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MAY 24, 2016 | 117-16

International marketing expert Nicole Coviello named Laurier University Research Professor

WATERLOO – Wilfrid Laurier University's Lazaridis School of Business and Economics Professor **Nicole Coviello** has been named 2016/17 University Research Professor.

"Professor Coviello has demonstrated a commitment to excellence and her work at Laurier has significantly influenced the fields of international entrepreneurship and marketing," said **Robert Gordon**, Laurier's vice-president: research.

Coviello has spent her career studying marketing strategy, international business and entrepreneurship. Her research emphasizes that technical knowledge alone is insufficient to foster innovation. Successful innovation also requires managerial and marketing capabilities to connect new technologies to relevant markets, both domestic and international.

Coviello will be appointed the inaugural Lazaridis research professor and research director for the Lazaridis Institute for the Management of Technology Enterprises June 1. Previously, she was the Betty and Peter Sims professor of entrepreneurship at Laurier, a position she held since 2011.

Coviello's University Research Professor award provides a \$10,000 research grant for the recipient to explore a topic related to their research expertise. Coviello will use the award to study two key areas of research: how innovation-related marketing capabilities impact performance in fast-moving markets, and what happens to innovation when marketing capabilities are misaligned inside a company. Her particular interest is in studying different levels of the organization, from individual team members to top managers.

Coviello and her research team will partner with [Plasticity Labs Inc.](#), founded by Laurier alumnus Jim Moss, and the industry-led innovation centre [Communitech](#), to conduct this research.

"Our new research will benefit both Canadian tech firms and the many organizations working to support them," said Coviello. "Matching capacity to needs of a company throughout its lifecycle will allow the Canadian innovation ecosystems to flourish."

The Laurier University Research Professor award recognizes a continuous record of outstanding scholarship by a full-time Laurier faculty member and enables the recipient scholar to complete a major piece of research. The award emphasizes the importance of research at Laurier and promotes the achievements of the university's outstanding scholars. The award is bestowed each year at convocation with a citation.

Robert Gordon will present the award at Laurier's spring convocation on June 17 at 9 a.m.

For previous University Research Professor award recipients, visit wlu.ca/research.

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