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the School of Management, Massey University and is Director of the New Zealand Centre for SME Research (NZSMERC), a research centre in the College of Business. He joined the Centre in September 2009 after spending 15 years at the former University of Paisley

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Deakins is currently the Acting Dean of Paisley Business School and the Director of Paisley Enterprise Research Centre (PERC). Mark Freel is a Senior Lecturer in Entrepreneurship and Innovation at the University of Edinburgh Management School.

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