

Peter W. Moroz, BA, MPA, PhD.	232 Greenbryre Terrace
	Corman Park, SK, S7V 0J4
Associate Professor – Entrepreneurship, Innovation and Social Venturing	Phone: (306)-343-3384
	Peter.moroz@uregina.ca

Education

Ph.D. in Entrepreneurship and Innovation
Center for Entrepreneurship, Innovation and Community
Faculty of Business and Law
Deakin University
Melbourne, Australia
Completion date: April, 2012
Thesis Title: Entrepreneurship at University: Context, Process and Performance
Areas of Study: Entrepreneurship and Innovation Policy

PhD Candidate Entrepreneurship (2007 –2009)
Australian Graduate School of Entrepreneurship
Swinburne University of Technology
Melbourne, Australia

Areas of Study: Entrepreneurship and Innovation Policy

Masters of Public Policy Economics (2006)
University of Regina,
Regina, SK
Thesis Title:
Areas of Study: Interdisciplinary studies in Economics, Innovation and Public Policy

Bachelor of Business Administration (non degree, transferred to Masters Program)
Athabasca University,
Athabasca, AB.
Areas of Study: Business economics

Bachelor of Arts (1998)
University of Saskatchewan,
Saskatoon, SK.

Areas of Study: Dual Major: Political Science/English Literature Studies

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Employment

Associate Professor – Entrepreneurship and Innovation (2011-current)

Paul J. Hill School of Business

University of Regina

- Tenured position
- Courses: BUS 476XX ICED capstone class (building syllabus with Aldene Meis-Mason)
- Courses: BUS 201, Innovation, Creativity Entrepreneurship and Design; (built this class from the ground up)
- BUS 302 Small Business Modeling and Feasibility; (built this course from the ground up using the lean canvas/business model canvas approach)
- BUS 304 Innovation and Creativity;
- BUS 340 Public Finance; (created several experiential components to this class, including the Welfare Monopoly game)
- BUS 306 Ethics and Decision Making (created several experiential components to this class including the K-ball participation marks game).

Research Associate (2008-2010)

University Industry Liaison Office

University of Regina

- Project Manager, Intellectual Property Management Research Grant, SSHRC
- Researcher

Consultant (2007-2011)

Frost Magenta Consulting - Saskatoon, SK.

- Indigenous community and economic development policy
- New venture facilitation/ business planning
- Indigenous management
- Entrepreneurship education
- Business and economic policy
- Strategic planning - communication

Projects

- Athabasca Potash Inc. Strategic planning and advice on new venture /community partnerships on Burr project
- Stakeholder strategy research Viterra / ABB merger (contracted through Creative Fire)

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- Office of the Federal Interlocutor for Métis and Non-Status Indians at Indian and Northern Affairs Canada – Project: Aboriginal Economic Development in Canada: A Proposal for a Comprehensive Academic Review of Best Practices, Policies and Strategy
- ING Financial - Business Plan Development, Docklands Development, Melbourne, Australia
- Office of the Treaty Commissioner – Project: State of Treaty First Nations Economic and Business Development in Saskatchewan
- First Nations University: Development of entrepreneurship education programs and curriculum development
- Athabasca University: Curriculum development: Indigenous Management Studies 400
- Starblanket First Nation: New Venture Assessment Project
- Carry the Kettle First Nation: Community Development Project
- First Nations University: Program and curriculum development, entrepreneurship
- First Nations Agricultural Council of Saskatchewan: Report – Feasibility Study
- Regina Food Bank Labor Market - Intermediary Labor Market Study

Sessional Lecturer (2007-2008)

University of Saskatchewan

- Decision Making II COMM 306
- Indigenous Economic Development MBA 817

Researcher (2005-2006)

University of Regina – Dr. Robert Anderson, Regina, SK

- SME's and entrepreneurship
- Indigenous Management and Community Development

University of Regina – Dr. Anne Lavack, Regina, SK

- Corporate Social Responsibility.

Associate Research Analyst (2001-2003)

University of Saskatchewan – Department of Agricultural Economics

- Special Projects Manager: Strategic framework for entrepreneurship education
- Conference Coordinator
- International Trade Protocols and Bio safety
- Market Development: Carbon Trading Initiatives
- Specialty Livestock Business Development

Special Advisor to Cabinet (1999-2001)

Executive Council - Government of Saskatchewan

- Responsible for the overall operation of the SCO, including staff direction and supervision

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- Co-ordinate the administrative and communication requirements of members of Cabinet and their designates attending the SCO
- Establish and maintain positive working relationships with business organizations, community groups and associations within Saskatoon
- Maintain communications between key sectors within the community, government departments and Crown corporations
- Facilitate the coordination of strategic initiatives and economic development between various public and private sectors
- Local and provincial policy analysis on government issues.
- Co-ordinate news conferences in consultation with Media Services
- Provide briefings for the Premier, Cabinet and senior officials, in preparation for meetings appointments, and public events
- Field enquiries from government and other officials, constituents and the public

Publications and Presentations

Relevant Research Contributions

Research funding applications under review

Colbourne, R., Moroz, P.W., Lendsay, K, & Hall, C. (2021). Two-Eyed Seeing: Applying Indigenous Knowledge Systems to Solving the World's Wicked Problems. *New Frontiers in Research Fund – Transformation 2020*. (Notice of Intent Submitted).

Colbourne, R. (PI), Moroz, P.W., and Anderson, R. (2021). How Indigenous venture creation activities interact with and/or are influenced by Indigenous and non-Indigenous entrepreneurship ecosystems in Canada. *SSHRC Insight Development Grant*. Funding requested: \$170,885.

Teaching cases under development

Moroz, P.W., & Parker, S., & Steinenger, A. (2021). *Salon Scale: Developing identity-based customer relationships for digital start-up growth*. Ivey Publishing.

Papers under development

Moroz, P.W., Sierra, O., & Street, C. (2021). A process theory perspective of start-up accelerator performance. Working paper to be submitted to *International Entrepreneurship and Management Journal*.

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Moroz, P.W. (2020). “Entrepreneurial exit: testing the factors that lead to the successful generational transfer of cultural leadership”. Working paper to be submitted to *Journal of Small Business Management*.

Papers under review and or resubmission

Moroz, P.W. & Gordon, M., (2020). “Bricolage or Breakolage? Historically, mapping the impact of complex resource constraints on collective entrepreneurship”. *Entrepreneurship & Regional Development*. Currently under review.

Papers in peer reviewed publications

*Colbourne, R., Moroz, P.W., Hall, C., Lendsay, K., and Anderson, R. (2020) Indigenous Works and two-eyed seeing: mapping the case for Indigenous-led research. *Qualitative Research in Organizational Management*. *X(x)*, p. xx-xx.

*Moroz, P.W. & Gamble, E. (2020). Business model innovation as a window into adaptive tensions: Five paths on the B corp journey. *Journal of Business Research*. *X(x)*, p. xx-xx.

*Jongwe, A., Gordon, M., Anderson, R. & Moroz, P.W. (2020). Strategic Alliances in Firm Centric and Collective Contexts: Implications for Sustainable Development. *Economies*. *X(x)*, pp. xx-xx.

*Gamble, E., Moroz, P.W., & Parker, S. (2019). Measuring the Integration of Social and Environmental Missions in Hybrid Organizations. *Journal of Business Ethics*, 1-14

*Parker, S., Gamble, E., Moroz, P.W., & Branzei, O. (2019). The Impact of B Lab Certification on Firm Growth. *Academy of Management Discoveries*, 5(1), 57-77.

* Branzei, O., Parker, S. C., Moroz, P. W., & Gamble, E. (2018). Going pro-social: Extending the individual-venture nexus to the collective level. *Journal of Business Venturing*, 33(5), 551-565.

* Moroz, P. W., Branzei, O., Parker, S. C., & Gamble, E. N. (2018). Imprinting with purpose: Prosocial opportunities and B Corp certification. *Journal of Business Venturing*, 33(2), 117-129.

*Gordon, M. E., Kayseas, B., & Moroz, P. W. (2017). New venture creation and opportunity structure constraints: Indigenous-controlled development through joint ventures in the Canadian potash industry. *Small Enterprise Research*, 24(1), 1-22.

*Dana, L.P., Moroz, P.W., Kayseas, B., and Anderson R. (2016). Toward an understanding of Indigenous rights and their impact on development. *Academy of Management Annals*, Best Paper Submission (January) #11493.

*Moroz, P. W., Kayseas, B., & Anderson, R. B. (2014). Using strategic alliances to facilitate community-based new venture creation. *International Journal of Entrepreneurship and Small Business*, 22(1), 36-49.

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*Gamble, E. N., & Moroz, P. W. (2014). Unpacking not-for-profit performance. *Journal of Social Entrepreneurship*, 5(1), 77-106.

*Moroz, P.W., & Kayseas, B. (2013). Extending Ethnic and Minority Entrepreneurship Research to an Indigenous Context. *Journal of Australian Indigenous Issues*. 15(4), 76-97.

*Moroz, P.W., & Hindle, K. (2012) Entrepreneurship as a Process: Toward Harmonizing Multiple Perspectives. *Entrepreneurship, Theory & Practice*. 36(4), 718-818.

Pilgaard, O., Moroz, P.W. & Neergard, H. (2010). “An Auto-Ethnographic Perspective on Academic Entrepreneurship: Implications for research in the social sciences and humanities.” *Academy of Management Perspectives*. 24(1), 46-61.

Hindle, K., & Moroz, P. (2010). Indigenous entrepreneurship as a research field: developing a definitional framework from the emerging canon. *International Entrepreneurship and Management Journal*, 6(4), 357-385.

Refereed books & handbook chapters

*Kayseas, B., Moroz, P.W., and Anderson, R. (2016). Strategic Alliances, Partnerships and Joint Ventures in an Indigenous Context. *Aboriginal Business in Canada*. Brown, K., Doucette, M.B. and Tulk, E. (Eds). Cape Breton University Press.

Papers in peer reviewed conferences

Moroz, P.W. & Gordon, M. (2019). Entrepreneurship as “playing the ground”: exploring the process of institutional defiance through an examination of common property organizing. Sustainability, Ethics and Entrepreneurship Conference, Miami, Florida. March.

Moroz, P.W. & Gamble, E., (2019). Starting up Borne ‘B’: Using a business model approach to develop certification strategies for social entrepreneurs. United States Association of Small Business and Entrepreneurship Conference, Tampa, Florida. January.

Moroz, P.W. and Gordon, M. (2018). Bricolage or Breakolage? Mapping the impact of complex resource constraints on community based entrepreneurship. Paper Presented at 2018 Sustainability, Ethics and Entrepreneurship Conference, Washington DC, March 1-3.

Gamble, E., Moroz, P.W. and Parker, S.C. (2018). Categorizing the Social Mission Designs of Hybrid Organizations. Paper Presented at 2018 Sustainability, Ethics and Entrepreneurship Conference, Washington DC, March 1-3.

Jongwe, A., Gordon, M., Moroz, P.W. and Anderson, R. (2018). Corporate/Community Partnerships in an Indigenous Context: A Vehicle for Social Responsibility and Sustainable Development? Presented at Administrative Sciences Association of Canada Conference, Toronto, Ontario. May 24-26th.

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Gordon, M., Kayseas, B., and Moroz, P.W. (2017). Indigenous controlled joint ventures and the transformation of opportunity structure constraints. Paper presented at Academy of Management Conference, Atlanta, Georgia, August 2-5th.

*Moroz, P.W., Gamble, E., and Parker, S. (2016). Signaling Social Value in Startups: The case of B corp organizing. Presented at the Sustainability, Ethics and Entrepreneurship Conference, May 15-18. Denver, Colorado. lead

*Gamble, E., Moroz, P.W. and Parker, S. (2016). B lab certification: Do voluntary social and environmental audits impact growth? Presented at the Academy of Management Conference, August 5-8, Anaheim, California. Equal

*Kayseas, B., Moroz, P.W., Anderson, R., and Dana, LP. (2015). Indigenous Rights and Entrepreneurship: Social capital formation and modes of social regulation. Administrative Sciences Association of Canada, Halifax. Equal

*Moroz, P.W., Gamble, E., & Parker, S. (2014). The interplay between the for-benefit enterprise and traditional CSR strategies. Paper presented at Academy of Management Meeting, Philadelphia., July 29 – Aug 4. lead

*Kayseas, B., Moroz, P.W., Anderson, R., & Dana, L. (2014). Indigenous rights, the formation of social capital and the creation of new ventures. Paper presented at the International Entrepreneurship Forum, Bogota, Columbia, July 31st – August 2nd . equal

*Moroz, P.W., Gamble, E., & Parker, S. (2014). Formalizing the concept of the ‘for benefit’ firm within the social enterprise spectrum. Paper presented at International Conference of Small Business, Dublin, June 11th-14th. lead

*Moroz, P.W. and Kayseas, B. (2013). “Extending Ethnic and Minority Entrepreneurship Research to an Indigenous Context.” Paper to be presented at the United States Association for Research Contributions Peter W. Moroz Small Business (USASBE) Conference, San Francisco, Jan 11-13th. Lead

Beer, H., Gamble, E., Moroz, P.W. (2012). “Increasing the Impact of Social Enterprise: In search of a performance measurement regime.” Presented at the United States Association for Small Business (USASBE) Conference, New Orleans, Louisiana, Jan 11-13th. supervisor

Published peer reviewed case studies (10)

Moroz, P.W., Parker, S., & Steinenger, A. (2020). Conexus Credit Union: Anchoring a cooperative start-up ecosystem. Ivey Publishing.

Gamble, Edward, Moroz, Peter, and Parker, Simon (2016). West Paw Design : B corp Certification and Growth? Ivey Publishing.

Moroz, P.W., Parker, S. and Gamble, E. (2015). Neechie Gear: Pivoting in an Aboriginal Start-up. Ivey Publishing.

Moroz, P.W., Parker, S. and Gamble, E. (2015). Cameco Corporation: Evaluating the benefits and challenges of entering into agreements with First Nations Communities. Ivey Publishing.

Moroz, P., Parker, S. (2014). “Growing Tentree International.” Ivy Case Publishing. London, Ontario (forthcoming).

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Gamble, E., Parker, S., Moroz, P.W., Bagiole, P. & Cassidy, R. (2014). “Entrepreneurial Leadership at Maritime Bus.” Ivey Publishing.

Gamble, E., Moroz, P.W., Thornhill, S., and Beer, H. (2013). “Beanz Vs Starbucks: Personality in a Cup!” Ivey Publishing.

Moroz, P. Gamble, E., and Thornhill, S. (2012). “United Church Housing Corporation.” Ivy Case Publishing. London, Ontario.

Gamble, E., Moroz, P. and Thornhill, S. (2012). “Canadian Police Knowledge Network.” Ivy Case Publishing. London, Ontario.

Gamble, E. Moroz, P.W. & Thornhill, S. (2011). “Shutout Solutions”. Ivey Publishing.

Non peer reviewed publications

Moroz, P.W. (2018). Are First Nations Organizations Viable Partners for Business Succession and Transition in Saskatchewan? Published in Saskatchewan First Nations Economic Development Network Newsletter, April.

Moroz, P.W. and Kayseas, B. (2015). Aboriginal rights, mining of natural resources and you: what does it all mean? Eagle Feather News. May.

Kayseas, B. and Moroz, P.W. (2015). Independent Technical Review of the Draft Indian Oil and Gas Regulations 1995. Project commissioned for Whitebear First Nation in reciprocity for conducting case research.

Kayseas, B. and Moroz, P.W. (2015). Attitudes, knowledge and intentions of Aboriginal students enrolled in K-12 entrepreneurship education courses. Research project commissioned by the Saskatchewan School Boards Association.

Research Projects/Grants

1. 2020. SSHRC Engage Grant (\$26,000). “Engagement levels and career pathways of graduate and doctoral students conducting research with Indigenous peoples.”
2. 2018. SSHRC Indigenous Connections Grant (\$50,000). Co-PI “Research Strategies for Corporate/Indigenous Engagement.”
3. 2017. SSHRC Connections Grant (\$50,000), Co-PI “Before and Beyond Benefit”. Held at Ivey School of Business.
4. 2017-2019. Leaders Council Scholar (\$5000)* 2 year appointment
5. 2016 President’s Seed Fund – Non-Aboriginal to Aboriginal transition/succession (\$5000) PI.
6. 2015. SSHRC VPR Award – Connection Grant – BDC/B corps (\$5000)* PI.
7. 2015. SSBA AYEP Grant (\$20,000)* Co-PI.
8. 2014. Partnership Development Grant, SSHRC, (\$305,000)* Co-PI
9. 2013. President’s Fund Grant, University of Regina (\$4200)* PI
10. 2012. Dean’s Grant, University of Regina (\$3400)* PI
11. 2011. SSHRC Cohort Development Grant, University of Regina: (\$1000)*
12. 2008. SSHRC IOF Proposal: Universities and sustainable regional development: Innovation and knowledge mobilization in the Social Sciences and Humanities POSITION (co-writer): Dr. Robert Anderson, Principal Investigator

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13. 2008. SSHRC Intellectual Property Mobilization (IPM) Grant (March 2008, March 2009), Transforming new knowledge into new value. (\$87,000). Professor Robert Anderson, Principal Investigator
POSITION: Grant co-writer, project manager and doctoral researcher.
14. 2008. SSHRC Grant (March 2008-March 2010) Aboriginal initiatives in the BioEconomy. (\$133,000) POSITION: doctoral researcher.
15. 2007. SSHRC International Opportunities Fund Project Grant (Mar. 2006 to Feb. 2007), Enterprise, People and Place: Community Development in the New Economy (\$60,000 for 1 year), Professor Robert Anderson, Principal Investigator , POSITION: doctoral researcher
16. 2007. SSHRC/Presidents Fund (November 2007 to October 2008), (\$5,000 for 1 year), How entrepreneurship education impacts commercialization.
POSITION: co-investigator.

*Principal Investigator

Committees/Administrative Responsibilities

- 2019-2021** Teaching Committee
- 2018-2021** Grad Funding Special Awards Committee
- 2019-2020** Supervision of International undergraduate research project: Oscar Sierra
- 2018- 2019** Deans Advisory Committee
- 2019** Graduate Supervision: Chandrakar Rayne
- 2018** Graduate Supervision: Eric Michael
- 2017-2018** ICED certificate committee member
- 2017-2018** Research Committee
- 2015-2019** Princes Operation Entrepreneur (POE) Participant (2 modules)
- 2015-2016** Graduate Studies Committee
- 2014-2015** Princes Operation Entrepreneur (POE) Built bootcamp model; Admin rep.
- 2014-2016** Entrepreneurship Area Group – Head
- 2013-2014** DAC
- 2013-2014** Provincial Auditor Committee
- 2013** JDC West Case Writer (2 cases)
- 2011-2012** Faculty Council Representative - Education

Hobbies / Responsibilities

- Raising two little girls and taking care of one big one (executive wife).
- Member of the United States Association of Small Business and Entrepreneurship
- Canvasser and organizer for the Canadian Cancer Society and Kidney Foundation

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- Avid Badminton enthusiast
- Past Treasurer and Executive Committee Member, Toastmasters International
- Academy of Management Entrepreneurship and SIM Division Member

Notable Accomplishments

- 2020 - Rejected for Merit under new system (University saved \$3000 and crushed my spirit to do research – congratulations!)
- 2019 – merit award
- 2018 - Editor of Special Issue in Financial Times to 50 peer reviewed publication – The Journal of Business Venturing – Imprinting with Purpose: Prosocial opportunities and B corp certification.
- 2018 - Editor of Special Issue in Financial Times to 50 peer reviewed publication – The Journal of Business Venturing – Going Prosocial! Extending the individual-venture nexus to the collective level
- Best Paper Nomination (Sustainability, Ethics and Entrepreneurship Conference) 2017
- Best Paper Award (Social Issues in Management) Academy of Management 2016
- Best Paper Award in Social Entrepreneurship USASBE 2013
- Best Doctoral Paper Award USASBE Conference 2011
- NCET2 and SBIR: Research Commercialization Course (2011)
- Best Doctoral Paper Award USASBE Conference 2010
- Full Tuition Scholarship, Deakin University
- Scholarship/Fellowship U of R, 2005
- Scholarship U of R, 2004
- Competent Toastmaster Certification
- AUTM New Venture Facilitation Accreditation

Work References

Dr. Robert Anderson

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Dr. Simon Parker

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London Ontario Canada
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