

DR. GRANT ALEXANDER WILSON

CURRICULUM VITAE

CONTACT INFORMATION

Hill & Levene Schools of Business
University of Regina
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Regina, Saskatchewan, S4S 0A2

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(306) 337-3222

EDUCATION

Doctor of Philosophy (Ph.D.), University of Saskatchewan. Thesis: The effect of market orientation, entrepreneurial orientation, and innovation on organizational performance	2014 - 2018
Master of Science (M.Sc.), University of Saskatchewan. Thesis: Market orientation, alliance orientation, and business performance in the Canadian biotechnology industry	2011 - 2013
Bachelor of Commerce (B.Comm.), Marketing, Honours & Distinction, University of Saskatchewan	2007 - 2011

ACADEMIC APPOINTMENTS

Associate Professor, Hill & Levene Schools of Business, University of Regina	2024 - present
Visiting Scholar, Orfalea College of Business, California Polytechnic State University	2024
Assistant Professor, Hill & Levene Schools of Business, University of Regina	2021 - 2024
Lecturer, Edwards School of Business, University of Saskatchewan	2018 - 2021
Sessional Lecturer, St. Peter's College, University of Saskatchewan	2017 - 2018
Sessional Lecturer, Edwards School of Business, University of Saskatchewan	2015 - 2018

INDUSTRY EXPERIENCE

Independent Research & Strategy Consultant, Stratalytics	2012 - present
Manager of Marketing & Business Analysis, Fast Genetics	2013 - 2018

SELECTED PEER-REVIEWED PUBLICATIONS

Wilson, G. A., Jogia, J., & Liguori, E. W. (2024). The mediating roles of financialization and vertical integration in the innovation culture and performance relationship: An examination of SME investment firms. *Journal of Small Business Management*, 63(3), 1172-1197. (ABDC = A; Impact Factor = 6.88)

Wilson, G. A. & Liguori, E. W. ([2023](#)). Market orientation, failure learning orientation, and financial performance. *Journal of Small Business Management*, 61(6), 3027-3045. (ABDC = A; Impact Factor = 6.88)

Wilson, G. A., Case, T., & Dobni, C. B. ([2023](#)). A global study of innovation-oriented firms: Dimensions, practices, and performance. *Technological Forecasting & Social Change*, 187, 22257. (ABDC = A; Impact Factor = 10.88)

Wilson, G. A. & Dobni, C. B. ([2022](#)). Which innovative methodologies and technologies help improve firm performance? A global study of SMEs. *Research-Technology Management*, 65(4), 50-60. (ABDC = A; Impact Factor = 3.39)

Wilson, G. A. & Perepelkin, J. ([2022](#)). Failure learning orientation, entrepreneurial orientation, and financial performance among U.S. biotechnology firms. *Journal of Small Business Management*, 60(4), 786-804. (ABDC = A; Impact Factor = 6.88)

PEER-REVIEWED PUBLICATIONS ALL (37)

1. Dobni, C. B., Stolworthy, J., **Wilson, G. A.**, Case, T., & Keating, J. P. ([In Press](#)). Innovation culture, technology transfer, & performance: An empirical examination of the U.S. Department of Energy Laboratories. *The Journal of Technology Transfer*.
2. Matricano, D., Liguori, E. W., & **Wilson, G. A.** ([In Press](#)). Innovative startups and local development: An investigation of the relevance of entrepreneurs' age in rural vs. urban areas. *Entrepreneurship & Regional Development*.
3. **Wilson, G. A.**, Pennycook, G., & Weber, T. J. ([In Press](#)). Indicating consumer benefits increases willingness to pay for genetically modified foods even among the close-minded and overconfident. *Journal of International Food & Agribusiness Marketing*.
4. **Wilson, G. A.**, Case, T., Dobni, C. B., & Liguori, E. W. ([2025](#)). The limitations of open innovation: An examination of innovation orientation, open innovation, and performance in North America. *Management Decision*, 63(8), 2941-2957.
5. York, J. M., Turner, N., **Wilson, G. A.**, & Hussles, S. ([2025](#)). Translating management research into practice: A six-step path to engage stakeholders. *Cogent Business & Management*, 12(1), 2475988.
6. **Wilson, G. A.**, Jogia, J., & Pitariu, A. ([2025](#)). Financialization and vertical integration enhance renter-perceived property owner effectiveness. *Property Management*, 43(3), 433-447.
7. **Wilson, G. A.**, Jogia, J., & Liguori, E. W. ([2024](#)). The mediating roles of financialization and vertical integration in the innovation culture and performance relationship: An examination of SME investment firms. *Journal of Small Business Management*, 63(3), 1172-1197.
8. **Wilson, G. A.** & Jogia, J. ([2024](#)). Examining personal financial advisors' knowledge, client recommendations, and personal investments in private real estate and real estate investment trusts (REITs). *Journal of Financial Services Marketing*, 29(3), 729-744.
9. Liguori, E. W., Muldoon, J., Ogundana, O. M., Lee, Y., & **Wilson, G. A.** ([2024](#)). Charting the future of entrepreneurship: a roadmap for interdisciplinary research and societal impact. *Cogent Business & Management*, 11(1), 2314218.

10. Liguori, E. W., Lee, Y., **Wilson, G. A.**, Ogundana, O. M., & Muldoon, J. (2024). Unveiling cogent insights: Exploring the frontiers of entrepreneurship and innovation through relevant and rigorous research. *Cogent Business & Management*, 11(1), 2288356.
11. Dobni, C. B. & **Wilson, G. A.** (2024). Measuring cultural readiness for innovation: Six essential questions. *Journal of Business Strategy*, 45(1), 25-32.
12. **Wilson, G. A.**, Jogia, J., & Case, T. (2024). Post-pandemic rental housing affordability economics in the U.S., U.K., & Canada. *Economic Analysis Letters*, 3(2), 74-83.
13. Perepelkin, J. & **Wilson, G. A.** (2023). The mediating role of burnout in the anxiety and work engagement relationship. *Journal of Health Management*, 25(4), 860-869.
14. **Wilson, G. A.**, Millard, G., & Hills, C. (2023). An international examination of market orientation and performance in residential property management. *Property Management*, 41(5), 618-628.
15. Fox, K. & **Wilson, G. A.** (2023). Projecting complex categories: Biodynamic wine producers' online identity. *Qualitative Market Research*, 26(5), 579-599.
16. **Wilson, G. A.** & Liguori, E. W. (2023). Market orientation, failure learning orientation, and financial performance. *Journal of Small Business Management*, 61(6), 3027-3045.
17. Klassen, M., **Wilson, G. A.**, & Dobni, C. B. (2023). The long game of innovation and value creation. *Journal of Business Strategy*, 44(2), 183-190.
18. **Wilson, G. A.**, Case, T., & Dobni, C. B. (2023). A global study of innovation-oriented firms: Dimensions, practices, and performance. *Technological Forecasting & Social Change*, 187, 22257.
19. Dobni, C. B. & **Wilson, G. A.** (2023). Redefining business strategy in a post-pandemic world: Interviews with two CEOs. *Journal of the International Council for Small Business*, 4(2), 196-211.
20. **Wilson, G. A.** & York, J. M. (2023). Reducing risk & increasing performance in the biotechnology industry. *Journal of the International Council for Small Business*, 4(2), 184-195.
21. **Wilson, G. A.**, Jogia, J., & Millard, G. (2023). Vertical integration & performance in residential real estate. *Critical Housing Analysis*, 10(1), 1-13.
22. **Wilson, G. A.**, Perepelkin, J., & Zhang, D. D. (2022). Improving pharmacy performance through market orientation and the implementation of expanded pharmacy services. *Health Marketing Quarterly*, 39(3), 280-296.
23. **Wilson, G. A.** & Dobni, C. B. (2022). Which innovative methodologies and technologies help improve firm performance? A global study of SMEs. *Research-Technology Management*, 65(4), 50-60.
24. **Wilson, G. A.** & Perepelkin, J. (2022). Failure learning orientation, entrepreneurial orientation, and financial performance among U.S. biotechnology firms. *Journal of Small Business Management*, 60(4), 786-804.
25. Murphy, W. H. & **Wilson, G. A.** (2022). Dynamic capabilities and stakeholder theory explanation of superior performance among award-winning hospitals. *International Journal of Healthcare Management*, 15(3), 211-219.
26. Dobni, C. B., **Wilson, G. A.**, & Klassen, M. (2022). Business practices of highly innovative Japanese firms. *Asia Pacific Management Review*, 27(2), 155-162.

27. **Wilson, G. A.** & Giuffre, A. (2022). Private rental target markets: A comprehensive spectrum. *International Real Estate Review*, 25(1), 137-159.
28. Eppley, H. B., Zhou, W., **Wilson, G. A.**, Toscani, M., & York, J. M. (2021). Using lean startup to discover customers in the mHealth industry: Current landscape and challenges. *Journal of Commercial Biotechnology*, 26(3), 25-38.
29. Dobni, C. B., Klassen, M., & **Wilson, G. A.** (2021). Five strategy shifts for innovation. *Strategy & Leadership*, 49(2), 36-40.
30. Broderick, J. E. & **Wilson, G. A.** (2020). A female perspective of implementing a failure learning orientation. *Journal of Innovation Management*, 8(3), 109-123.
31. **Wilson, G. A.**, Perepelkin, J., & Zhang, D. D. (2020). The roles of diversification and specialization in the entrepreneurial orientation and performance relationship. *Journal of Small Business & Entrepreneurship*, 32(5), 457-476.
32. **Wilson, G. A.** & Dobni, C. B. (2020). Implementing a failure learning orientation. *International Technology Management Review*, 9(1), 27-33.
33. **Wilson, G. A.** & Slobodzian, A. D. (2020). Enhancing financial performance by pharmacy innovation. *Canadian Journal of Administrative Sciences*, 37(4), 459-46.
34. **Wilson, G. A.** (2019). Failure learning orientation and technology start-up performance. *Journal of High Technology Management Research*, 30(2), 1-9.
35. **Wilson, G. A.** & Zhang, D. D. (2018). The marketing of genetically modified food with direct and indirect consumer benefits: An analysis of willingness to pay. *Journal of Commercial Biotechnology*, 24(2), 27-39.
36. Perepelkin, J. & **Wilson, G. A.** (2018). Incentivizing choice of community pharmacy. *Journal of Pharmaceutical Health Services Research*, 9(4), 347-359.
37. **Wilson, G. A.**, Perepelkin, J., Zhang, D. D., & Vachon, M. A. (2014). Market orientation, alliance orientation, and business performance in the biotechnology industry. *Journal of Commercial Biotechnology*, 20(2), 32-40.

BOOKS & BOOK CHAPTERS

- Swanson, L. A. & **Wilson, G. A.** (2023). *Entrepreneurship, innovation, and technology management* (2nd ed.). Kendall-Hunt Publishing Company.
- Swanson, L. A. & **Wilson, G. A.** (2021). *Entrepreneurship, innovation, and technology management* (1st ed.). Kendall-Hunt Publishing Company.
- Wilson, G. A.** (2015). *Market segmentation and strategy*. In Hindmarsh et al. (Eds.), *Pharmacy management in Canada* (pp. 50-58). Canadian Foundation for Pharmacy.

AWARDS

- Teaching Innovation Grant. (2024). Hill & Levene Schools of Business, University of Regina, Regina, SK, Canada.

Chartered Professional Accountants (CPA) Research Impact Award. (2023). Hill & Levene Schools of Business, University of Regina, Regina, SK, Canada.

Rowan Center for Innovation & Entrepreneurship Fellowship Award. (2021). Rowan University, Glassboro, NJ, USA.

Best Paper Award. (2019). The role of market orientation and expanded service implementation in furthering pharmacy performance, Healthcare Management Division, Administrative Sciences Association of Canada, St. Catharines, ON, Canada.

PEER-REVIEWED CONFERENCE PRESENTATIONS

York, J., **Wilson, G. A.**, Turner, N., & Hussels, S. (2023). Translating research to practice. California Entrepreneurship Educators Conference, San Diego, CA, April 20-22, 2023.

Perepelkin, J. & **Wilson, G. A.** (2022). The mediating role of burnout in the anxiety and work engagement relationship. Administrative Sciences Association of Canada, Virtual, June 7, 2022.

Jouzi, N., Weiss, J. Lee, Y., **Wilson, G. A.**, & York, J. M. (2022). Effective strategic growth planning impact on financial performance in retail pharmacy. Administrative Sciences Association of Canada, Virtual, June 7, 2022.

Dobni, C. B., **Wilson, G. A.**, & Klassen, M. (2021). Methodologies and technologies of Japanese innovation-oriented firms. Administrative Sciences Association of Canada, Virtual, June 12 & 15, 2021.

Wilson, G. A. & Dobni, C. B. (2021). A global exploration of innovation orientation and performance. Administrative Sciences Association of Canada, Virtual, June 12 & 15, 2021.

Wilson, G. A. (2021). Failure learning orientation: Concept & empirical significance. California Entrepreneurship Educators Conference, San Diego, CA, Virtual, April 15-16, 2021.

Wilson, G. A. & Perepelkin, J. (2020). Failure learning orientation, entrepreneurial orientation, and biotechnology firm performance. Administrative Sciences Association of Canada, Virtual, June 12 & 15, 2020.

Wilson, G. A. & Murphy, W. H. (2020). A dynamic capabilities and stakeholder theory explanation of how hospitals earning the Baldrige quality in health care award have superior health care performance. Administrative Sciences Association of Canada, Virtual, June 12 & 15, 2020.

Wilson, G. A., Perepelkin, J., & Zhang, D. D. (2019). The role of market orientation and expanded service implementation in furthering pharmacy performance. Administrative Sciences Association of Canada, St. Catharines, ON, May 24-27, 2019.

Wilson, G. A. & Zhang, D. D. (2016). The value of GM2: Exploring consumer willingness to pay for GM2 food. Global Biotechnology Congress, Boston, MA, August 22, 2016.

Wilson, G. A. & Perepelkin, J. (2013). Market orientation, entrepreneurial orientation, and business performance in the Canadian biotechnology industry. Administrative Sciences Association of Canada, Calgary, AB, June 9, 2013.

INVITED PRESENTATIONS

- Wilson, G. A.** (2025). Nuclear Communications Panel. Canadian Nuclear Association Conference, Ottawa, ON, April 15, 2025.
- Wilson, G. A.** (2024). Open innovation: Navigating value, limitations, and best practices for corporate excellence. SaskPower, Regina, SK, March 21, 2024.
- Wilson, G. A.** (2023). Creating an innovation culture & failure learning orientation. SaskPower, Regina, SK, November 8, 2023.
- Case, T. & **Wilson, G. A.** (2023). Risk & opportunity mapping. BE Power Equipment, Abbotsford, BC, September 27-28, 2023.
- Wilson, G. A.** (2023). Moneyball for business: The power of data in management decision-making. SaskTel, Regina, SK, April 28, 2023.
- Wilson, G. A.** & Pennycook, G. (2023). Understanding consumers' support and willingness-to-pay for genetically modified (GM) food. Orfalea College of Business, California Polytechnic State University, San Luis Obispo, CA, March 9, 2023.
- Wilson, G. A.** (2022). The power of the brand. Saskatchewan Professional Marketing Association, Virtual, December 16, 2022.
- Wilson, G. A.** (2022). Failure learning orientation, entrepreneurial orientation, and financial performance among U.S. biotechnology firms. School of Innovation & Entrepreneurship, Rowan University, Glassboro, NJ, November 7, 2022.
- Wilson, G. A.** (2022). Creating a compelling value proposition. Canadian Society for Professional Event Planners (CanSPEP), Saskatoon, SK, August 5, 2022.
- Wilson, G. A.** (2022). Social entrepreneurship & environmental, social, & corporate governance (ESG) reporting. Women Entrepreneurs Saskatchewan (WESK) Summit, Saskatoon, SK, May 26, 2022.
- Wilson, G. A.** (2022). Exploring & defining private rental target markets in Canada. Prairie Consumer Behaviour Symposium, Regina, SK, May 12-13, 2022.
- Wilson, G. A.** & Zhang, D. D. (2019). Exploring consumers' fear of genetically modified food. Rupert's Land Consumer Behaviour Symposium, Saskatoon, SK, May 23-24, 2019.
- Wilson, G. A.**, Perepelkin, J., & Zhang, D. D. (2016). Market orientation and entrepreneurial orientation in retail pharmacy. Rupert's Land Consumer Behaviour Symposium, Saskatoon, SK, May 26, 2016.
- Wilson, G. A.** & Phillips, B. J. (2011). Prescription drug advertising compliance and appeals in the United States and Canada: A content analysis. Annual Rupert's Land Consumer Behaviour Symposium, Regina, SK, May 13, 2011.

RESEARCH FUNDING

Dean's Special Research Grant: "Consumers' willingness to accept and pay for nuclear power in Canada and the U.S." (PI)	\$8,050	2023
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Enactus Canada: “Assessing the innovation orientation of university students” (PI)	\$5,500	2023
Dean’s Special Research Grant: “Understanding open innovation: Benefits and limitations” (PI)	\$9,450	2022
RBC Women in Leadership: “Female entrepreneurial marketing” (PI)	\$25,000	2022
SSHRC Explore: “Exploring retail pharmacists burnout and work engagement” (Co-PI)	\$7,000	2021
Enactus Canada: “Entrepreneurial attitudes and intentions” (Co-PI)	\$5,000	2020
Agriculture and Agri-Food Canada: “Consumer knowledge of camelina’s health benefits” (Co-PI)	\$5,000	2020
Saskatchewan Pork Development Board: “Strategic management and marketing of pork in Canada” (PI)	\$7,000	2019

THESES SUPERVISION

Jenna Broderick - (M.Sc.) <i>Failure learning orientation and innovation orientation in female-led organizations</i> (University of Regina)	2022 - present
Brooke Listwin - (B.Comm.) <i>The impacts of COVID-19 on female entrepreneurial motivations in Canada</i> (University of Saskatchewan)	2020 - 2021
Jenna Broderick - (B.Comm.) <i>Female perspective of implementing a failure learning orientation</i> (University of Saskatchewan)	2019 - 2020
Vivien Varga - (B.Comm.) <i>Entrepreneurial attitudes and intentions of entrepreneurship students</i> (University of Saskatchewan)	2019 - 2020

POPULAR PRESS ARTICLES

Wilson, G. A. & Case, T. (2024, February 4). Two-thirds of Canadian and American renters are in unaffordable housing situations. *The Conversation*. <https://theconversation.com/two-thirds-of-canadian-and-american-renters-are-in-unaffordable-housing-situations-221954>

Wilson, G. A. (2023, April 3). Renters have stepped up efforts to address the housing crisis — it’s time for property managers to do the same. *National Post*. <https://nationalpost.com/pmnn/news-pmn/renters-have-stepped-up-efforts-to-address-the-housing-crisis-a%C2%81-its-time-for-property-managers-to-do-the-same>

Wilson, G. A. (2023, April 2). Renters have stepped up efforts to address the housing crisis — it’s time for property managers to do the same. *The Conversation*. <https://theconversation.com/renters-have-stepped-up-efforts-to-address-the-housing-crisis-its-time-for-property-managers-to-do-the-same-201624>

Wilson, G. A. & Case, T. (2023, January 19). Why your company needs an innovation strategy in 2023. *National Post*. <https://nationalpost.com/pmnn/news-pmn/why-your-company-needs-an-innovation-strategy-in-2023>

Wilson, G. A. & Case, T. (2023, January 18). Why your company needs an innovation strategy in 2023. *The Conversation*. <https://theconversation.com/why-your-company-needs-an-innovation-strategy-in-2023-197186>

- Wilson, G. A.** (2022, January 25). 3 ways successful businesses fuel innovation. *The World Economic Forum*. <https://www.weforum.org/agenda/2022/01/business-innovation-performance-2022-covid/>
- Wilson, G. A.** (2022, January 18). 3 ways for businesses to fuel innovation and drive performance. *National Post*. <https://nationalpost.com/pmnn/news-pmnn/3-ways-for-businesses-to-fuel-innovation-and-drive-performance>
- Wilson, G. A.** (2022, January 17). 3 ways for businesses to fuel innovation and drive performance. *The Conversation*. <https://theconversation.com/3-ways-for-businesses-to-fuel-innovation-and-drive-performance-174276>
- Wilson, G. A.** (2021, October 22). Companies operating at sea must embrace conservation and sustainability — and not wait to be forced into it. *National Post*. <https://nationalpost.com/pmnn/news-pmnn/companies-operating-at-sea-must-embrace-conservation-and-sustainability-and-not-wait-to-be-forced-into-it>
- Wilson, G. A.** (2021, October 21). Companies operating at sea must embrace conservation and sustainability — and not wait to be forced into it. *The Conversation*. <https://theconversation.com/companies-operating-at-sea-must-embrace-conservation-and-sustainability-and-not-wait-to-be-forced-into-it-168923>
- Wilson, G. A.** (2021, March 25). As inflation looms, here's how real estate and farmland have protected investors. *National Post*. <https://nationalpost.com/pmnn/news-pmnn/as-inflation-looms-heres-how-real-estate-and-farmland-have-protected-investors>
- Wilson, G. A.** (2021, March 24). As inflation looms, here's how real estate and farmland have protected investors. *The Conversation*. <https://theconversation.com/as-inflation-looms-heres-how-real-estate-and-farmland-have-protected-investors-155854>
- Wilson, G. A.** (2020, May 31). Canada's farmland is a wise investment — During and after the coronavirus. *The Conversation*. <https://theconversation.com/canadas-farmland-is-a-wise-investment-during-and-after-the-coronavirus-138878>
- Wilson, G. A.** (2020, April 15). Distinguishing between wants and needs during the coronavirus pandemic. *The Conversation*. <https://theconversation.com/distinguishing-between-wants-and-needs-during-the-coronavirus-pandemic-135656>
- Wilson, G. A.** (2019, December 15). “The prime effect” means retailers must innovate during the holidays and beyond. *The Conversation*. <https://theconversation.com/the-primeeffect-means-retailers-must-innovate-during-the-holidays-and-beyond-128359>
- Wilson, G. A.** (2019, August 15). Technology start-ups that fail fast succeed faster. *The Conversation*. <https://theconversation.com/technology-start-ups-that-fail-fast-succeed-faster-121422>
- Wilson, G. A.** (2019, August 1). Expanding pharmacy services increases both health-care and profit outcomes. *The Conversation*. <https://theconversation.com/expanding-pharmacy-services-increases-both-health-care-and-profit-outcomes-120885>
- Zhang, D. D. & **Wilson, G. A.** (2018, June 29). How to show consumers the benefits of genetically modified foods. *National Post*. <https://nationalpost.com/pmnn/news-pmnn/how-to-show-consumers-the-benefits-of-genetically-modified-foods>

Zhang, D. D. & **Wilson, G. A.** (2018, June 28). How to show consumers the benefits of genetically modified foods. *The Conversation*. <https://theconversation.com/how-to-show-consumers-the-benefits-of-genetically-modified-foods-97890>

RESEARCH WHITE PAPERS

Wilson, G. A., Jogia, J., Millard, G. (2023, June 19). Why global financial advisors embrace private REITs as strategic investments. *Investment Executive*. <https://www.investmentexecutive.com/feature/a-partner-report-from-avenue-living>

Wilson, G. A. (2022, August 5). Interest rates & multi-family residential real estate. <https://www.avenuelivingam.com/insights/interest-rates-multi-family-residential-real-estate/>

Wilson, G. A. (2022, July 19). Diversification with and within real estate. <https://www.avenuelivingam.com/insights/diversification-with-and-within-real-estate/>

Wilson, G. A. (2022, March 18). Re-examining a hedge against inflation: Multi-family residential real estate. <https://www.avenuelivingam.com/insights/white-paper-re-examining-a-hedge-against-inflation-multi-family-residential-real-estate/>

Wilson, G. A. (2021, May 28). Alternative investments: A strategic portfolio inclusion. <https://www.avenuelivingam.com/insights/alternative-investments-a-strategic-portfolio-inclusion/>

Wilson, G. A. (2021, April 1). Sustainable real estate investing. <https://www.avenuelivingam.com/insights/sustainable-real-estate-investing/>

Wilson, G. A. (2021, February 26). Canadian real estate & farmland: A hedge against inflation. <https://www.avenuelivingam.com/insights/canadian-real-estate-farmland-a-hedge-against-inflation/>

Wilson, G. A. (2021, January 19). Economically problematic: An empirical examination of CMHC's affordability program for existing rental housing stock. <https://www.avenuelivingam.com/insights/economically-problematic-an-empirical-examination-of-cmhcs-affordability-program-for-existing-rental-housing-stock/>

Wilson, G. A. (2020, November 1). Enhanced competitiveness through vertical integration. <https://valonetworks.com/wp-content/uploads/2020/11/Enhanced-Competitiveness-Through-Vertical-Integration-Grant-Alexander-Wilson-Ph.D.-.pdf>

Wilson, G. A. (2020, July 2). Consumer prioritization of needs during COVID-19. <https://www.avenuelivingam.com/insights/consumer-prioritization-of-needs-during-covid-19/>

Wilson, G. A. (2020, June 12). Essential workers, workforce housing, & property investing. <https://www.avenuelivingam.com/insights/essential-workers-workforce-housing-property-investing/>

Wilson, G. A. (2020, May 22). Population growth, food demand & farmland investment. <https://www.avenuelivingam.com/insights/population-growth-food-demand-farmland-investment/>

Wilson, G. A. (2020, April 20). The economic effects of COVID-19 rental assistance. <https://www.avenuelivingam.com/insights/economic-effects-covid-19-rental-assistance/>

UNIVERSITY OF REGINA TEACHING EXPERIENCE

Introduction to Business – BUS 100 (x1)	2021
Introduction to Marketing – BUS 210 (x6)	2021 - present
Digital Marketing – BUS 317 (x2)	2022 - 2023
B2B Marketing & Sales – BUS 416 (x5)	2023 - present
Research Methods in Management – GBUS 838 (x4)	2023 - present
Business Research Methods – EMBA 855 (x1)	2023

UNIVERSITY OF SASKATCHEWAN TEACHING EXPERIENCE

Business Decision Making – BAC 37 (x4)	2015 - 2018
Introduction to Business – COMM 101 (x8)	2016 - 2020
Introduction to Business Management – COMM 102 (x3)	2018 - 2020
Introduction to Marketing – COMM 204 (x4)	2017 - 2021
Entrepreneurship & Small Business Management – ENT 310 (x1)	2018
Entrepreneurship & Venture Development – COMM 447 (x12)	2018 - 2021
Technology Commercialization – COMM 346 (x2)	2020 - 2021

UNIVERSITY SERVICE

Research Program Lead, Hill & Levene Schools of Business	2023 - present
Tenure-Track Marketing Hiring Committee, Hill & Levene Schools of Business	2025
Research Committee, Hill & Levene Schools of Business	2022 - present
Associate Dean (Undergraduate) Search Committee, Hill & Levene Schools of Business	2023
Faculty Advisor, Enactus Regina	2022 - 2023
Governance Committee for Academic Technologies, University of Regina	2022 - present
Faculty Coordinator, Prince's Trust Operation Entrepreneur	2022 - present
Faculty Advisor, Enactus University of Saskatchewan	2018 - 2021

ACADEMIC SERVICE

Ad Hoc Reviewer. (2020-present). *Administrative Sciences Association of Canada, Entrepreneurship Education and Pedagogy, Journal of High Technology Management Research, Journal of Innovation Management, Journal of Small Business & Entrepreneurship, Journal of Small Business Management, Management Decision, Strategy & Leadership, Technology Analysis & Strategic Management*, and *The Learning Organization*.

Associate Editor (2023-2024). *Cogent Business & Management*.

Divisional Chair (2020-2023). Healthcare Management Division, Administrative Sciences Association of Canada (ASAC).

Divisional Coordinator. (2019-2020). Healthcare Management Division, Administrative Sciences Association of Canada (ASAC).

COMMUNITY SERVICE

Head Coach. (2026). U11A Saints, Regina Minor Softball League (RMSL).

Assistant Coach. (2025-2026). 2Extreme U12B, Regina Ringette Association (RRA).

Assistant Coach. (2025-2026). FUN3 Sharks, Regina Ringette Association (RRA).

Head Coach. (2025). U9 Wilson, Fall Ball, Regina Minor Softball League (RMSL).

Assistant Coach. (2025). U11 White Caps, Fall Ball, Regina Minor Softball League (RMSL).

Assistant Coach. (2025). U11A Legends, U.S. Travel Team.

Assistant Coach. (2025). U11A Lasers, Regina Minor Softball League (RMSL).

Head Coach. (2025). U7 Seahorses, Regina Minor Softball League (RMSL).

Head Coach. (2024-2025). FUN2 Bunnies, Regina Ringette Association (RRA).

Assistant Coach. (2024-2025). FUN3 Sharks, Regina Ringette Association (RRA).

Head Coach. (2024). U9 Blitz, Regina Minor Softball League (RMSL).

Head Coach. (2024). U7 Frozen, Regina Minor Softball League (RMSL).

Assistant Coach. (2023-2024). FUN1 Bunnies, Regina Ringette Association (RRA).

Head Coach. (2023). U9 Blitz, Regina Minor Softball League (RMSL).

Head Coach. (2023). U5 Butterflies, Regina Minor Softball League (RMSL).

Assistant Coach. (2022-2023). FUN2 Penguins, Regina Ringette Association (RRA).

Head Coach. (2022). U7 Grasshoppers, Regina Minor Softball League (RMSL).

Assistant Coach. (2021). U7 Lasers, Saskatoon Minor Softball League (SMSL).

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