

CURRICULUM VITAE

FOR

GRANT ALEXANDER WILSON

Assistant Professor of Marketing

Faculty of Business Administration

University of Regina

EDUCATION

Doctor of Philosophy (Ph.D.), University of Saskatchewan, 2018

Thesis: The effect of market orientation, entrepreneurial orientation, and innovation on organizational performance

Master of Science (M.Sc.), University of Saskatchewan, 2013

Thesis: Market orientation, alliance orientation, and business performance in the Canadian biotechnology industry

Bachelor of Commerce (B.Comm.), Honours & Distinction, University of Saskatchewan, 2011

ACADEMIC APPOINTMENTS

Assistant Professor, Faculty of Business Administration, University of Regina, 2021 – Present

Lecturer, Edwards School of Business, University of Saskatchewan, 2018 – 2021

Sessional Lecturer, Edwards School of Business, University of Saskatchewan, 2015 – 2018

INDUSTRY EXPERIENCE

Board Member, Saskatchewan Abilities, 2020 – Present

Vice Chair, Saskatchewan Pork Development Board, 2017 – 2018

Board Member, Farm and Food Care Saskatchewan, 2017 – 2018

Manager of Marketing and Business Analysis, Fast Genetics, Saskatoon, Saskatchewan, 2016 – 2018

Marketing Manager, Fast Genetics, Saskatoon, Saskatchewan, 2013 – 2016

PEER-REVIEWED PUBLICATIONS

- 1) **Wilson, G.A.** & Dobni, C.B. (Accepted). Which innovative methodologies and technologies are most effective in improving firm performance: A global study of SMEs. *Research-Technology Management*.
- 2) 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.
- 3) Dobni, C.B., **Wilson, G.A.**, & Klassen, M. (2021). Business practices of highly innovative Japanese firms. *Asia Pacific Management Review*, In Press. <https://doi.org/10.1016/j.apmr.2021.06.005>
- 4) Dobni, C.B., Klassen, M., & **Wilson, G.A.** (2021). Five strategy shifts for innovation. *Strategy & Leadership*, 49(2) 36-40. <https://doi.org/10.1108/SL-11-2020-0136>
- 5) Murphy, W.H. & **Wilson, G.A.** (2021). Dynamic capabilities and stakeholder theory explanation of superior performance among award-winning hospitals. *International Journal of Healthcare Management*. In Press. <https://doi.org/10.1080/20479700.2020.1870356>
- 6) **Wilson, G.A.** & Perepelkin, J. (2020). Failure learning orientation, entrepreneurial orientation, and financial performance among U.S. biotechnology firms. *Journal of Small Business Management*. In Press. <https://doi.org/10.1080/00472778.2020.1816434>
- 7) Broderick, J.E. & **Wilson, G.A.** (2020). A female perspective of implementing a failure learning orientation. *Journal of Innovation Management*, 8(3), 109-123. https://doi.org/10.24840/2183-0606_008.003_0007
- 8) **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. <https://doi.org/10.1080/08276331.2019.1646532>
- 9) **Wilson, G.A.** & Dobni, C.B. (2020). Implementing a failure learning orientation. *International Technology Management Review*, 9(1), 27-33. <https://doi.org/10.2991/itmr.k.200319.001>
- 10) **Wilson, G.A.** & Slobodzian, A.D. (2020). Enhancing financial performance by pharmacy innovation. *Canadian Journal of Administrative Sciences*, 37(4), 459-467. <https://doi.org/10.1002/cjas.1562>
- 11) **Wilson, G.A.** (2019). Failure learning orientation and technology start-up performance. *Journal of High Technology Management Research*, 30(2), 1-9. <https://doi.org/10.1016/j.hitech.2019.100352>
- 12) **Wilson, G.A.**, Perepelkin, J., & Zhang, D.D. (Accepted). Improving pharmacy performance through market orientation and the implementation of expanded services. *Health Marketing Quarterly*.

- 13) **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. <https://doi.org/10.5912/jcb838>
- 14) Perepelkin, J. & **Wilson, G.A.** (2018). Incentivizing choice of community pharmacy. *Journal of Pharmaceutical Health Services Research*, 9(4), 1-13. <https://doi.org/10.1111/jphs.12242>
- 15) **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. <https://doi.org/10.5912/jcb645>

PEER-REVIEWED CASES

Case, T. & **Wilson, G.A.** (2020). Olymel: Strategic expansion in the pork industry. *Ivey Case Publishing*. <https://www.iveycases.com/ProductView.aspx?id=110895>

BOOKS

Swanson, L.A. & **Wilson, G.A.** (2021). *Entrepreneurship, Innovation, and Technology Management*. Kendall-Hunt Publishing Company.

BOOK CHAPTERS

Wilson, G.A. (2015). *Market Segmentation and Strategy*. In Hindmarsh et al. (Ed.), *Pharmacy Management in Canada* (pp. 50-58). Mississauga, ON: Canadian Foundation for Pharmacy.

AWARDS

Rowan Center for Innovation & Entrepreneurship Fellowship Award, 2021 Rowan University, Glassboro, New Jersey, USA.

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

PEER-REVIEWED CONFERENCE PRESENTATIONS

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. & 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.

SUPERVISION AND ADVISORY SERVICES

Listwin, Brooke, B.Comm. Honours Student, Supervisor, 2020 – 2021

Broderick, Jenna, B.Comm. Honours Student, Supervisor, 2019 – 2020

Varga, Vivien, B.Comm. Honours Student, Co-Supervisor, 2018 – 2019

RESEARCH FUNDING

Perepelkin, J. & **Wilson, G.A.** Exploring retail pharmacists burnout and work engagement, \$7,000 (CAD), SSHRC Explore.

Case, T. & **Wilson, G.A.** Entrepreneurial attitudes and intentions. \$5,000 (CAD). Enactus Canada, 2020.

Zhang, D.D. & **Wilson, G.A.** Consumer knowledge of camelina's health benefits. \$5,000 (CAD). Agriculture and Agri-Food Canada, 2020.

Wilson, G.A. & Zhang, D.D. Strategic management and marketing of pork in Canada. \$7,000 (CAD). Saskatchewan Pork Development Board, 2019 – 2020.

ADMINISTRATIVE SERVICE

Faculty Advisor, Enactus Regina, 2021 – Present

Faculty Advisor, Enactus University of Saskatchewan, 2018 – 2021

REPORTS AND OTHER OUTPUTS

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 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. and **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>

MEDIA CONTRIBUTIONS

TV Interview, Global TV (2021, April 9). Bidding wars and moving to the suburbs: Saskatchewan's real estate market booming.

Guest, CBC Radio Saskatoon (2021, January 15). To dark roast or not to dark roast?

TV Interview, Global TV (2019, December 19). U of S researcher links retail innovation to success in wake of prime effect.

Guest, CBC Radio Regina (2019, December 17). How can retailers compete with amazon prime? A U of S professor has ideas.

Guest, John Gormley Live (2019, September 6). Tech startup failures.

Guest, CBC Radio Saskatoon (2019, August 8). Should pharmacists expand their health care services?