

CURRICULUM VITAE - FIONA SARA WILSON

EDUCATION

Boston University School of Management Boston, MA
Doctorate of Business Administration (Strategy & Policy Department) 2009

Simmons College School of Management Boston, MA
Master of Business Administration (With Highest Honors) 1997

ACADEMIC EXPERIENCE

Paul College of Business & Economics, University of New Hampshire Durham, NH
Associate Professor (Clinical), Social Innovation, Social Entrepreneurship & Sustainability 2015 - present
Assistant Professor, Strategy, Sustainability and Social Entrepreneurship 2011 - 2015
Affiliated Faculty Member, Natural Resources & Earth Systems Science Program 2014 - present
Faculty Director, Institute in Corporate Sustainability 2012 - 2014
Faculty Director, NH Social Venture Innovation Challenge 2013 - present

Simmons College School of Management Boston, MA
Assistant Professor 2009 - 2011
Instructor 2002-2008

SCHOLARSHIP

DISSERTATION

2009: Socially Conscious Capitalism: A Study of Hybrid Enterprises

Committee Members:

- James E. Post, Ph.D., John F. Smith Professor of Management (Chair)
- C.B. Bhattacharya, Ph.D., Everret W. Lord Distinguished Faculty Scholar, Professor of Management
- Douglas T. Hall, Ph.D., Morton H. and Charlotte Friedman Professor of Management

RESEARCH FELLOWSHIPS

Faculty Research Fellow, Sustainability Institute, University of New Hampshire 2012 – present

Faculty Fellow, Carsey School of Public Policy (formerly the Carsey Institute), University of New Hampshire 2012 – present

RESEARCH AWARDS AND HONORS

Top 20 Article Downloads: Wilson, F., Kickul, J. & Marlino, D. (2007) Gender, Entrepreneurial Self-Efficacy and Entrepreneurial Career Intentions: Implications for Entrepreneurship Education. *Entrepreneurship Theory & Practice*, Special Issue on Women's Entrepreneurship. 31:3:387-406 (Ranked among top 20 article downloads from Wiley-Blackwell Synergy in 2007)

Michael J. Driver Best Paper Award, Careers Track. Wilson, F., Bourne, K., Kickul, J., & Lester, S. (2006) One plus one equals three: Understanding the benefits of a dual-centric view of work and family. *Mid West Academy of Management*, Louisville, Kentucky

Best Entrepreneurship Education Paper Award. Wilson, F., Marlino, D., & Kickul, J. (2004). Our Entrepreneurial Future: Examining the diverse attitudes and motivations of teens across gender and ethnic identity. United States Association Small Business and Entrepreneurship Conference, Dallas, Texas

RESEARCH GRANTS

Fairchild E et al. United States Department of Agriculture, Cooperative State Research, Education, and Extension Service. White Worm Production and Marketing for Live Feed Aquaculture. Collaboration with UNH Department of Biological Sciences. Co Project-Director. (Awarded 2014)

PUBLICATIONS (Peer reviewed)

Pirson, M, Gangahar, A., and Wilson, F, (2016) Humanistic and Economistic Approaches to Banking – Better Banking Lessons from the Financial Crisis? *Business Ethics: A European Review*, Vol. 25, Issue 4, pp. 400-415

Smith, B., Meyskens, M., and Wilson, F. (2014). Should We Stay or Should We Go? Organizational Relational Identity and Identification in Social Venture Strategic Alliances. *Journal of Social Entrepreneurship*

Barber, N., Wilson, F., Venkatachalam, V., Cleaves, S., & Garnham, J. Educating Future Business Leaders: Integrating Sustainability into Business Curricula (2014) *International Journal of Sustainability in Higher Education*, special issue on business education

Houghton, M and Wilson, F. (2013) Over Two Decades and Eight Thousand Miles: The Cross Continental Collaboration on Development Finance of Two Social Enterprises, ShoreBank Corporation and BRAC. *Journal of Corporate Citizenship*. 47:75-99

Wilson, F. & Post J. (2011) Business models for people, planet (& profits): Exploring the phenomena of social business, a market-based approach to social value creation. *Small Business Economics*. Special issue on Social Entrepreneurship. 40:30:715-737

Wilson, F., Kickul, J., Marlino, D., Barbosa, S., & Griffiths, M. (2009). An analysis of the role of gender and self-efficacy in developing female entrepreneurial interest and behavior. *Journal of Developmental Entrepreneurship*. 14:2:105-119

Bourne, K., Wilson, F., Lester, S., and Kickul, J. (2009) Embracing the whole individual: The advantages of a dual-centric perspective of work and life. *Business Horizons*. 52:4:387-398

Kickul, J., Wilson, F., Marlino, D., & Barbosa, S. (2008) Are misalignments of perceptions and self-efficacy causing gender gaps in entrepreneurial intentions among our nations teens? *Journal of Small Business and Enterprise*

Development Special Issue, Entrepreneurship Education in the 21st Century: Opportunities, Obstacles and Observations. 15:2:321-335

Wilson, F., Kickul, J. & Marlino, D. (2007) Gender, entrepreneurial self-efficacy and entrepreneurial career intentions: Implications for entrepreneurship education. *Entrepreneurship Theory & Practice*, Special Issue on Women's Entrepreneurship. 31:3:387-406

Hartman, L., Wilson, F., and Arnold, D. (2006) Positive ethical deviance inspired by moral imagination: The entrepreneur as deviant. *Journal for Business, Economics, and Ethics*. 6:3:343-358

Wilson, F., Marlino, D., & Kickul, J. (2004). Our entrepreneurial future: Examining the diverse attitudes and motivations of teens across gender and ethnic identity. *Journal of Developmental Entrepreneurship*. 9:3:177-197

INVITED ACADEMIC PUBLICATIONS

Post, J. & Wilson, F. (2011) Too Good to Fail. *Stanford Social Innovation Review*. Fall 2011: 66-71

BOOK CHAPTERS

Wilson, F., Post, J., Houghton, M., & Grzywinski, R. (2014) Book chapter: Socially Responsible Banking – A Platform for Innovation, in *Socially Responsible Investment in the 21st Century: Does It Make a Difference for Society*. Louche, C. & Hebb, T. (Eds.) Emerald Publishing Group

Wilson, F. & Post, J. (2011) Shore Bank: Let's change the world, in *Banking with integrity – The winners of the financial crisis?*, Spitzack, H., & Pirson, M. (Eds.) Palgrave Macmillan. Houndmills, UK. pp.141-157

Wilson, F., Post, J., & Wilson, R. (2011) Coastal Enterprises Capital Management LLC, in *Banking with integrity – The winners of the financial crisis?*, Spitzack, H., Pirson, M. (Eds.) Palgrave Macmillan. Houndmills, UK. pp.76-90

Smith, B., Kickul, J., and Wilson, F. (2010) The relative value of social attributes of entrepreneurial opportunities, in *Values and opportunities in social entrepreneurship*. Hockerts, K., Mair, J., & Robinson, J. (Eds.). Palgrave Macmillan. Houndmills, UK. pp.

Krueger, N., Kickul, J., Gundry, L., Verman, R., & Wilson, F. (2008) Discrete choices, trade-offs, and advantages: Modeling social venture opportunities and intentions, in *International Perspectives on Social Entrepreneurship*. Robinson, J., Mair, J., & Hockerts, K. (Eds.) Palgrave Macmillan. Houndsmill, UK. pp.117-143

Marlino, D. & Wilson, F. (2006) The career expectations and goals of Latina adolescents: Results from a nationwide survey, in *Latina Girls: Voices of Adolescent Strength in the US*, Denner, J and Guzman, B. (Eds.) NYU Press. New York, NY. pp.123-140

TEACHING CASES

Keinan, A., Avery, J., Wilson, F., & Norton, M. (2012) Case Study EILEEN FISHER: Repositioning the brand. Harvard Business School Publishing

Norton, M., Wilson, F., Avery, J. (2012) Teaching Note: Better World Books - The online bookstore with a soul. Harvard Business School Publishing

Norton, M., Wilson, F., Avery, J., and Steenburgh, T. (2010) Case Study: Better World Books - The online bookstore with a soul. Harvard Business School Publishing

PUBLISHED MONOGRAPHS

Drew, I., Wilson, F., & Maddocks, W. Local Owners Driving Lasting Solutions: An Innovative Model for International Development and Poverty Alleviation. December 21, 2017. Carsey Perspectives. Carsey School of Public Policy

Drew, I., DeMaio, A., Wilson, F., & Maddocks, W. Meeting Farmers Where They Are: Increasing Agricultural Sustainability in Malawi Through Business Format Franchising. December 20, 2017. Carsey Perspectives. Carsey School of Public Policy

Wake, C., Magnusson, M., Foreman, C. & Wilson, F. New Hampshire's Electricity Future: Cost, Reliability, and Risk. March 7, 2017. Carsey Perspectives. Carsey School of Public Policy

Stork, D., & Wilson, F. (2005) The New Workforce Reality: Insights for Today, Implications for Tomorrow. Simmons College School of Management and Bright Horizons Family Solutions

Marlino, D., & Wilson, F. (2003) Teen girls on business: Are they being empowered, Full Report. Simmons College School of Management and The Committee of 200

ACADEMIC CONFERENCE PRESENTATIONS AND PROCEEDINGS

Wilson, F. and Dutta, D. (2014) "It's the Market, Stupid": How Industry Conditions and Structure Impact the Success of Hybrid Organizations - Insights from the Application of IO Economics Principles to the Social Entrepreneurship Context. 11th Annual Social Entrepreneurship Research Conference. D'Amore-McKim School of Business, Northeastern University, Boston. November 5-7, 2014

Meyskens, M., Marquez, P., and Wilson, F. Experiential Learning in Social Entrepreneurship Education: Assessing the Impact of Social Entrepreneurship Competitions. 11th Annual Social Entrepreneurship Research Conference. D'Amore-McKim School of Business, Northeastern University, Boston. November 5-7, 2014

Wilson, F., Aliouche, H., & Maddocks, W. (2013) Social Franchising: The mechanism for giving freedom to powerful social entrepreneurial ideas? Annual Research Conference on Social Entrepreneurship, Stern School of Business, New York University

Wilson, F., Smith, B., Meyskens, M., and Goynes, K. (2010) Networks of allegiance: The use of partnerships by social purpose ventures to scale social impact. Annual Research Conference on Social Entrepreneurship, Stern School of Business, New York University

Wilson, F., and Post, J. (2010) Toward a process model of social business design and operation. Invited Participant, Research Colloquium on Social Entrepreneurship, Skoll Centre for Social Entrepreneurship, Said Business School, University of Oxford

Wilson, F., and Post, J. (2009) Social business: Toward a process model of social business design and operation. 6th Annual Research Conference on Social Entrepreneurship, Stern School of Business, New York University

Smith, B., Kickul, J., Wilson, F. (2007) The relative value of social attributes of entrepreneurial opportunities. 3rd Annual International Social Entrepreneurship Research Conference (ISERC), Copenhagen, Denmark.

Krueger, N., Kickul, J., Wilson, F., & Osborne, M. (2006) Are social entrepreneurs really different?: Discrete choice modeling of triple bottom line venture preferences", 2nd International Social Entrepreneurship Research Conference (ISERC), New York.

Wilson, F., & Kickul, J. (2006) For what, for whom?: Examining the diverse motives of future female and male entrepreneurs. United States Association Small Business and Entrepreneurship Conference (USASBE), Tucson, Arizona.

Wilson, F., Kickul, J., & Marlino, D. (2005) Is the pipeline of future entrepreneurs strong or weak? - Using a longitudinal approach to examine the role of perceptions and self-efficacy in generating entrepreneurial intentions among young women and men. Babson College-Kauffman Foundation Entrepreneurship Research Conference, Wellesley, MA.

Kickul, J., Wilson, F., & Marlino, D. (2004). Are misalignments of perceptions and self-efficacy causing gender gaps in entrepreneurial intentions among our nations' teens? Babson-Kauffman Research Conference, Glasgow, Scotland.

Wilson, F., Marlino, D., & Kickul, J. (2004). Our entrepreneurial future: Examining the diverse attitudes and motivations of teens across gender and ethnic identity. United States Association Small Business and Entrepreneurship Conference, Dallas Texas

TEACHING EXPERIENCE

UNH:

Undergraduate Courses:

Strategic Management (Capstone for Management Majors)	2011-2013, 2017
Business for People, Planet and Profits (UG elective for business and non-business majors)	2013, 2015, 2017-19
Sustainable Business (UG elective for business major, seniors)	2014
Social Entrepreneurship (UG elective for business and non-business majors)	2014

Masters Courses:

Social Enterprise (Elective for Masters in Development Policy and Practice)	2012
Social Entrepreneurship (Elective for MBA Program)	2013
Strategic Management (Capstone for MBA Program)	2014-2017

Executive Education:

Emerging models for sustainable business	2012
Shared Value	2014

SIMMONS COLLEGE:

MBA Courses:

Business Models for People, Planet & Profits (3 credit, study abroad elective)	2011
Strategy I (1 credit, first semester required foundation course)	2009 -2011
Strategy II	

(3 credit, last semester required capstone)	2009 - 2011
Strategy Consulting for Social Ventures	
(3 credit service-learning elective)	2010
Market Research for Strategic Growth	
(2 credit service-learning course projects for social ventures)	2009
Strategy & Leadership	
(3 credit, required course)	2008
Entrepreneurship Practicum	
(3 credit elective)	2005-2007
International Marketing	
(2 credit elective)	2002-2005
Strategic Decision Making	
(2 credit required course)	2004-2008
Integrated Analysis & Decision Making	
(1 credit required course)	2004
Marketing Management	
(3 credit required course)	2003, 2006-2007

Executive Education:

National Coalition of Girls Schools	
Program Faculty Director	
Module instructor, Building Brand Leadership	2004 -2010
Simmons College, Developing Strategic Leaders	
Building Brand Leadership	2003 - 2004

ACADEMIC ADMINISTRATIVE RESPONSIBILITIES

UNH:

Executive Director, Center for Social Innovation & Enterprise	2016 – present
Co-Director, Center for Social Innovation & Enterprise	2015 (Jul-Dec)

Simmons College:

Special Assistant to the Dean, Business Advisory Council	2007- 2011
Faculty Director, Silverman Business Plan Competition	2005-2007
Project Director, Teen Girls on Business Research Study	2002-2003

ACADEMIC SERVICE ACTIVITIES

Paul College:

To B or Not To B: Are Benefit Corporations the corporate governance architecture of the 21st century? Special Forum organized in partnership between COLA (Responsible Governance and Sustainable Citizenship Project), UNH Sustainability Institute and Paul College, Lead Organizer/Moderator	2014
UG Curriculum Committee, Member	2014 (Spring)
Honors Program Task Force	2014-

Faculty Director Annual NH Social Venture Innovation Challenge	2013-present
Undergraduate Student Net Impact Chapter, Faculty Advisor	2011 – present
Careers with Impact Career and Internship Fair	2013
Innovations in Sustainable Development Speaker Series (in partnership with UNH Center for International Education, & UNH Sustainability Institute)	2012
Holloway Competition, Team Advisor and Presentation Coach	2012
Holloway Competition, Preliminary round Judging	2013 - present
UG Curriculum Committee, Advisor on Sustainability Measures for AoL	2012

UNH:

Sustainability Task Force	2019 - present
CHHS Telepractice Advisory Group	2018 - present
Search Committee Member, Faculty Director, Honors Program	2018
Committee on Investor Responsibility	2017 – present
Zero Waste Task Force	2016 – present
Behavioral Intervention Task Force	2017
Search Committee Member, Sustainability Dual Major Program Chair	2016
Search Committee Member, Sustainability Institute Deputy Director	2016
UNH Sustainability Institute Review, Committee Member	2014 - 2015
UNH Sustainability Institute, Climate Fellows Program, Advisory Board Member	2014-
Carsey School Planning Committee, Member	2013 - 2014
Responsible Endowment Research Project, Advisory Committee Member	2012 - 2014
Masters in Development Policy and Practice , Advisory Board Member	2012 - 2013
Center on Social Innovation and Finance, Advisory Board Member	2011 - 2015
Dual Major in Sustainability, Steering Committee member	2012 - 2014
Sustainability Academy, Food Systems Task Force, Committee Member	2012 - 2013
Faculty Scholar, Research and Engagement Academy	2012

Simmons College:

Admissions Committee, Co-Chair	2010 – 2011
Admissions Committee, Member	2004 – 2011
Curriculum Committee, Member	2008 – 2011
Strategic Academic Leadership Team, Member	2008 – 2011

PROFESSIONAL EXPERIENCE

CMGI, Inc. Vice President, Marketing	Boston, MA 1998-2001
British Consulate General Boston Vice Consul, Commercial	Boston, MA 1997-1998
Massachusetts Association for the Blind Co-Founder and Director, Team With A Vision	Brookline, MA 1993-1996
Bassat, Ogilvy & Mather Media and International Account Manager	Barcelona, Spain 1991-1993
Ogilvy & Mather Advertising Senior Media Planner & Assistant Media Research Manager	London UK 1985-1991

AWARDS

New Hampshire Businesses for Social Responsibility Cornerstone Award	2018
UNH, President's Commission on the Status of Women, Stephanie Thomas Award	2017

INVITED JUDGING

New England Food System Innovation Challenge, Final Round Judge/Judging Chair	2018
New Hampshire Businesses for Social Responsibility Annual Sustainability Slam, Judge	2016 – 2018
Berwick Academy's Innovation Celebration, Judge	2018
Annual Maine Food System Innovation Challenge, Judging Chair/Final Round Judge	2015-2017
Portland Press Herald/Maine Sunday Telegram, Source Awards	2015, 2016
Manomet U360 Showcase, University of Southern Maine, Portland, ME, Judge	2017
Social Innovation Forum, Evaluator	2008, 2012

PROFESSIONAL CONFERENCE PRESENTATIONS AND GUEST SPEAKING

Wilson, F. (2019) Women Investing for a Sustainable Economy (WISE) with the Intentional Endowments Network and MIT Impact Investing Initiative, May 2019. Panelist: Roadmap for Intentionally Designed Endowments, UNH Case Study

Wilson, F. (2019) UNH Office of Community, Equity, and Diversity Event: Celebrating Our Successes: Equity and Inclusion at UNH, April 2019, Keynote Speaker:

Wilson, F. (2019) Cooperative Education & Internship Association, April 2019, Chicago, IL Panelist: Driving Institutional Change and Embedding Immersive Changemaker Education Within the Curriculum

Wilson, F. (2019) Eastern Region Campus Compact Conference, March 2019, Providence, RI. Panelist: From Co-curricular to Curricular: A New Experiential Learning Model.

Wilson, F. (2019) NH Energy Week: Portsmouth Roundtable. March 2019. Featured Speaker

Wilson, F. (2019) Women in Business Conference, March 2019, Moderator for panel: "Doing Well by Doing Good"

Wilson, F. (2019) Ashoka U Exchange Annual Conference, February 2019. Panelist: Making Changemaker Education Count: New Models for Immersive Education

Wilson, F., (2018) Panelist, End Poverty Virtual Summit, Meeting Unmet Poverty Reduction Challenges Round Table

Wilson, F., (2018) Panelist, Peter T. Paul Financial Policy Center's 5th Annual Capital Market and Investment Bank Symposium, Sustainability and Investor Responsibility Panel

Wilson, F., (2018) Big Idea Talk: Franchising the Social Sector, 2018 Ashoka U Exchange, Boston, MA

Wilson, F., (2018) Panelist, Not Your Average Competition, 2018 Ashoka U Exchange, Boston, MA

Wilson, F. (2018) Social Innovation LIVE: An Introduction to a Powerful New Form of Activism. 2018 Governor's Conference on Volunteerism, Concord, NH

Wilson, F., & Bukher, F. (2018) Becoming a Changemaker: The Tools of Human-Centered Design. 2018 Governor's Conference on Volunteerism, Concord, NH

Wilson, F. (2018) Empowering Student Changemakers: Design Thinking in the Curriculum, UNH Center for Excellence and Innovation in Teaching & Learning Talk About Teaching Workshop

Wilson, F. (2018) Panel Moderator, Partnering With Colleges to Advance Sustainability: Ideas and Best Practices to Advance Innovation and Action. New Hampshire Businesses for Social Responsibility Spring Conference, Concord, NH

Wilson, F. (2018) International Franchise Association Convention. Presentation to the Social Sector Task Force: UNH's Social Sector Franchise Initiative

Wilson, F. (2018) Beyond Social Sector Franchising: Where do we fit into the Social Enterprise Landscape? IFA Social Sector Task Force webinar

Wilson, F. (2017) Panel Moderator, Catalyzing First-Year Changemakers, Ashoka U Exchange, Miami, FL

Wilson, F. (2017) Panelist, Innovation Contests for Sustainability. Maine Environmental Sustainability Network, Portland, ME

Wilson, F. (2017) Speaker, New England Civic Innovation Network meeting, Boston, MA

Wilson, F. (2016) B Corp Overview and Benefits of Certification. B Corp Informational Session. Coffee by Design, Portland, ME

Wilson, F. (2016) Panelist, Experience Incubators: Best Practices for Incubators. Ashoka U Exchange, New Orleans, LA

Wilson, F. (2016) Panel Moderator. Creative partnerships for enhanced sustainability. NH Businesses for Social Responsibility Annual Conference, Concord, NH

Wilson, F. (2016) Corporate Connections: Investing in Your Community Capital. Portsmouth Music Hall Corporate Partner Forum, Portsmouth, NH

Wilson, F. (2015) Speaker, Fidelity Corporations Environmental Sustainability Summit, Boston, MA

Wilson, F. (2015) Panelist, Exploring Public-Private Partnerships for Good. Sustainatopia Conference, Boston, MA

Wilson, F., (2013) Developing a Shared Vision: A glimpse into the UNH Student Sustainability Alliance. Ashoka U Exchange, February 21-23, 2013, University of San Diego

Wilson, F (Panelist) (2012) Annual Stonyfield Entrepreneurship Institute, Concord, NH

Wilson, F. (2012) RootCause, Third Thursday Series

Wilson, F. (2012) NHBSR Seminar

PROFESSIONAL BOARDS AND ADVISORY BOARDS

B Academics, Steering Committee Member, Chair, Working Group
College for Social Innovation, Advisory Board Member

2017 - Present
2017 - Present

Wolfe Neck Farm Foundation	
Board Member	2011 - Present
Vice Chair	2013-2016
President	2016 – Present
Meridian Stories, Board Member	2011 – Present
Post Landfill Action Network (PLAN)/Trash 2 Treasure, Advisory Board Member	2013 - 2017
Chop Chop (Kid2Kid), Advisory Board Member	2010 - 2017
Prosperity Candle, Advisory Board Member	2010 - 2015
CMN Design, Advisory Board Member	2009 – 2011
Simmons School of Management, Business Advisory Council, Member	2011 - 2012
Strong Women, Strong Girls, Board Member	2010 - 2011
Practically Green, Advisor	2009 - 2010
Big Tent, Advisory Board Member	2007 - 2010
Simmons School of Management Entrepreneurship Advisory Board, Member	2007 - 2008
Mass High Tech Women to Watch Awards, Advisory Board Member	2004 - 2007
Massachusetts Association for the Blind, Board Member	1996 - 1998