

Access to Experts



C. Brooke Dobni, PhD
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Dr. Brooke Dobni is a Professor of Strategy and the past Associate Dean of Professional Programs at the Edwards School of Business. He has also held appointments as the Acting Dean of the Edwards School of Business (2009-2010) and the Head of the Department of Management and Marketing.

Dr. Dobni also held the PotashCorp Chair for Saskatchewan Enterprise. The Chair, funded by an endowment established by the Potash Corporation of Saskatchewan Inc. was created to support research into Saskatchewan business and to broaden the links between students and industry. It was created as part of PotashCorp's \$5 million donation to the University of Saskatchewan, which also established the PotashCorp Centre at the Edwards School of Business.

On the research side, Dr. Dobni has published over 30 articles that focus on strategy and innovation. He has identified innovation enhancers, and defined the relationship between strategy, innovation, and performance in organizations. His most recent publications involve the development of a comprehensive multi-dimensional measure of innovation culture in organizations. This construct/index has been utilized as a diagnostic and prescriptive tool by over 500 organizations across Canada. His articles can be found in the Strategic Management Journal, Business Horizons, Journal of Business Strategy, Ivey Business Quarterly, Journal of Marketing Management, Management Decision, Journal of Financial Services Marketing, Marketing Intelligence and Planning, the European Journal of Innovation Management, and the Journal of Education for Business. He received Bachelor of Commerce and Master of Business Administration degrees from the University of Saskatchewan, and a Ph.D. from the University of Bradford.

Dr. Brooke Dobni has been with the Edwards School of Business since 1989. During this time he has also served as the Director of the College's Business Consulting Services program, developed and delivered executive management programs, and has been involved in over 250 consulting engagements, providing consulting services to many Canadian organizations.