation of Master's thesis x 19

Kuusela, K. K. (Participant)

2019 → 2024

Prizes

Acknowledgement from SOFY ry. for the best Master's thesis in the field of legal philosophy (2019)

Kuusela, K. K. (Recipient), 2019

Maaliskuun 25 päivän rahaston stipendi

Kuusela, K. K. (Recipient), 2022

Press/Media

Expert interview: Asian Ytimessä (MTV3)

Kuusela, K. K.

03/11/2021

Expert interview (Helsingin Sanomat)

Kuusela, K. K.

08/02/2023

Expert interview (Iltaalehti)

Kuusela, K. K.

21/02/2024

Expert interview: Marja Sannikka (Yle/YleTV1)

Kuusela, K. K.

19/01/2021

Expert interview (Taloussanomat)

Kuusela, K. K.

08/02/2023

Expert interview (Viinilehti)

Kuusela, K. K.

06/05/2021

Expert interview (Yle: Finnish Public Service Media Company)

Kuusela, K. K.

10/03/2024

Expert interview (Journalisti – Suomen Journalistiliiton ammattilehti)

Kuusela, K.K.

05/2026

Language skills

Finnish - native

English -fluent

French -proficient

Swedish -proficient

Latin -intermediate

Spanish -beginner