



PROFESSOR TIM MAZZAROL

BA (Hons), B.Ed., MBA (Distinction), PhD

AFFILIATE

- Winthrop Professor, Faculty of Arts, Business, Law and Education (FABLE), University of Western Australia
- Director, Centre for Entrepreneurial Management and Innovation (CEMI)
- Director, UWA Co-operative Enterprise Research Unit (CERU)
- President, Small Enterprise Association of Australia and New Zealand (SEAANZ)
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Tim Mazzarol is a Winthrop Professor within the UWA Business School where he specialises in marketing, strategy, entrepreneurship and innovation. He is a Qualified Practicing Market Researcher (QPMR), an Adjunct Professor at the University of the South Pacific, as well as an affiliate Professor at the Burgundy School of Business, Groupe ESC Dijon Bourgogne, France. He is also the Director of the Co-operative Enterprise Research Unit (CERU) at UWA, and President of the Small Enterprise Association of Australia and New Zealand (SEAANZ).

He joined UWA in 2001 and was the founder Director of the Centre for Entrepreneurial Management and Innovation (CEMI) at UWA from its inception in 2002 until 2007. From 2008 to 2009 he was Director of Doctoral Programs at the UWA Business School. Prior to this he was at Curtin University of Technology from 1994 until 2000. In that time he worked as a Research Fellow with the Business School's Institute for Research into International Competitiveness (IRIC), Executive Director of the Centre for Entrepreneurship and a Senior Lecturer in Entrepreneurship within the School of Management.

Tim consults and teaches via the AIM-UWA Alliance, the UWA Extension and the Institute for Public Administration Australia (IPAA). Over the past 15 years he has been actively engaged in consulting to a wide range of organisations from fast growing small firms to large corporations and government agencies. Has undertaken over 160 projects in the areas of market research and economic or community studies for government and industry clients. He has published several books or book chapters and numerous academic papers in international journals in the fields of marketing, small business, entrepreneurship, innovation and strategy. He is a reviewer for several academic journals and publishers.