

WELLINGTON C. SPETIC
Faculty of Forestry
The University of British Columbia
4th Floor - Forest Sciences Centre
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Vancouver, BC V6T 1Z4, Canada
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Education

- 2004 to present PhD Candidate. Sustainable Business Management.
Faculty of Forestry - The University of British Columbia, Canada.
- 2003 M.Sc. Degree. Forest Products Marketing.
Faculty of Forestry - The University of British Columbia, Canada.
- 2000 Diploma in Finances. Financial Management.
Escola de Pós-Graduação em Economia. Getulio Vargas Foundation -
FGV, Brazil.
- 1996 Bachelor's degree - Forestry
UNESP – São Paulo State University, Brazil.

Areas of Research

- Competitiveness, Sustainability, and their Interrelationships
- Marketing Research

Current Projects or Thesis

- Value-Focused Forestry: Competitiveness and Sustainability Issues in the Forest Industries of BC, New Zealand, Chile, and Brazil.
- Competitiveness and Sustainability of Resource-Based (forest and bio-energy) Industries in Brazil: the Role of Socially Responsible Investments (SRI).

Research and Professional Experience

REFEREED PUBLICATIONS:

Kozak, R., W.C. Spetic, H.W. Harshaw, T.C. Maness, S.R.J. Sheppard (2008). Public Priorities for Sustainable Forest Management in Six Forest Dependent Communities of British Columbia. *Canadian Journal of Forest Research* 38(12): 3071–3084.

Spetic, W., R.A. Kozak and D.H. Cohen (2008). How Consumers Value Healthy Houses: A Preliminary Segmentation of Canadian Households. *Journal of Housing and the Built Environment* 23(1): 16 pgs.

Spetic, W., R.A. Kozak and D.H. Cohen (2007) Perceptions of Wood Flooring by Canadian Householders. *Forest Products Journal* 57(6): 34-38.

Spetic, W., R.A. Kozak and D.H. Cohen (2005) Willingness to Pay and Preferences for Healthy Home Attributes in Canada. *Forest Products Journal* 55(10):19-24.

Ellis, S.C., R.A. Kozak, W. Spetic and P.D. Evans (2006). Human Resource Needs and Demand for Post-Secondary Education in the Canadian Secondary Wood Products Industry. *Wood and Fiber Science* 38(1):5-16.

Cohen, David H., Robert A. Kozak, Natalia Vidal, Wellington Spetic, and Rafael Ide (2005). Performance Expectations and Needs of the Japanese House Consumer. Published in the *Forest Products Journal*. Volume 55, No. 5.

Cohen, David H., Natalia Vidal, Wellington Spetic, Rafael Ide and Robert A. Kozak (2003). Preliminary Assessment of Japanese Homebuyer Segments Survey. Published by the Canadian Mortgage Housing Corporation, Ottawa, Canada. 37 pages.

NON-REFEREED PUBLICATIONS:

Spetic, Wellington C. and Robert A Kozak. UBC survey finds willingness to pay more for healthy homes. Published in *The Vancouver Sun* (June 19, 2004).

Spetic, Wellington C. and Robert A Kozak. Study Reveals Canadians Willing to Pay More for Healthy Houses. *UBC Reports*, Vol. 50, No. 3, Mar. 4, 2004.

Spetic, Wellington C. and Robert A Kozak. Manufacturers Missing Appetite for Healthy Homes: Study. *The Province*, Mar. 2, 2004, pg. A34.

PRESENTATIONS:

Spetic, W., R.A. Kozak and T. Maness (2007). Value-Focused Forestry in British Columbia: Competitiveness and Sustainability Issues in the Secondary Wood Products Industry. Presented at the IUFRO ALL-Division-5

Conference "Forest Products and Environment – A Productive Symbiosis". October 29 – November 2, 2007 - Taipei, Taiwan.

- Spetic, W., R.A. Kozak and D.H. Cohen (2006). Willingness to Pay and Preferences for Healthy Home Attributes in Canada. Presented at the Forest Products Society 60th Annual Meeting: Theory and Applications in Forest Products Marketing, June 2006, New Port Beach, California, USA
- DeLong, D.L., W. Spetic, D.H. Cohen and R.A. Kozak (2004). Benchmarking Canadian Secondary Wood Products Manufacturers: A Work in Progress. Manufacturing Competitiveness of the Forest Products Industry: Competing in Today's Global Manufacturing and Consumer Marketplace (sponsored by the Forest Products Society), November 2004, New Orleans, Louisiana. Poster.
- Spetic, W., R.A. Kozak and D.H. Cohen (2004). Consumer Demand for Healthier Homes. Presented to the Canadian Home Builders Association. Fall Conference. October 15, 2004, Vancouver, BC.
- Spetic, W., R.A. Kozak and D.H. Cohen (2003). Consumer Demand for Healthier Houses: The Healthy House Survey of Canadian Households. Presented at the Forest Products Society 57th Annual Meeting: Theory and Applications in Forest Products Marketing (Session 5), June 2003, Bellevue, Seattle, Washington, USA.
- Cohen, D.H., R.A. Kozak, R. Ide, N. Vidal and W. Spetic (2003). Hokkaido Homebuyers – A Brief Summary of Results of Consumer Survey Conducted in 2001. Presented at Fuyosoken (The Winter Research Institute) Symposium on Healthy Housing, Kuriyama, Japan, February 2003.
- Spetic, W., R.A. Kozak and D.H. Cohen (2003). Consumer Demand for Healthier Houses: An Assessment of Canadian Households. Presented at the UBC Faculty of Forestry Research Poster Presentations (in association with the 2003 Leslie L. Schaffer Lecture in Forest Sciences and Jubilee Lecture Series), Vancouver, BC, February 2003. Poster.
- Cohen, David H. and Robert A. Kozak, R. Ide, N. Vidal and W. Spetic (2003). What do Japanese Homebuyers Want? - A Brief Summary of Results of Consumer Survey Conducted in 2001. Presented at The Truck Loggers Association Annual Convention and Trade Show, International Trade Forum. Vancouver, BC. January 14, 2003.

SCHOLARSHIP / AWARDS:

- 2009 Social Sciences and Humanities Research Council (SSHRC) Postdoctoral Fellowship
- 2008 International Development Research Centre (IDRC) Doctoral Research Award
- 2007 The Pacific Century Graduate Scholarship
University of BC Graduate Fellowship
UBC's Graduate TA Teaching Awards winner
- 2006 Asa Johal Graduate Fellowship in Forestry
- 2005 University of BC Graduate Fellowship
- 2004 University of BC Graduate Fellowship
- 2002 Donald S. McPhee Fellowship
- 2001 International Environmental Institute (IEI), Japan.

EMPLOYMENT HISTORY:

Graduate Research Assistant – Faculty of Forestry, UBC (Sep 2004 to present)

Graduate Teaching Assistant:

Course name: FRST 231 - Introduction to Biometrics and Business Statistics.
Date: Winter sessions (Term I) of 2002 to present.

Course name: WOOD 461/FRST 563 – Globalization and the Marketing of Wood Products.

Date: Winter sessions (Term 2) of 2005, 2006, 2007.

Course name: FRST 319 – Principles of Forestry Economics.

Date: Winter session (Term 2) of 2001.

Research Technician – Faculty of Forestry, UBC (Jan 2004 -Sep 2004)

Graduate Research Assistant - M.Sc. degree (Sept. 2001 – Nov. 2003)

Development and completion of a MSc thesis: “The Indoor Environmental Quality (IEQ) Survey of Canadian Households: a Focus on Indoor Air Quality, Lighting, and Acoustics”.

DURATEX Inc. – Wood Division, São Paulo, Brazil

Economic Planning Supervisor (1998 to 2000)

Forest Operations Supervisor (1997 and 1998)

ACADEMIC INTERNSHIPS:

USDA Forest Service (fall, 1996), Auburn, AL - USA

Research Assistant - Engineering Research Unit, Southern Research Station.

Albert-Ludwigs University (winter, 1996), Freiburg, Germany

Research Assistant - Institute for Forest Utilization and Forest Work Science.