

ASSOCIATE PROFESSOR EMERITUS HELGI-ANNIKA REISENBUK
(21.01.1936 – 21.10.2025)
IN MEMORIAM

The Estonian economist Helgi-Annika Reisenbuk (until 1960 Helgi-Annika Pulk) was born at Türi on 21 January 1936 as a daughter of government officials. She graduated from the Türi Secondary School No. 1 in 1955 and from the Faculty of Economics of the Tartu State University (University of Tartu) in 1960, specializing in trade.

After graduation, H.-A. Reisenbuk worked as an economic analyst and senior economic analyst at the Harju Consumer Co-operative in 1960–1964.

In 1965–1975 she was a junior research fellow and senior research fellow at the Institute of Economics of the Academy of Sciences of the Estonian S.S.R.

In 1970 she defended her thesis of a candidate of economics at the Tartu State University on the subject *Price as an Economic Incentive for the Improvement of Product Quality*.

In 1975–1983 she was a senior lecturer at the Chair of Service Economics of the Tallinn Polytechnical Institute (current Tallinn University of Technology), in 1983–2000, an associate professor. For a long time, Helgi-Annika was also the vice dean of the Faculty of Economics.

As a result of reorganisation of the content and structure of Estonian institutions of higher education, chairs were established in 1992 and H.-A. Reisenbuk started work at the Chair of Production Economics of the Tallinn University of Technology. The contract of employment with the Tallinn University of Technology ended in 2000. Since 2000, she was a professor of the new institution of higher education I Studium.

She has performed research in the area of the relationship between price and product quality, also modern business administration, and has published 50 research publications.

In 1960, Helgi-Annika married Bernhard Reisenbuk (07.01.1935–09.10.2022) who worked at the Tallinn Lemonade Factory for a long time and until retirement as the commercial director of AS Tallinna Karastusjoogid.

Their son Toomas Reisenbuk (04.01.1964) has graduated from the Faculty of Economics of the Tallinn University of Technology with the specialty of industrial planning (1986) and is a member of the management board, head of the company and owner of Reisenbuk Holdings OÜ.

While they lived in the Õismäe District in Tallinn, they renovated a beautiful farm house at Muuluka near Keila, where the garden was always well kept – lawn, flowers, vegetables and fruits. It was nice to visit them sometimes at Muuluka with colleagues and talk on different subjects.

Helgi and Bernhard were also often welcome guests at the homes of colleagues and at several jubilee parties of the undersigned.

The undersigned has been a colleague of associate professor emeritus H.-A. Reisenbuk since the autumn of 1975 at the Faculty of Economics and Chair of Service Economics of the Tallinn Polytechnical Institute / Tallinn University of Technology. Thus it has been 50 years until the beginning of this academic year, particularly in performing research under contract for all ministries of different industries of that time and their enterprises. We also had the opportunity to participate in scientific conferences together. For instance, at the Faculty of Economics of the University of Tartu (in several years) and at the Latvian Academy of Sciences in Riga (in 1977, also the former head of the chair, associate professor Juhani Väljataga participated) and in Sevastopol, Crimea in 1988 at an all-Union conference. Problems of economic self-management of Estonia were already widely discussed here in Estonia and we both made presentations on that subject. After the presentations, almost all other participants gave us weird looks and also the questions we were asked were somewhat ironic. But we were not disturbed by such slight unfriendliness. Very soon, only three years later, on 20 August 1991, the resolution on the national independence of Estonia was adopted on Toompea Hill at the session of the Supreme Council of the Republic of Estonia.

And today we have been independent and free for more than a third of the century already and working on the economic self-management of Estonia as best as we can. But we are not subordinated to any foreign or dumb power. It is fortunate that the good colleague Helgi-Annika Reisenbuk could live in free Estonia for a long time.

She followed the publication of our international periodically published trilingual scientific journal *Estonian Discussions on Economic Policy* and the respective annual conferences held. We have published joint papers both in the transactions of the Tallinn Polytechnical Institute and in this journal. Since 2024, Helgi-Annika was an efficient member of the editorial staff of our journal. Unfortunately, due to her severe illness, she could be a member for only almost a year. However, we are sincerely grateful to her for her substantial work during that short period.

Mother Helgi-Annika is mourned by son Toomas with his family, many close relatives, colleagues, friends and acquaintances. Associate professor emeritus Helgi-Annika Reisenbuk was buried next to her husband Bernhard at the Karjaküla Cemetery (near Keila) on 8 November 2025.

In October-November 2025, at Pirita-Kose in Tallinn

Remembering with sadness and gratitude,
in the name of the staff of the journal and the conferences,
former colleague Matti Raudjärvi