



NAME Wilian Gatti Junior

COMPLETED ACADEMIC DEGREES

Degree Name	Subject Area	Institution	Date of Completion
PhD	Educational Research	University of Calgary	2023
PhD	Business Administration	Universidade de São Paulo (Brazil)	2015
MSc	Business Administration	Universidade de São Paulo (Brazil)	2010
MBA	Marketing	Fundação Armando Álvares Penteado (Brazil)	2008
BA	Business Administration	Fundação Escola de Comércio Álvares Penteado (Brazil)	1996

ADVANCED STUDIES IN PROGRESS

Degree Name	Subject Area	Institution	Est. Completion Date

ACADEMIC APPOINTMENT

Appointment Level	Institution	Dates (Yr to Yr)	Subject Area
Associate Professor	Ambrose University	2023 to on going	Business
Assistant Professor	Rennes School of Business	2020 to 2022	Strategy and Entrepreneurship
Sessional Instructor	Bow Valley College	2019 to 2020	Supply Chain Management
Assistant Professor	Universidade Anhembi Morumbi (Brazil)	2011 to 2016	Marketing and Hospitality
Adjunct Professor	Pontifícia Universidade Católica de São Paulo (Brazil)	2011 to 2011	Operation Management
Adjunct Professor	Universidade Metodista de São Paulo (Brazil)	2010 to 2011	Marketing and Strategy
Adjunct Professor	Universidade Bandeirante (Brazil)	2006 to 2011	Logistics

ADMINISTRATIVE APPOINTMENTS

Appointment Level	Institution	Dates (Yr to Yr)
Adjunct Coordinator	Universidade Anhembi Morumbi (Brazil)	2012 to 2015
Coordinator of Executive Education	Fundação Instituto de Administração (Brazil)	2011 to 2011

TEACHING EXPERIENCE

Institution	Dates (Yr to Yr)	Courses Taught (Course # and Name)	Credit per course
Ambrose University	2024 to on going	BUS371 – Operations Management	3
Ambrose University	2024 to on going	BUS470 – Project Management	3
Mount Royal University	2023 to 2023	MGMT2130 – Management Principles and Practices	3
Ambrose University	2023 to on going	BUS410 – Advanced Strategy	3
Ambrose University	2023 to on going	BUS380 – Marketing Research	3
Ambrose University	2023 to on going	BUS280 – Marketing	3
Bow Valley College	2023 to 2023	MGMT2998 – Business Strategy	3
Ambrose University	2023 to on going	BUS480 – Strategic Marketing	3
Ambrose University	2023 to on going	BUS290 - Innovative & Entrepreneurial Thinking	3
Rennes School of Business	2022 to 2022	ST314 - Strategic Management of Innovation	4
Rennes School of Business	2020 to 2022	ST514 - Competitive Strategy	6
Rennes School of Business	2020 to 2021	ST310 - Strategic Thinking in a Complex World	3
Rennes School of Business	2020 to 2021	ST410 - Strategic Formulation and Simulation	6
Rennes School of Business	2021 to 2021	ST304 - Entrepreneurship and Innovation: Fundamentals	4
Bow Valley College	2019 to 2020	SCMT2501 - Inventory and Material Management	3
Bow Valley College	2019 to 2019	MGMT2301 - Microsoft Excel	3
Bow Valley College	2019 to 2019	SCMT2101 - Introduction to Supply Chain Management	3
Universidade Anhembi Morumbi	2011 to 2016	Logistics	80h

Universidade Anhembi Morumbi	2016 to 2016	Research Methods	40h
Universidade Anhembi Morumbi	2013 to 2016	Entrepreneurship	40h
Universidade Anhembi Morumbi	2016 to 2016	Information and Communication Technologies Management	45h
Universidade Anhembi Morumbi	2013 to 2015	Management Consulting	80h
Universidade Anhembi Morumbi	2014 to 2015	Introduction to Total Quality Management	80h
Universidade Anhembi Morumbi	2014 to 2015	Quality Systems	40h
Universidade Anhembi Morumbi	2011 to 2015	Special Topics in Logistics	40h
Universidade Anhembi Morumbi	2011 to 2015	Operations Management	80h
Universidade Anhembi Morumbi	2014 to 2014	Production Management and Logistics	80h
Universidade Anhembi Morumbi	2012 to 2014	Strategy	80h
Universidade Anhembi Morumbi	2014 to 2014	Logistics and Distribution	40h
Universidade Anhembi Morumbi	2013 to 2014	Innovation Management	32h
Universidade Anhembi Morumbi	2013 to 2014	Production and Operations Management	32h
Universidade Anhembi Morumbi	2012 to 2012	Marketing Research	80h
Universidade Anhembi Morumbi	2012 to 2012	New Product Development	80h
Universidade Anhembi Morumbi	2010 to 2012	Marketing	80h
Universidade Anhembi Morumbi	2012 to 2012	Event Logistics	80h
Universidade Anhembi Morumbi	2011 to 2011	General Administration	80h
Pontifícia Universidade Católica de São Paulo	2011 to 2012	Operations Management	40h
Universidade Metodista de São Paulo	2010 to 2010	Strategy	80h
Universidade Metodista de São Paulo	2010 to 2010	Marketing	80h

Universidade Metodista de São Paulo	2010 to 2010	Project Management	40h
Universidade Metodista de São Paulo	2010 to 2010	Sustainability	40h
Universidade Bandeirante	2006 to 2009	Inventory Management	66h
Universidade Bandeirante	2010 to 2010	Information Systems	66h
Universidade Bandeirante	2007 to 2009	Logistics and SCM	66h
Universidade Bandeirante	2006 to 2009	IT in Logistics	66h
Universidade Bandeirante	2006 to 2006	Transportation Management	66h

SCHOLARLY PARTICIPATION

Books Authored or Edited

Dates (Yr to Yr)	Activity (Name of book, publisher etc)
2020	Operations Research. SENAC Editora. (original in Portuguese)

Refereed Publications

Dates	Activity (Name of article and journal)
2023	How ChatGPT can inspire and improve serious board game design. International Journal of Serious Games.
2022	Looking Inside the Box to Think Outside It: Contextualizing Design Thinking (Book chapter). Design Praxiology and Phenomenology.
2021	Intergenerational hybrid products in periods of discontinuous change. European Journal of Innovation Management.
2020	Green Economy game: A modular design approach for sustainable development education. International Journal of Designs for Learning.
2020	Supporting design thinking through a game-based pedagogy in entrepreneurship education. Papers on Postsecondary Learning and Teaching.
2017	Curious conversations: Using game-based learning to develop creative culture within technical courses. Papers on Postsecondary Learning and Teaching.
2017	How can a live fish live out of Brazil? The case of Peixonauta Iberoamerican Journal of Strategic Management (IJSM). (original in Portuguese)
2017	Knowledge transformation in the innovation process: A multiple case study of development of the flex fuel technology in Brazil. Rege. Revista de Gestão USP. (original in Portuguese)
2014	An exploratory study on the Brazilian animation industry for TV. REAd. Revista Eletrônica de Administração. (original in Portuguese)
2013	The formation of centres of excellence in subsidiaries of first tiers in Brazil: An analysis of the organizational knowledge perspective. Internext. (original in Portuguese)
2012	Technological scenarios to the demand for sugarcane. Future Studies Research Journal.
2012	Suppliers involvement strategies in flex fuel vehicle development. JOSCM. Journal of Operations and Supply Chain Management.
2011	The ZMRC and the urban freight transport in São Paulo city. Revista Eletrônica Gestão e Serviços. (original in Portuguese)
2011	From third-party to fourth-party logistics: A case study in the animal health industry. Revista Gestão Industrial. (original in Portuguese)
2011	Knowledge management in Brazil: A brief overview of its teaching and research. Revista da Faculdade de Administração e Economia. (original in Portuguese)
2011	Supplier involvement in flex fuel technology in Brazilians automakers. Revista Gestão & Tecnologia. (original in Portuguese)

2010	Services marketing applied to the third-party logistics industry. Revista da Faculdade de Administração e Economia. (original in Portuguese)
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Non-Refereed Publications

Dates	Activity (Name of article and journal)
2018	Key decisions throughout the start-up success journey. Report for the Brazilian Agency for Industrial Development (ABDI). (original in Portuguese)
2017	National and international experiences to promote open innovation. Report for the Brazilian Agency for Industrial Development (ABDI). (Original in Portuguese)

Conference Presentations

Dates	Activity (Name of article and journal)
2023, September	Game design as reflective pedagogy in entrepreneurship education. 17th European Conference on Game-Based Learning. Enschede, NE
2022, January	Mediating two distinct perspectives on design thinking through game-based learning in business education. USASBE 2022 Annual Conference. Raleigh, US.
2022, January	Entrepreneurial thinking: A game-based learning approach. USASBE 2022 Annual Conference. Raleigh, US.
2019, November	Design cognition in entrepreneurship education: Preliminary findings in a game-based activity. Paper presented at the SemeAd 2019. São Paulo, BR
2019, November	The application of the effectuation logic to entrepreneurship training. Paper presented at the SemeAd 2019. São Paulo, BR.
2019, October	Game play and game design to enhance design thinking in entrepreneurship education. In Kalir, J. H. & Filipiak, D. (Eds.), Proceedings of the 2019 Connected Learning Summit (pp. 54–61). Berkeley, CA.
2019, July	Game design as a pedagogy to develop mathematical literacy in kindergarten students. Paper presented at the IDEAS Conference 2019, Calgary, CA.
2019, July	Green Economy: A game design approach to support systems thinking and social interactions. Paper presented at the IDEAS Conference 2019, Calgary, CA.
2019, April	Players as part of an emergent social and complex system. Paper presented at the Canadian Educational Researchers Association at the AERA Annual Meeting, Toronto, CA.
2018, October	Applying design cognition in a game-based learning context to develop entrepreneurial competencies. In Ciussi, M. (Eds.), Proceedings of the 12th European Conference on Game-Based Learning (pp. 773–784). Sophia-Antipolis, FR.
2018, May	Facing disengagement and social acceleration: a game-based learning

	approach to entrepreneurship education. Paper session presented at the 2018 CSSE Annual Conference, Regina, CA.
2016, September	The development of hybrid products in transition technology moments: A multiple case study. Paper presented at the XL Encontro da Anpad, Costa do Sauípe, BR (original in Portuguese)
2016, May	The self-service implementation in a fast food chain and the customers perceptions. Paper presented at Encontro dos Mestrados Profissionais em Administração, São Paulo, BR. (original in Portuguese)
2014, October	Dynamics of strategic groups in the Brazilian sugarcane and ethanol industry. Paper presented at the SemeAd 2014. São Paulo, BR. (original in Portuguese)
2013, August	The animation industry for TV: An exploratory study on Brazilian initiatives in the sector. Paper presented at the XVI Simpósio de Administração da Produção, Logística e Operações Internacionais, São Paulo, BR. (original in Portuguese)
2013, May	Dynamic capabilities for connection to a GPN: The Brazilian studios in the animation industry. Paper presented at 24th POMS Conference, Denver, US.
2012, October	The engine technology evolution: A preliminary study. Paper presented at the Semead 2012. São Paulo, BR. (original in Portuguese)
2012, October	The formation of centres of excellence in subsidiaries of first tiers in Brazil: An analysis of the organizational knowledge perspective. Paper presented at the Semead 2012. São Paulo, BR. (original in Portuguese)
2011, November	Heuristics and biases applied in supplier relationship management: A contribution to the behavioral operations theory. Paper presented at the Simpósio de Engenharia de Produção, Bauru, BR. (original in Portuguese)
2011, September	The knowledge transformations in the innovation process: The development of flex fuel technology in the Brazilian first tier suppliers. Paper presented at the XXXV EnANPAD - Encontro da ANPAD, Rio de Janeiro, BR. (original in Portuguese)
2010, September	35 years of Proálcool creation: From ethanol-engine to flex fuel vehicle. Paper presented at the Semead 2013, São Paulo, BR. (original in Portuguese)
2009, November	Organizational learning: The Bosh's case in the development of flex fuel technology. Paper presented at the XVI SIMPEP - Simpósio de Engenharia de Produção, Bauru, BR. (original in Portuguese)
2009, November	Urban freight transport: A exploratory study in São Paulo city. Paper presented at the XVI SIMPEP - Simpósio de Engenharia de Produção, Bauru, BR. (original in Portuguese)
2009, September	From third-party to fourth-party logistics: A conceptual proposal in the context of supply chain management process. Paper presented at the XXXIII EnANPAD - Encontro da ANPAD, São Paulo, BR. (original in Portuguese)

2009, August	Services marketing in the third-party logistics industry: The 8Ps mix. Paper presented at the Semead 2009, São Paulo, BR. (original in Portuguese)
2009, August	Restructuring the processes of picking and storage of materials: A case study in a wholesaler. Paper presented at the Semead 2009, São Paulo, BR. (original in Portuguese)
2009, August	Supplier involvement in flex-fuel technology development: The General Motors and Volkswagen Brazilian cases. Paper presented at the PICMET - Portland International Conference on Management of Engineering and Technology, Portland, US.

Research Grants

Dates	Activity (Name of grant and research)
2023	Ambrose University Research Fund (\$3,928)
2018	Scholarship of Teaching and Learning Grants (\$20,000). University of Calgary. Project: Reframing Technical Courses in STEM as Disciplines of Entrepreneurship and Design Thinking

ACADEMIC AND PROFESSIONAL PRESENTATIONS

Dates	Name of Presentation to Name of Organization
2024, May	Artificial Intelligence and the Post-Secondary Classroom at Ambrose University, Calgary, CA.
2023, November	AI in the Classroom. TLC Fall Pedagogy Conversations at Ambrose University, Calgary, CA.
2023, August	One Move at a Time: Game Design as Integration of Knowledge. Ambrose Research Day, Calgary, CA.
2021, May	Promoting equity, diversity and inclusion through peer mentorship and game play. Workshop presented at the 2021 Conference on Postsecondary Learning and Teaching, Calgary, CA.
2019, November	Entrepreneurial Thinking: A board game activity that supports design thinking in entrepreneurship education. Workshop presented at the 2019 North American Simulation and Gaming Association (NASAGA). Chicago, US.
2019, April	A game-based activity to support design thinking in entrepreneurship education. Workshop presented at the 2019 Conference on Postsecondary Learning and Teaching, Calgary, CA.
2019, April	How to design and build an interactive game for teaching and learning workshop. Workshop presented at Taylor Institute for Teaching and Learning, Calgary, CA.
2018, October	Entrepreneurial Thinking. Board game presented at the 6th International Educational Games Competition, Sophia-Antipolis, FR.
2018, September	Entrepreneurial Thinking. Board game presented at the 3rd International Business Learning Games Competition, Lisbon, PT.
2018, May	Students as co-designers for learning through collaborative game development. Workshop presented at the 2018 Conference on Postsecondary Learning and Teaching, Calgary, CA.

2017, May	Creative conversation: Using game-based learning to develop creative culture within technical courses. Workshop presented at the 2017 Conference on Postsecondary Learning and Teaching, Calgary, CA.
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PROFESSIONAL MEMBERSHIPS, QUALIFICATIONS and EXPERIENCE

Professional Memberships

Professional Qualifications
None

Professional Experience
<i>(Any employment prior to Ambrose University)</i>
Co-owner Fernandes & Gatti Consulting Company, 2004-2015
Logistics Supervisor , Schering - Plough Coopers, 2001-2004
Logistics Supervisor , Moore Brazil, 1996-2001
Shipping Supervisor , Zeneca Pharmaceutical, 1995-1996
Logistics Supervisor , Procter & Gamble, 1991-1995