John-Kurt Pliniussen *(plin-u-sen)*

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Education

1992	M.P.A.	Public Administration, Queen's School of Policy Studies, Queen's University, Canada
1985	Ph.D.	Business Administration (Strategy/MIS), School of Management, University of Bath, England.
1980	M.A.	Administration, Goddard College, Vermont, U.S.A.
1976	H.B.A	(Honours), Business Administration, Richard Ivey School of Business, University of Western Ontario, Canada.

Publications (Texts & Software)

1. Pliniussen, J., (2016). Powerful Creativity, RR Donnelly & Sons, Ottawa (166 pages)
2. Pliniussen, J., (2013). Powering Your Creativity, RR Donnelly & Sons, Ottawa (160 pages)
3. Pliniussen, J., (2012). Entrepreneurial Marketing, First Choice Books, Victoria, (380 pages)
4. Pliniussen, J., (2011). Sales and Marketing Alignment, First Choice Books, Victoria, (530 pages).
5. Pliniussen, J., Jones, T (2011). Marketing with BCAP (Business Case Analysis Process), Workbook and Software, 2012 Ed., First Choice Book Publishers, Victoria. (290 pages)
6. Pliniussen, J., (2004), Marketing with BCAP, CD, ckg Technologies Inc., Barrie, Ontario
7. Pliniussen, J., Jones, T., Cram, A. (2002). Business Case Analysis Process (BCAP) Workbook, with Software, 4th Edition, Captus Press, Toronto. (334 pages)
8. Pliniussen, J., and Knight, R. (1998). Planning and Managing Canadian Businesses, Captus Press, Toronto. (332 pages)
9. Pliniussen, J., Jones, T., Fortin, R., Lariviere, K., and Wilson, L. (1998). Business Case Analysis Process (BCAP) Workbook, with Software), 3rd Edition, Captus Press, Toronto. (315 pages)
10. Pliniussen, J., and Wilson, L. (eds.) (1997). An Introduction to Canadian Business and Management, 2nd Edition, McGraw-Hill, Toronto. (729 pages)
11. Pliniussen, J., (1995). Managing Information Resources: Concepts, Cases and Readings, Second Edition, Irwin-Dorsey, Chicago. (505 pages)
12. Pliniussen, J., (1994). Canadian Business Plans and Case Studies, Third Edition, Canadian Scholar's Press, Toronto. (461 pages)

Recent Teaching Innovations:

2015 – Redesign and update of both Comm231(Marketing) and MBAS872 (Social Innovation)
2014 – Increased marketing co-op projects for Comm132 and MBUS 824
2013- Integrated marketing case writing and social media co-op projects into curriculum
2011 – Integrated new social media co-op/business partnerships for all sections of Comm132
2010 – Developed new curriculum for MBA core courses in creativity and innovation
2009 - Developed new curriculum for Comm132 – Marketing 2
2007 – Developed new curriculum for Comm131 – Intro Marketing

2007 – Developed new curriculum for new core EMBA course MBAS983 – Creativity, Innovation & Design
2006 – Developed new curriculum for Business Consulting Course, Comm404
2005 – Developed new simulation process and Markstrat model integration for Sales Management Course, Comm434
2004 - Developed new required course: AMBA 824 – Core Course in Creativity and Innovation
2002 - Developed new elective courses: Comm339 (Internet Marketing), Comm439 (B2B Marketing)
2001 - Developed new course packs: Comm 333 (Marketing Strategy), Comm 339, Comm 439

Positions Held

Full-Time University Academic, Administrative and Teaching Experience

2012 – 2016	Faculty Lead, Sales & Innovation, for QED in Saudi Arabia, Abu Dhabi, Dubai, and Oman
2010 -2014	Faculty Lead, Sales and Marketing Executive Development Programs, Queen's School of Business
2000 – current	Associate Professor, Marketing, Queen's School of Business - (Continuing Adjunct)
2005 - 2007	Director, Queen's Business Consulting, School of Business, Queen's University, Canada
2003 - 2005	E-learning Programs Coordinator, Centre for Knowledge-Based Enterprises, School of Business, Queen's University, Canada
1999 – 2000	Full Professor (visiting), Faculty of Business, Brock University, Canada.
1996 - 1999	Full Professor and Director, School of Business and Economics, Nipissing University, Canada.
1986 – 1996	Associate Professor, School of Business and Economics, Nipissing University, Canada.
1984 – 1986	Assistant Professor, Faculty of Business, Memorial University, Canada.
1982 – 1984	Assistant Professor, Faculty of Business, Mount St. Vincent University, Canada.
1980 – 1982	Assistant Professor, School of Management, University College of Cape Breton, Canada.
1977 – 1978	Lecturer, Ivey School of Business, University of Western Ontario, Canada
1976 – 1977	Instructor, Ivey School of Business, University of Western Ontario, Canada

Professional Experiences

2013 – current	Strategic Advisor/Coach, http://ultrabrand.com/management/
2007 – current	Strategic Advisor/Coach, www.resolutionstech.com .
2010 - 2011	Strategic advisor for www.teambuy.com
2009 -2011	Strategic advisor for www.gshiftlabs.com
2000 – 2006	Strategic Advisor of Strategy, cgkTechnologies Group which has become HotBanana (www.hotbanana.com). Providing strategic guidance and e-marketing direction for ecommerce platform applications for new and growing ventures.
1998 – 2001	Chairman, BayWay Community Investment Corp. (www.baywaycorp.com). Providing strategic financial and technical direction to new and growing ventures.
1990 – 2001	Partner with Advanced Management Consultants, North Bay, Ontario, providing MIS and strategy services to both for-profit and NPO organizations.
1979 – 1980	Manager of Financial Planning, Harlequin Enterprises Division, TORSTAR Inc., Stratford, Ontario.
1978 – 1979	Financial Planning Analyst, Department of Finance, University of Western Ontario.

Part-time Academic and Teaching Experience

1991 – 2001	Co-Director and Business Professor, Shad Valley Summer Program in Creative Technology, University of Calgary, Canada, July.
1996 - 1999	Coordinator, University of Ottawa Distance MBA with Nipissing University, Canada.
1996 - 1997	Adjunct Business Faculty (Creativity and Innovation for BComm), Royal Roads University, Canada.
1996	Adjunct Business Faculty (Marketing for MBA), University of Ottawa, Canada
1987 - 1988	Adjunct Business Faculty (MIS for MBA), Laurentian University, Canada
1983 - 1984	Adjunct Business Faculty (Strategy for BComm), St. Mary's University, Canada.
1978 – 1980	P-T Lecturer, Ivey School of Business, UWO, Canada

Academic Awards and Honours

2005 - 2015	Nominated for Undergraduate Teaching Award, Queen's School of Business
2004	Winner of Teaching Award, Queen's School of Business
2003, 2001	Nominated for Undergraduate Teaching Award, Queen's School of Business
2000	Nominated to be the inaugural recipient of the new Chancellor's Research Award, Nipissing University, Canada.

1998	Developed the Intonex Inc. e-commerce new venture case study that won the 1998 national CIBC Case Study competition hosted by the School of Business, Acadia University, Canada.
1997	Nominated for Teaching Excellence Award, Nipissing University, Canada.
1996	One of a few Canadians to ever be awarded the Edwin M. Appel Prize for Entrepreneurship Leadership and Research by Babson College, Boston, USA.
1995	Co-authored two case studies that won second and third prize in National Aboriginal Management Small Business Case Writing Competition hosted by the Faculty of Management, University of Lethbridge, Canada.
1984	Best Paper Award, MIS Division, 1984, Atlantic Schools of Business Conference, Halifax, Canada.

Research & Writing Activities

Fall 2014	Updated content for marketing case app I developed at http://www.prenhall.com/casepilot
Autumn 2013	Launched www.salesalsa.com and updating research content
Winter 2012	Finishing final draft of 'Sales Salsa' management reader and site www.salessalsa.com
Winter 2008/09	Finished first draft of marketing management reader entitled "Aligning Marketing & Sales"
Fall 2008	Finished first draft of sales management reader entitled "Sales Salsa"
Spring 2006	Finishing draft of management reader entitled "Touch, Tingle, & Gingle: The 3 Hallmarks of Successful E-Ventures"
Summer 2005	Developed a proposal for Canada's first Centre for Sales Excellence to be housed within a university-based School of Business. Proposal accepted and funding being sought.
Summer 2003	Invented and developed the world's first interactive Web-based business case study evaluation technology and tool, code named CasePilot. Launched at http://www.prenhall.com/casepilot
Summer 2002	Site developer and Web master for Canada's first marketing educators' portal, contracted by Prentice Hall and Pearson Education.
Winter 2001/2002	Leading a project to document the growth of Kingston's 16 knowledge-based firms, with Kingsotn's Economic Development Corp (KEDCO), and with Dr. Perry Bamji Working with Prentice Hall publishers to establish world's 1st marketing education Internet portal
Winter 2001/2002	Reviewer for Technology and Innovation Management (TIMS), and the Entrepreneurship Divisions, Academy of Management Reviewer for Entrepreneurship, and Management Education Divisions of Administrative Sciences Association of Canada (ASAC)
Fall, 2000	Lead investigator for a study entitled "Barriers and Benchmarks to E-commerce for Canadian SMEs: An Ontario Blue Print" for the Ministry of Energy, Science and Technology, and the Ministry of Economic Development, Trade, and Tourism coordinated by the Centre for Knowledge-Based Enterprises, Queen's School of Business, Queen's University.
Fall, 2000	Completing study of e-commerce impact on 45 SMEs participating in a Business Adjustment Services project requiring that they establish and utilize the Internet for their operations.
2000 - Present	Developing a framework for writing new Canadian e-commerce case studies based upon the BCAP framework.

Publications (Book Chapters)

1. Pliniussen, J., and Humphrey, J. (2004). " Lawson's Lumber". A case study in Grasby, Grossan, Frost, Haywood-Farmer, Pearce, and Purdy (eds.), Business Decision Making, 7th Edition, Nelson, Toronto, 154 – 160.
2. Pliniussen, J., and Humphrey, J. (2000). " Dawson Lumber Company Limited". A case study in Grasby, Grossan, Frost, Haywood-Farmer, Pearce, and Purdy (eds.), Business Decision Making, 6th Edition, Nelson, Toronto, 110-118.
3. Pliniussen, J., and Humphrey, J. (2000). " Royal Hardware". A case study in Grasby, Grossan, Frost, Haywood-Farmer, Pearce, and Purdy (eds.), Business Decision Making, 6th Edition, Nelson, Toronto, 318-322.
4. Pliniussen, J., (1997). "Computerized Business Systems". Chapter in Pliniussen, J., and Wilson, L. (eds.), An Introduction to Canadian Business and Management, 2nd Edition, McGraw-Hill, Toronto, 203-226.
5. Pliniussen, J., and Allen, L (1997). "Management Decision Making". Chapter in Pliniussen, J., and Wilson, L. (eds.), An Introduction to Canadian Business and Management, 2nd Edition, McGraw-Hill, Toronto, 343-370.

6. Pliniussen, J., and Hewick, L (1997). "Business Communications". Chapter in Pliniussen, J., and Wilson, L. (eds.), An Introduction to Canadian Business and Management, 2nd Edition, McGraw-Hill, Toronto, 649-674.
7. Pliniussen, J., (1997). "Canadian Small Business and New Ventures". Chapter in Pliniussen, J., and Wilson, L. (eds.), An Introduction to Canadian Business and Management, 2nd Edition, McGraw-Hill, Toronto, 603-626.
8. Pliniussen, J., and Humphrey, J. (1996). " Dawson Lumber Manufacturing Company". A case study in Campbell, Grasby, Haywood-Farmer, Head, and Humphrey (eds.), An Introduction to Business Decision Making, 5th Edition, Nelson, Toronto, 99-104.
9. Pliniussen, J., and Humphrey, J. (1996). " Royal Hardware". A case study in Campbell, Grasby, Haywood-Farmer, Head, and Humphrey (eds.), An Introduction to Business Decision Making, 5th Edition, Nelson, Toronto, 299-304.
10. Pliniussen, J., and Humphrey, J. (1992). "Royal Hardware Manufacturing Company". A case study in Campbell et al. (eds.), An Introduction to Business Decision Making, 4th Edition, Nelson, Toronto.
11. Pliniussen, J., and Humphrey, J. (1992). "Larson Lumber Manufacturing Company". A case study in M. Campbell et al. (eds.), An Introduction to Business Decision Making, 4th Edition, Toronto: Nelson, 1992.
12. Pliniussen, J., and Humphrey, J. (1988). "Carson Lumber Company Limited". A case study in Humphrey, Pearce, Burgoyne, and Erskine (eds.), An Introduction to Business Decision Making, 3rd Edition, Methuen, Toronto.
13. Pliniussen, J., and Humphrey, J. (1988). "Royal Hardware Manufacturing Co. Ltd.". A case study in Humphrey, Pearce, Burgoyne, and Erskine (eds.), An Introduction to Business Decision Making, 3rd Edition, Methuen, Toronto.
14. Pliniussen, J., and Humphrey, J. (1988). "Ned Tom Industries Ltd.". A case study in Humphrey, Pearce, Burgoyne, and Erskine (eds.), An Introduction to Business Decision Making, 3rd Edition, Methuen, Toronto.
15. Pliniussen, J. (1986). "Scandia Inc." A case study in Robbins, S. and Stuart-Kotze, R., Canadian Management: Concepts and Practices, Prentice-Hall, Toronto.
16. Pliniussen, J., and Humphrey, J. (1981). "Larson Lumber Company Limited". A case study in Humphrey, Pearce, Burgoyne, and Erskine (eds.), An Introduction to Business Decision Making, 2nd Edition, Methuen, Toronto, 96-102.
17. Pliniussen, J., and Humphrey, J. (1981). "Royal Hardware Manufacturing Co. Ltd.". A case study in Humphrey, Pearce, Burgoyne, and Erskine (eds.), An Introduction to Business Decision Making, 2nd Edition, Methuen, Toronto, 183-187.
18. Pliniussen, J., and Humphrey, J. (1981). "Ned Tom Industries Ltd.". A case study in Humphrey, Pearce, Burgoyne, and Erskine (eds.), An Introduction to Business Decision Making, 2nd Edition, Methuen, Toronto, 387-396.
19. Pliniussen, J., and Humphrey, J. (1977). "Lineman Promotions". A case study in Pearce, Burgoyne, and Humphrey (eds.), An Introduction to Business Decision Making: Text and Cases, Methuen, Toronto, 285-290.

Publications (Journal Articles)

1. Pliniussen, J., (1990). "Small Business Computing." Journal of Management Systems, Vol. 2, Summer.
2. Pliniussen, J., (1989). "Managing New Technology - The Case of Smaller Business Computerization," REMAT Communiqué, Vol. 3 (5), Spring.
3. Pliniussen, J., and Bennet, J. (1988). "Computers and Entrepreneurs - A National Perspective," The Entrepreneurship Development Review, No. 5, Fall, 1988.
4. Pliniussen, J., (1988). "Small Business Computing Stages," Journal of Small Business and Entrepreneurship, Vol. 5 (4), Spring.
5. Pliniussen, J., (1987). "Longer Term Educational Interests of Small Business Owner/Managers: the Case of Northern Ontario," The Entrepreneurship Development Review, No.. 4, Winter.
6. Pliniussen, J., (1985). "Information Networks for Computer Modeling," Cost and Management Journal, Vol. 59 (3), May-June.
7. Pliniussen, J., (1985). "Evaluating System's Utilization - A Mandatory Control/Feedback Process," Cost and Management Journal, Vol. 59 (2), March-April.
8. Pliniussen, J., (1985). "Evaluating User Satisfaction," Cost and Management Journal, Vol. 59 (1), January-February.
9. Pliniussen, J., (1984). "Computer User Training and Development, Part 2," Cost and Management Journal, Vol. 58 (6), November-December.
10. Pliniussen, J., (1984). "Computer User Training and Development, Part 1, "Cost and Management Journal, Vol. 58 (5), September-October.
11. Pliniussen, J., (1984). "Information Systems Management," Cost and Management Journal, Vol. 58 (4), July-August.

12. Pliniussen, J., (1984). "The Role of Micros Within the Mainframe Environment," Cost and Management Journal, Vol. 58 (3), May-June.
13. Pliniussen, J., (1984). "MIS - DSS Sensitivity - A Conference Paper Report ", Information and Management, Vol. 12, April.
14. Pliniussen, J., and MacAulay (1984). "Terminal Usage," Cost and Management Journal, Vol. 58 (2), March-April.
15. Pliniussen, J., and Kirby, E. (1984). "RIAs and Their Computers," Cost and Management Journal, Vol.- 58 (1), January-February.
16. Pliniussen, J., (1983). "Systems Monitoring and Evaluation, "Cost and Management Journal , Vol. 57 (5), September-October.
17. Pliniussen, J., (1983). "Computer Risks, "Cost and Management Journal, Vol. 57 (4), July-August.
18. Pliniussen, J., (1983). "Operational Planning and Accounting Software, " Cost and Management Journal, Vol. 57 (3), May-June.

Published & Refereed Conference Papers

1. Pliniussen, J., and Susan R. (2002). "The Technological Antecedents of Nanotechnology", Conference Proceedings, IEEE Conference, Cambridge University, England.
2. Pliniussen, J., and Walpole B. (1989)."Planning and Implementation of Programs in Entrepreneurship," (with Bob Walpole), Conference Proceedings, Third Canadian Entrepreneurial Conference, University of Calgary.
3. Pliniussen, J., (1988). "Entrepreneurship and Centres for Entrepreneurship: A Systems Approach for Enhancing Entrepreneurial Development," Conference Proceedings, International Conference on Small Business, St. John's Nfld.,
4. Pliniussen, J., (1988). "Towards a Stage Theory of Small Business Computing," Conference Proceedings, ASAC, Halifax.
5. Pliniussen, J., (1987). "Entrepreneurial Networking for Skills Enhancement," Conference Proceedings, Second Canadian Entrepreneurial Conference, Queen's University.
6. Pliniussen, J., (1986). "Opportunities and Options in Entrepreneurial Learning," Conference Proceedings, First Canadian Entrepreneurial Conference, Memorial University.
7. Pliniussen, J., (1985). "Integrating Forecasting Models for Decision Support Into Management Curriculum," Conference Proceedings, Atlantic Schools of Business Conference, Acadia University.
8. Pliniussen, J., (1984). "An Approach to Examining Functional Area Systems Utilization," Conference Proceedings, Atlantic Schools of Business Conference, Mount Saint Vincent University. (Best Paper Award)
9. Pliniussen, J., (1984). "PMT Function Matrix (B) - An Approach for Forecasting the Organizational Impact of Management Decision implementation," Conference Proceedings, Atlantic Schools of Business Conference, Mount Saint Vincent University.
10. Pliniussen, J., (1983). "Information Delivery Systems," Conference Proceedings, Atlantic Schools of Business Conference, St. Francis Xavier University.
11. Pliniussen, J., (1983). "A Note on Enhancing Managers' MIS-DSS Skills," Management Information Systems Proceedings, Administrative Sciences Association of Canada Conference, University of British Columbia.
12. Pliniussen, J., (1983). "Management Information and Strategic Planning Integration," Conference Proceedings, International Business Schools Computer Users Group (IBSCUG) Conference, University of Waterloo.
13. Pliniussen, J., (1983). "Planning Intelligence Systems," Conference Proceedings, Academy of Marketing Sciences Conference, University of Miami.
14. "SPEC Planning - The Euro-Canadian Interface," Conference Proceedings, Atlantic School of Business Conference, University of New Brunswick, 1982.

Sample Contracts (1994 – 2016)

- Veteran's Affairs, "Embedding Innovation"
- State Farm, "Creativity in Sales"
- CSIS, "Innovation Culture"
- Telus, "Innovation for Management"
- London Life, "Sales Training for WEPG Businesses".
- Ministry of Energy, Science and Technology, "Barriers and Benchmarks to E-Commerce for SMEs".
- Ministry of the Solicitor General, "Management Selection and Development".

- University of Northern British Columbia, “Review of Business Degree Programs”.
- Union of Ontario Indians, “Strategic Planning for the Third Corporation”.
- Ministry of Correctional Services and the Solicitor General, “Management Evaluation Project”.
- Union of Ontario Indians, "Issues and Options for Economic Development".
- Union of Ontario Indians, "Policing Plans and Strategies for Ontario's 43 Anishinabek Communities".
- Ministry of Community and Social Services, "Strategic Planning for Children's Mental Health Agencies in North Bay and Timmins".
- Ministry of Northern Affairs, "Ethics and Small Business".
- Canadian Centre for Creative Technology, Waterloo, "Training Program Manual Development".
- Ministry of Social Services, North Bay, "Management Team Information Systems Development".
- Centre of Entrepreneurship, North Bay, "Video-Based Entrepreneurship Curriculum Development".
- Ministry of Health, Toronto, "QWL and Psychiatric Hospital Strategies".
- College of Trades and Technology, St. John's, Nfld., "Strategic Management Process Implementation".
- Fishery Products International, St. John's, Nfld., Management Development Strategies".
- Manufacturers Life Insurance Company, Halifax, Nova Scotia, "Sales Team Information Systems".
- Department of Fisheries and Oceans, Halifax, "Regional Offices Information Service Development".
- Office of the Inspector of Cooperatives for Nova Scotia, Halifax, "Provincial Liquidators".

Other Activities

- 2011 – 2016: Coach Canada’s Top Ad Exec QSB competitors
- 2010 – Loran Merit Scholarship Program mentor - http://www.cmsf.ca/
- 2008 - 2011: Coach for QSB Case Competition Entrants
- 2007/08: Faculty Coordinator for Business and Entrepreneurship Conference
- 2006: Coordinator for Sales Competition, and new annual Marketing Creativity Challenge
- 2005: Faculty Coach for MBA teams competing in marketing, emarketing, and innovation competitions
- 2004: Coordinating course content for five Comm131 (Intro Marketing) sections
- 2003 – 2004: Coordinator for May/04 our 1st National eLearning Conference hosted by Queen’s School of Business
- 2003: Hosted Organized visit by Chinese Delegation and Industry Canada
- 2003: Helped Dr. Cunningham plan and design new AMBA degree, and assist with information sessions
- 2003: Integrated new Internet-based marketing simulation (http://www.markstratonline.com) into Comm333
- 2003 – 2004: Coach for Queen’s Markstrat Simulation Competition hosted by the University of Manitoba
- 2002 – 2004: Coach for MBAST ecommerce case competition team
- 2002 - 2004: Faculty judge for QEC, ICBC, and QMAC undergraduate competitions and forums.
- 2002 - 2003: Member of new Workload Document Committee
- 2002: Ethics Research Review Committee, Queen’s School of Business
- 2002: Reviewer for Academy of Management, Management Education and Development Division; Academic Reviewer for Management Education and for Entrepreneurship Divisions (papers focusing on technology applications, e-commerce, or computing issues)
- 2001: E-commerce textbook proposal reviewer for Prentice-Hall Publishers.
- 2000: Faculty mentor for business student competition teams, Queen’s Business School.
- 2000: E-commerce textbook proposal reviewer for Prentice-Hall Publishers.
- 2000 - 2004: Academic Reviewer for Management Education and for Entrepreneurship Divisions (papers focusing on technology applications, e-commerce, or computing issues) of Administrative Sciences Association of Canada (ASAC) national conferences.
- 1999: E-commerce textbook proposal reviewer for McGraw-Hill Publishers.
- 1999: Invited to lead session (with Tim Jones) on using BCAP software for management teaching, ASAC National Conference, Saint John, NB.
- 1999: Academic Reviewer for Entrepreneurship Divisions (papers focusing on technology applications, e-commerce, or computing issues) of Administrative Sciences Association of Canada (ASAC) national conferences.
- 1998: Invited to present seminar on BCAP software for the annual world-wide Symposium of Entrepreneurial Educators (SEE) conference, hosted annually at Babson College, Mass., May.
- 1998: Invited to demonstrate results of BCAP software utilization to annual Atlantic School of Business Conference, Acadia University, Nova Scotia, October.

- 1998: External Reviewer (with Dr. B. Dadgostar) for Faculty of Business program review, University of Northern British Columbia, Fall.
- 1998: External reviewer of graduate student for MEd (Administration) thesis, Nipissing University.
- 1998:Faculty coach for Northern Ontario consulting competition winning business student teams, Nipissing University.
- 1997 Academic Reviewer for Entrepreneurship and also Management Education areas of Administrative Sciences Association of Canada (ASAC) national conferences.

Academic and Professional Associations

Professional

AIMS - Association of Internet Marketing and Sales - www.aimscanada.com

Academic

AM - Academy of Management - http://www.aomonline.org/