

EDUCATION

2010: **Ph.D. Innovation Management**, Faculty of Mechanical Engineering, University of Ljubljana, Slovenia.
Ph.D. thesis title: Integrating R&D and Marketing during New Product Development

2014: **PG Diploma in Advanced Academic Studies**, University of Strathclyde, Glasgow, United Kingdom.

2004: **BSc Marketing Management and Marketing Communication**, Faculty of Social Sciences, University of Ljubljana, Slovenia.

WORK EXPERIENCE

2021 – present: **Director, Master's of Management Innovation and Entrepreneurship (MMIE)** at Smith School of Business, Queen's University

2018 – present: **Adjunct Assistant Professor** at Smith School of Business, Queen's University

2012 – 2018: **Assistant Professor** (tenure-track) at the University of Strathclyde, Strathclyde Business School, Department of Marketing

2011 -2012: **Commercialization Analyst/Howden Industrial Fellow** at City University London, School of Engineering and Mathematical Sciences

2010 – 2011: **Researcher** at Laboratory for Computer-Aided Design at Faculty of Mechanical Engineering, University of Ljubljana

2006 – 2010: **Young researcher** at Laboratory for Computer-Aided Design at Faculty of Mechanical Engineering, University of Ljubljana

2004 – 2006: **Project management assistant**, Kline & Partner d.o.o, Ljubljana, Slovenia

GRANTS AND AWARDS

- **Ministry of Colleges and Universities, Ministry of Labour, Training, and Skills Development Ontario Micro-credentials Challenge: Certificate in Indigenous Leadership, Innovation & Management (2022)** – CAD282,502 (Co-investigator)
 - **SSHRC Partnership Exchange Grand with GVQ (2021)** – CAD24,210 (Principal Investigator)
 - **Queen's University and Queen's University Faculty Association, Fund for Scholarly Research and Creative Work and Professional Development for Adjuncts (2019,2020, 2021)** – awarded funding to attend ADIM 2019, Design 2020, and to complete professional training with MIT Sloan online and Babson college.
 - **D.I. McLeod Term Research Assistantship Grant (2019)** – CAD5,090.40 (in collaboration with Elspeth Murray)
 - **Marketing Research Consultancy Project with Offsite Solutions Scotland (2017)** – CAD140,000 (£81,000) (Co-Investigator)
 - **Knowledge Transfer Partnership** with Howden Group (2014-2016) – CAD210,000 (£123,000) (Principal investigator)
 - **Turner Group** consultancy project (2016) – CAD32,000 (£19,000) (Principal Investigator)
 - **Scottish Enterprise Open Innovation Initiative (2016-2018)** –CAD60,000 (£35,000) (Co-Investigator)
 - **Water Industry Commission for Scotland** consultancy project (2016) – CAD19,000 (£11,000) (Co-Investigator)
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TEACHING EXPERIENCE

Institution	Module	Dates
Queen's University	COMM305: Introduction to Entrepreneurship	2018-2020
	COMM405: New Business Development	2019-2020
	COMM131: Introduction to marketing	2020-2021
	COMM302: Launching new ventures	2019-present
	MMIE808: Individual market research project course	2018-present
	MMIE908: Individual Innovation Launch Project Course	2018-present
	MMA890: Innovation and Entrepreneurship	2019-present
	MMAI890: AI Innovation and Entrepreneurship	2019-present
University of Strathclyde	Marketing Communications (UG)	2013-2014
	Digital Marketing and Convergent Marketing Communications (UG)	2015-2016
	Marketing Communications in the Digital Age (UG)	2016-2017
	Managing Integrated Marketing Communications: theory and practice (4 th year - honours)	2013-2018
	Integrated Marketing Communications (PG)	2013-2018
	Strategic Global Marketing (PG)	2014-2018
	Managing Innovation	2018
Loughborough University	Marketing in design (PG) – guest lecture	2016
City University London	European Global Product Realization	2011-2012
University of Ljubljana	European Global Product Realization	2007-2010
	Marketing in new product development (company training workshops)	2007-2010
	Marketing in new product development (UG) – visiting scholar	2017
	Integrated Marketing Communications (UG) – visiting scholar	2017

RESEARCH OUTPUTS

Selected Refereed Journal Publications

- Fain N., Wagner B. and Kay N.M. Driving innovation through service provision – long life cycle products in manufacturing contexts. 2018. Technological Forecasting and Social Change, Special Issue on Technology and the Balancing of Corporate Growth with Sustainability. Vol. 130, pp.3-13.
- Wagner B. and Fain N. Regulatory influences on innovation in the public sector: the role of regulatory regimes. 2018. Public Management Review. Vol.20, No.8, pp.1205-1227.
- Fain N., Vukasinovic N. and Wagner B. A project-based approach to learning: comparative study of two disciplines. 2016. Design and Technology Education: An International Journal. 21, 1, pp.51-60.
- Zavbi R., Fain N. and Rihtarsic J. Using Computer Generated Design Aids to Facilitate Alternative Concept Embodiments. 2016. International Journal of Engineering Education. 32, 2, pp.762 – 771. Cok, V, Fain, N, Vukasinovic, N & Zavbi, R. 'Multicultural Issues of Product Development Education in Virtual Teams'. 2015. International Journal of Engineering Education, Special issue on innovative teaching methods, vol.31, iss. 3, 863-873.
- Fain Nusa and Wagner Beverly. R&D-marketing integration in innovation – does culture matter? 2014. European Business Review, Vol. 26, Iss: 2, pp.169 – 187.

- Barić Ana, Jelovac Dejan, Fain Nuša. Barriers in multicultural business communication: an empirical study of Slovenia and Bosnia and Herzegovina. 2013. *Innovative Issues and Approaches in Social Sciences*, vol.6, no.3, pp.18-37.
- FAIN Nuša and KLINE Miro. The dynamics of multicultural NPD teams in virtual environments. 2013. *Journal of Technology and Design Education*. Volume 23, Issue 2, pp 273-288.
- ZAVBI Roman, FAIN NUSA and RIHTARSIC Janez. Evaluation of a method and a computer tool for generating concept designs. 2013. *Journal of Engineering Design*. Vol. 24, issue 4, pp. 257-271.
- FAIN Nuša, KLINE Miro and DUHOVNIK Jože. Integrating R&D and Marketing in New Product Development. 2011. *Strojnikski vestnik – Journal of Mechanical Engineering*. Vol. 57, iss.7-8, 599-609.
- FAIN Nuša, SCHOORMANS Jan and DUHOVNIK Jože. The effect of R&D-marketing integration on NPD success - The case of SMEs in the growing economy of Slovenia. *International Journal of Technology Management*, 2011, vol.56, no 1.

Selected Conference Proceedings and Presentations

- Tachtampa C., Araujo Redbird, J. and Fain N. (2021). Indigeneity in entrepreneurship: Exploring the role of Indigenous knowledge in building sustainable entrepreneurial practices for First Nations. EMERGING THEMES IN INDIGENOUS BUSINESS, ASPER SCHOOL OF BUSINESS Inaugural Research Conference, March 18 & 19, 2021
- Fain N., and Vukasinovic N. (2020). Entrepreneurial Mindset Development in business and engineering education – an experiment. *Proceedings of Design 2020*. Zagreb, Croatia.
- Fain N., Rod M. and Bohemia E. (2019) Entrepreneurial Mindset: a longitudinal study of three different teaching approaches to developing it. *Proceedings of the Academy of Design innovation Management Conference 2019*, London, UK
- Muhos M., Wagner B., Fain N. and Saarela M. (2018). Exploring the early stages of growth in a Slovenian Health-Technology startup. In: *Proceedings of the 13th European Conference on Innovation and Entrepreneurship*. Portugal, September 2018.
- Canik, Y. Fain, N., Bohemia E. Telalbasic, I. and Tewes, V. (2018). Integrating individual knowledge into innovation processes of R&D alliances. *Proceedings of Design 2018 15th International Design Conference*, May 2018, 1805-1814. 10.21278/idc.2018.0238.
- Fain, N, Wagner, B, Kay, N & Vukasinovic, N (2017). Bespoke innovation: filling the gap between classic and user-centred open innovation. in E Bohemia, C de Bont & LS Holm (eds), *Conference Proceedings of the Design Management Academy 2017: Research Perspectives on Creation Intersection*. vol. 1, *Conference Proceedings of the Design Management Academy*, vol. 90, pp. 147-154, *Design Management Academy Conference 2017*, Hong Kong, China, 7-9 June.
- Huang, L., Wagner, B., & Fain, N. (2016). Open innovation adoption from strategy to practice: implications from organizational ambidexterity and dynamic capabilities. Paper presented at 3rd Annual World Open Innovation Conference, Barcelona, Spain.
- Fain N., Vukasinovic N. and Zavbi R. (2016). The influence of product complexity on team performance within NPD. In: *Proceedings of the Design 2016 14th International Design Conference*, May 2016.
- Grant D. A., Russell G., Wagner B. and Fain N (2016) Optimising the process of product development by collaborating and thinking visually – Co-creation within Howden. In: *Proceedings of the Design 2016 14th International Design Conference*, May 2016.
- Kay N., Fain N., and Wagner B. (2015). Exploring inside-in open innovation: a case study. 2nd World Open Innovation conference, Santa Clara, November 2015.
- Grant D., Fain N., Wagner B. and Kay N. (2015). Open innovation and the view from both ends of the bridge: a case study in new product development. 2nd World Open Innovation conference, Santa Clara, November 2015.
- Fain N., Wagner B. and Vukasinovic N. (2015). A project-based approach to learning: comparative study of two disciplines. *Learn x Design = PreK-16 Education conference*, Chicago, July 28-30.

- Fain N., Wagner B. and Lemke F. (2014). Exploring collaboration in product development. In: Proceedings of 19th DMI: Academic Design Management Conference "Design Management in an Era of Disruption"
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PROFESSIONAL DEVELOPMENT

- Queen's Foundational Leadership program (in progress; expected completion 2023).
 - Babson College Entrepreneurship Bootcamp (2021).
 - MIT Sloan Corporate Innovation: Strategies for Leveraging Ecosystems online program. Massachusetts Institute of Technology Online (2020).
 - Entrepreneurship Essentials – Harvard Business School Online (2019).
 - Stage-gate Process and the Role of the Process and Project Manager – Stage-Gate International, Frankfurt, Germany (2018).
 - LEGO Serious Play – Rasmussen Consulting, Glasgow, UK (2017).
 - Design Sprints Certification – NewHaircut, Berlin, Germany (2017).
 - SCRUM Master Certification – SCRUM Alliance, Amsterdam, Netherlands (2017).
 - Writing effective impact summaries – ContentETC, Glasgow, UK (2017).
 - Management Development: Leading and developing others through coaching – University of Strathclyde, Glasgow, UK (2016).
 - Principles and Practice of Risk Assessment – University of Strathclyde, Glasgow, UK (2016).
 - Strathclyde Program in Leading Research: New and Aspiring PI Development Program, Glasgow, UK (2015).
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OTHER ACADEMIC ACTIVITIES

External Positions Held

- **General Secretary and member of the Organising Committee** for Design Management Academy Conference 2017 and 2019. Also chaired a session on Open Innovation.
- **Steering Committee of Design Society Special Interest Group on Design Management** (2015 - present).
- **Academic Committee and Track Chair** for LearnxDesign = PreK-16 Education conference 2015.
- External Proposal Reviewer for eCOST - European Cooperation in Science and Technology (2015 – present). <http://www.cost.eu/>
- **Workshop Organizing Committee and Academic Committee** member for 19th DMI: Academic Design Management Conference "Design Management in an Era of Disruption" (2014). <http://www.dmi.org/>
- **Scientific Advisory Board and Track Chair** for International Design Conference (2008 - present). <http://www.designconference.org/>
- **International scientific review board** for Engineering & Product Design Education Conferences (2010 - present). <http://epde.info/>
- **Steering Committee** member of AHRC Brief Encounters Network (Arts and humanities research Council funded). <http://briefencountersnetwork.com/>

Reviewer:

Journal of Product Innovation Management, Journal of Marketing Management, Marketing Intelligence and Planning, Journal of Engineering Design, Creativity and Innovation Management Journal, European Business Review.
