

**NADA BASIR**

Conrad School of Entrepreneurship & Business  
 Faculty of Engineering  
 University of Waterloo  
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**ACADEMIC POSITIONS**

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**University of Waterloo, Conrad School of Entrepreneurship & Business**

Assistant Professor of Strategy, 2015 – present

\*Parental Leave, Summer 2017-Spring 2018.

**University of Ontario Institute of Technology, Faculty of Business & IT**

Assistant Professor of Strategy, 2014-2015

**EDUCATION**

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**Ph.D., Business Administration – Strategic Management & Policy, 2016**

Schulich School of Business, York University

Dissertation Title: Radical Institutional Innovation: A Multilevel Process Framework

**M.Sc., Applied Biotechnology, 2007**

McGill University

**B.Sc., Molecular Biotechnology, 2005**

University of Waterloo

**INDUSTRY EXPERIENCE**

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2013 – 2015	<b>Strategy Consultant/Co-Founder</b> Location Genius
2007 – 2008	<b>Consultant – Strategy &amp; Market Analyst</b> RTI Health Solutions, Ottawa, Ontario
2006 – 2007	<b>Market Analyst</b> Eli Lilly Pharmaceuticals, Toronto, Ontario
2005 – 2006	<b>Product Development</b> Paladin Labs, Montreal, Canada

**TEACHING EXPERIENCE**

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\* Represents new courses developed or substantially revised by me

**Undergraduate Level**

## University of Waterloo

- \*BET 320: Entrepreneurial Strategy
- \*BET 420: Entrepreneurship for Social Impact

## University of Ontario Institute of Technology

- \*BUSI4702: Advanced Strategic Management
- BUSI4701: Strategic Management

## York University

- SGM3000: Strategic Management – Fall 2011, Fall 2013

**Graduate Level**

## University of Waterloo

- \*BET620: Social Entrepreneurship & Corporate Social Responsibility
- \*BET612: Entrepreneurial Organizations

## University of Ontario Institute of Technology

- \*Strategic Management for Professionals (*Post-Graduate Certificate*)

**ACADEMIC AWARDS & HONOURS**

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- Best Paper Award, HR Division, Academy of Management Conference, Virtual, 2021
- Finalist for OMT Division Best International Paper, Academy of Management Conference, Anaheim, United States. 2016.
- Best Paper Award, Academy of Management Conference, Anaheim, United States. 2016.
- Nomination for Most Innovative Paper, European Group for Organizational Studies Conference, Naples, Italy. 2016.
- Best Paper Award, Academy of Management Conference, Vancouver, Canada. 2015
- Nomination for York University Best Dissertation Award, 2015
- Pagliarani Best Paper Award, AilG Conference, Politecnico di Milano, Milan, Italy, 2014.
- Valedictorian of 2005 Graduating Class, Faculty of Science, University of Waterloo.
- President's Circle 2004 Award for Volunteerism, University of Waterloo.

**FUNDING AWARDS**

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- 2021 SSHRC Insight Development Grant, *Managing infertility disclosure at work: An investigation of antecedents and consequences* (\$63,297) – Co-Applicant
- 2021 SSHRC Connection Grant, *Canada's COVID-19 Relief Policies for Small Businesses: Inter-sectoral Exchange on Gendered Considerations* (\$40,000) – Principal Investigator
- 2020 SSHRC Knowledge Synthesis Grant, *Digital Transformation of Work: Racialized Immigrant Women and Skills Retraining* (\$29,996) – Co-Applicant
- 2020 UW/SSHRC Robert Harding & Lois Claxton Humanities and Social Sciences Grant, *The Impact of Infertility Treatments on Work* (\$6,975) – Principal Investigator

- 2020 SSHRC Engage Grant, *Partnering to Improve Immigrant Women Entrepreneurs* (\$24,661) – Co-Applicant
- 2019 CEWIL Grant, *Work Experience and the Formation of Entrepreneurial Identity* (\$5,000) – Principal Investigator
- 2018 WATCACE Co-Operative Education Research Grant, *Creating High Potential Alumni Entrepreneurs: The Waterloo Story* (\$5,000) – Principal Investigator
- 2017 SSHRC Insight Development Grant, *Shifting Logics and Social Enterprise Venture Creation* (\$50,242)- Principal Investigator
- 2017 UW Gender Equity Grant. *Entrepreneurial Identity: The Role of Incubators and Institutional Conditioning on Female Entrepreneurs* (\$9,025) – Principle Investigator
- 2016 University of Waterloo SSHRC Travel Grant (\$793)
- 2013 York University Fieldwork Cost Fund (\$1,600)
- 2012 York University Research Cost Fund (\$500)
- 2010 SSRHC Doctoral Fellowship (\$40,000)
- 2008 Schulich School of Business Entrance Scholarship (\$4,000)

## **PUBLICATIONS**

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### **Peer Reviewed Journal Publications and Book Chapters**

**Basir, N.**, Ruebottom, T., & Auster, E. (2021). Collective Identity Development Amidst Institutional Chaos: Boundary Evolution in a Women's Rights Movement in Post-Gaddafi Libya. *Organization Studies*,

**Basir, N.** (2019). Reputation Enhancing Through Patent Portfolios: An Exploration of Lapsed Patents and IPOs. *Corporate Reputation Review*, 23(1), 42-56.

Auster, E., **Basir, N.**, Cruikshank, R., & Ruebottom, T. (2015). Middle Managers and the Strategy Gap: Strategy Knowledge, Predictors and the Perceived Knowledge Gap. *International Journal of Strategic Change Management*, 6 (1); 73-99.

Auster, E., **Basir, N.**, & Ruebottom, T. (2013). Strategic Fit(ness). In D. Teece and M. Augier, (Eds.), *Palgrave Encyclopedia of Strategic Management*. London, UK.

### **Peer-Reviewed Conference Proceedings**

Boekhorst, J., **Basir, N.**, & Malholtra, S. (2021). Star light, but why not so bright? Investigating nonstars' attributions on star performance. Academy of Management Proceedings. \*Winner of the Human Resource Division Best Paper Award

**Basir, N.** & Dalziel, M. (2019). Creating High Potential Entrepreneurs: The Waterloo Story. Academy of Management Proceedings, Boston, United States.

**Basir, N., & Auster, E. (2016).** Structure from Chaos: Institutional Resources and Recombination in the Creation of Libyan Civil Society. *Academy of Management Best Paper Proceedings*, Anaheim, United States.

Mohammadi, A., **Basir, N., & Beyhaghi, M. (2015).** Research Intensity and Financial Analysts: Signaling Effects of Patents. *Academy of Management Best Paper Proceedings*, Vancouver, Canada.

**Basir, N. (2012).** Sequences and Consequences: How Order of Exposure Affects Innovation Outcomes. *Administrative Sciences Association of Canada Best Paper Proceedings*, St. Johns, Canada.

**Basir, N. (2009).** The Great Patent Debate: An Institutional Approach. *Administrative Sciences Association of Canada Best Paper Proceedings*, Niagara Falls, Canada.

### **Practitioner Focused Articles**

Sohrab, S., & **Basir, N. (2020).** Employers, it's time to Talk About Infertility. *Harvard Business Review Digital Articles*. <https://hbr.org/2020/11/employers-its-time-to-talk-about-infertility>

Sohrab, S., & **Basir, N. (2021).** Navigating Work While Undergoing Fertility Treatments. *Harvard Business Review Digital Articles*. <https://hbr.org/2021/11/navigating-work-while-undergoing-fertility-treatments>

### **Refereed Conference Presentations**

**Basir, N. & Dalziel, M. (2021).** Mavericks and enthusiasts: Work experience and the prepared mind. 37<sup>th</sup> EGOS Colloquium Virtual Conference.

Boekhorst, J., **Basir, N., & Malholtra, S. (2021).** Star light, but why not so bright? Investigating nonstars' attributions on star performance. Academy of Management Virtual Conference.

**Basir, N. & Dalziel, M. (2019).** Creating High Potential Entrepreneurs: The Waterloo Story. Academy of Management, Boston, United States.

Dalziel, M. & **Basir, N. (2019).** Creating High-Potential Alumni Entrepreneurs: The Imprinting Effect of Student Work Terms. DRUID Conference, Copenhagen, Denmark.

**Basir, N. (2019).** Meta-Synthesis of Institutional Work. University of Edinburgh Business School Paper Development Workshop. (Abstract only)

**Basir, N., & Auster, E. (2016).** Structure from Chaos: Institutional Resources and Recombination in the Creation of Libyan Civil Society. Academy of Management, Anaheim, United States.

**Basir, N., & Auster, E. (2016).** Structure from Chaos: Institutional Resources and Recombination in the Creation of Libyan Civil Society. European Group for Organizational Studies, Naples, Italy.

Mohammadi, A. **Basir, N., & Beyhaghi, M. (2015).** Research Intensity and Financial Analysts: Signaling Effects of Patents. Academy of Management. Vancouver, Canada.

Auster, E., **Basir, N., Cruikshank, R., Ruebottom, T. (2013).** Middle Managers and the Strategy Gap: Strategy Knowledge, Predictors and the Perceived Knowledge Gap. Academy of Management, Lake Buena Vista, United States.

**Basir, N. (2013).** Radical Institutional Innovation: The Role of Brokers in the Building of Libya's Civil Society. EGOS, Montreal, Canada.

**Basir, N., Beyhaghi, M. & Mohammadi, A. (2013).** The Fate of Patents: An Exploratory Analysis of Patents as IPO Signals of Reputational Advantage, DRUID Academy, Barcelona, Spain.

**Basir, N., Beyhaghi, M. & Mohammadi, A. (2013).** The Fate of Patents: An Exploratory Analysis of Patents as IPO Signals of Reputational Advantage, Sixth Annual Conference on Innovation and Entrepreneurship: U.S. Patent and Trademark Office (USPTO). Northwestern University, Chicago, United States.

**Basir, N. (2012).** The Fate of Patents: An Exploratory Analysis of Patents as IPO Signals of Reputational Advantage. Academy of Management, Boston, United States.

**Basir, N. (2012).** The Role of Team Diversity and Dissent in Innovation Outcomes. Academy of Management, Boston, United States.

**Basir, N. (2011).** Institutional Entrepreneurs in the Absence of Institutions: Bricolage and Brokerage and the Building of Civil Society. NYU Social Entrepreneurship Conference, New York, United States.

## **STUDENT ADVISING**

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### **Doctoral Dissertation Committees**

Majid Mirza, University of Waterloo, Committee Member – Anticipated completion: Winter 2023.

Erin Horvath, Nipissing University, Committee Member – Anticipated completion: Fall 2022.

Dan Wigfield, University of Waterloo, Internal External – Defense Date: March 1, 2022

Kristen Morrison, University of Waterloo, Internal External – Defense Date: August, 12, 2021.

Judene Pretti, University of Waterloo, Internal External – Defense Date: August 2, 2019.

Morley Katz, University of Waterloo, Internal External – Defended February 6, 2018.

## **PROFESSIONAL DEVELOPMENT & SERVICE**

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### **Ad-hoc Reviewer**

- Business & Society Journal
- Organization Studies Journal
- Academy of Management (OMT/TIMs/Business & Policy/ENT Divisions)
- Administrative Sciences Association of Canada

### **Professional Associations and Working Groups**

- Academy of Management
- European Group for Organizational Studies
- Strategic Management Society
- Ontario Qualitative Research Working Group

### **Professional Development**

- Documenting your Teaching for Tenure and Promotion (March, 30, 2022)
- Theorizing from Qualitative Data (3 hour workshop), University College London, School of Management (2021)
- Qualitative Comparative Analysis Workshop (2-day workshop), University of Southern California (2017)
- Case Method Teaching Seminar (2-day workshop), Harvard University (2016)
- Teaching Squares, University of Waterloo (2016)
- Instructional Skills Workshop (3-day Workshop), University of Waterloo (2015)

### **Invited Speaking Engagements and Workshops**

- UW International Women's Day Panel, March, 2022.
- Social Entrepreneurship: Business for Good, Women Entrepreneurship Week, October 2021.
- Faculty Panel: Perspectives on the Hiring Process - Academic Career Conference, University of Waterloo, October 14, 2021.
- When Is the Right Time to Grow My Family? Hidden Challenges of Family Planning in Academia & Beyond, AOM PDW #12339, July 30, 2021.
- Networks for Transformation Workshop. Stockholm Resilience Workshop, May 3<sup>rd</sup>, 2021 – Stockholm University\*
- Academic Career Conference. KEYNOTE Speaker: Title: Getting to Your Why: Finding Meaning and Purpose in Academia. October 13, 2020.
- Networks for Transformation Workshop. Stockholm Resilience Workshop, September 4<sup>th</sup>, 2021. Stockholm University.
- New Faculty Hire Orientation: Panel Member, September 3, 2020. University of Waterloo
- Post-COVID-19 Reboot Lecture Series: Economic and Managing Risk Panel, May 2020. University of Waterloo.
- When Is the Right Time to Grow My Family? Hidden Challenges of Family Planning in Academia & Beyond, AOM PDW #17419, August 2020
- Big Issues and the Challenges of Scaling Social Innovation. Faculty of Environment, University of Waterloo, November, 2019.

- Family and Career: Exploring Work-Life Balance, Academic Career Conference, University of Waterloo, October, 2019.
- Networks for Transformation Workshop. Stockholm Resilience Workshop, September 4<sup>th</sup>, 2020. Stockholm University.
- Social Innovation, Women Entrepreneurship Week, October 2019
- Heuristics in Entrepreneurship. E-Coop Workshop, September 2019
- PeaceTech: Harnessing Technology to Advance Peace Building. Centre for Security Governance, 2017. Video: <https://secgovcentre.org/initiatives/past-projects/contemporary-debates/peacetech/>
- Building a Compelling Value Proposition: Waterloo Women: Ideas, Makers, Innovators, University of Waterloo, 2016, 2017, 2018.
- The Business Model Canvas and Your Venture: Waterloo Women: Ideas, Makers, Innovators, University of Waterloo, 2016, 2017
- Social Enterprises: Co-Creating Solutions for our Community (Keynote): Grand Valley Institution for Women Social Enterprise Forum, Kitchener Ontario, 2016
- Doing Good. Doing Well. Building Social Enterprises: Velocity Incubator, University of Waterloo, 2016
- Women in Tech, Panel Member: Toronto Tech Summit, 2016
- Knowledge Brokers and Innovation in Peace and International Development: Centre for Peace Advancement, University of Waterloo, 2015
- Multidisciplinary Dissertation Research: PhD Seminar, Schulich School of Business, York University, 2015
- Entrepreneurship Fireside Chat: UW Entrepreneurship Society, University of Waterloo, 2015
- What is the Big Idea? Innovation and Creativity for New Venture Creation: Startup Incubator, University of Ontario Institute of Technology, 2014

### University Service

- Judge, Esch Awards, 2022
- Judge, Problem Lab, June 2020
- Judge; Norman Esch Awards, 2020
- Judge Norman Esch Awards, 2019
- Conrad Chair Re-Appointment, 2017
- Hult Social Enterprise Competition, 2016 – present
- Entrepreneurship and Innovation Research Group at UW, Organizer, 2015- 2016
- Waterloo Women: Ideas, Makers, Innovators, Organizational Committee, 2015- 2017
- E-Co-op Judging Panel, Fall 2015, Winter 2016
- Hack 4 Health Mentor, 2015, 2016
- Venture for Canada Judge, 2015

### Media

How do we support talent when life happens. *UW Alumni Magazine Spring Issue*.  
<https://uwaterloo.ca/magazine/spring-2022/feature/how-do-we-support-talent-when-life-happens>

Women at Work. *Harvard Business Review*.

[https://m.a.email.hbr.org/rest/head/mirrorPage/@8EnzYCLUks7cu-Bd\\_RdyriecBdY2O6VXURC8EsKbG3dLhB76gpKnmuAIYDpSHsEHeE8Rzqv162q4CLFsq9E05EKWEGYEB8TRHIwgYfMa3BRwF5Oq.html?deliveryName=DM152971](https://m.a.email.hbr.org/rest/head/mirrorPage/@8EnzYCLUks7cu-Bd_RdyriecBdY2O6VXURC8EsKbG3dLhB76gpKnmuAIYDpSHsEHeE8Rzqv162q4CLFsq9E05EKWEGYEB8TRHIwgYfMa3BRwF5Oq.html?deliveryName=DM152971)

Blind Recruitment for a More Diverse Workplace. Opinion. *National Post*.

<https://nationalpost.com/opinion/opinion-blind-recruitment-for-a-more-diverse-workplace>

Profits and perils of the new Canadian pot economy. *CBC News*.

<https://www.cbc.ca/news/business/pot-business-future-marijuana-legalization-1.4711215>

Closing in on the Innovation Gap. *Medium*. <https://medium.com/@waterloowomen/closing-in-on-the-innovation-gap-41e4afb953da>