



CALL FOR PAPERS

Atlantic Schools of Business Conference – 2013

The 43rd annual Atlantic Schools of Business Conference is being hosted this year by the Gerald Schwartz School of Business at St Francis Xavier University from September 27th to 29th, 2013. The theme of this year's conference is "*Business in Time*".

Time has assumed prominence as a subject of inquiry within many facets of business and organization research, ranging from philosophical issues associated with temporality, business practices such as 'just in time' inventory management to questions about organization and business histories. Undoubtedly, the discourse of time has shaped people, organizations and institutions throughout history. Organizations, for example, have had a significant impact on our understanding of time and the importance we afford it. While the clock's rise in popularity and significance in workplaces can be traced to the industrial revolutions' factories, today's workplaces reflect a similar, but intensified focus on time. As the emphasis on efficiency increases, 'saving' or 'cutting down' on time has become a key priority. Whether it be the use of nostalgia by marketers to sell products or being 'first to market', the issue of time plays a central role in business.

The 2013 Atlantic Schools of Business conference invites academic papers and symposiums that consider and expand upon the theme of *Business in Time*. Encouraged for submission are papers that examine broadly the notion of time and its impact on business as well as organizational influences on temporality. We look forward to papers that feature (the) business in (of) the past and the future. Academic papers of both an empirical and theoretical nature are invited.

For more information, please visit the the following website :
<http://asb.acadiau.ca/2013conference/index.html>

See the following sections for information about key dates and paper submissions.

Key Note Speaker

The keynote speaker for the conference is Anshuman Prasad.



Anshuman Prasad (Ph.D., University of Massachusetts at Amherst) is Professor of Management and University Research Scholar at the College of Business, University of New Haven, USA.

Anshuman brings an interdisciplinary orientation in his scholarship, which deals with such issues as globalization and postcoloniality, workplace diversity and multiculturalism, corporate legitimacy, resistance in organizations, and epistemology. His research has been published in some of the major scholarly journals of the field. He is the editor of *Against the Grain: Advances in Postcolonial Organization Studies* (2012), as well as *Postcolonial Theory and Organizational Analysis: A Critical Engagement* (2003), and a co-editor of *Managing the Organizational Melting Pot: Dilemmas of Workplace Diversity* (1997). Professor Prasad has served in different capacities on the editorial boards of several academic journals: his current editorial board memberships include the boards of *Human Relations*, and *Organization*. He has served as Program/Track Chair at a number of scholarly conferences, including the Academy of Management Conference, the Eastern Academy of Management Conference, International Critical Management Studies (CMS) Conference, and the European Group for Organizational Studies (EGOS) Conference. Professor Prasad has been invited to present his research at various academic institutions, such as the Indian Institute of Management (IIM-Calcutta), Saint Mary's University, University of Toronto, University of Cambridge (U.K.), Rutgers University, and Lund University (Sweden). Currently, he is working on a book that explores the multi-dimensional implications of ongoing global transformations, and co-editing the reference volume, *Routledge Companion to Critical Management Studies*. Before joining academe, he earned an MBA degree with concentration in finance, and worked as an executive in the commercial banking sector for several years.

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Conference Fees

\$200 + HST	By August 31, 2013
\$240 + HST	September 1, 2013 and beyond
\$125 + HST	Ph.D. or M.B.A. Student
\$ 75 + HST	Spouse/Companion (to attend Friday reception and Saturday dinner only)

Your registration fee includes Friday evening reception, Saturday breakfast and luncheon, Saturday evening dinner, coffee breaks and Sunday breakfast.

Accommodations

We have negotiated special rates for three hotel locations in Antigonish for the convenience of conference attendees. These rates will be held by the hotels until August 30, 2013. Hotel bookings are not included in conference rates and fees, and are at the expense of participants. You will be asked for your own billing information in order to make a reservation with any of the locations below.

Claymore Inn

137 Church Street

Antigonish, NS

(902) 863-1050

Website: <http://claymoreinn.com/main/>

Rates: Standard Room/one person is \$105 per night, plus tax. Standard Room/two people is \$118 per night, plus tax. Extra person charge is \$10 per person, per night plus tax. Rooms booked up to and including August 30, 2013 for September 27 – 29, 2013.

Individuals make their own reservations by calling the Hotel Reservations Department directly at 1-888-863-1050. Callers must identify themselves as being with the Atlantic Schools of Business Conference in order to qualify for the group rate.

Parking is complimentary. Check out time is 11 a.m.

Maritime Inn

158 Main Street

Antigonish, NS

(902) 863-4001

Website: <http://www.maritimeinns.com/en/home/antigonish/default.aspx>

Rates: Ground floor room with 1 king bed is \$99 per night, plus tax. Ground floor room with 1 queen bed is \$99 per night, plus tax. Standard Room with 2 beds is \$109 per night, plus tax. Extra person charge is \$10 per person, per night plus tax. Rooms booked up to and including August 30, 2013 for September 27 – 29, 2013.

Individuals make their own reservations by calling the Hotel Reservations Department directly at 1-888-662-7484. Callers must identify themselves as being with the Atlantic Schools of Business Conference in order to qualify for the group rate.

Parking is complimentary. Check out time is 11 a.m.

Victorian Inn

149 Main Street

Antigonish, NS

(902) 863-1103

Website: <http://www.antigonishvictorianinn.ca/>

Rates: Standard Room is \$125 per night, plus tax. All rooms are for double occupancy. Rooms booked up to and including August 30, 2013 for September 27 – 29, 2013. Rate is subject to 15% GST.

Individuals make their own reservations by calling the Hotel Reservations Department directly at 1-800-706-5558. Callers must identify themselves as being with the Atlantic Schools of Business Conference in order to qualify for the group rate.

Parking is complimentary. Check out time is 10:30 a.m.

Fun Run

ASB 2013 features a 5 km Fun Run/Walk along the beautiful Antigonish Harbour on Saturday morning. So...plan to join your colleagues in getting those creative juices flowing early in the day by being part of this inaugural event. While participation is free of charge, we do ask that you let us know on the registration form if you intend to participate as you won't want to miss out on the opportunity to sport the event's exclusively designed shirt.

Call Submission Dates

We are pleased to put out a call for paper submissions for the 2013 Atlantic School of Business Conference. The following are the key dates for paper submission and review:

- August 5 – Deadline for receipt of paper and symposium submissions
- August 26 - Notification of acceptance status
- August 31 - Last day to register at reduced rate
- September 9 - Indication of award winners
- September 16 - Deadline for receipt of amended papers
- September 27 - Start of 43rd ASB Conference
- September 29 - Close of the conference

Signing Up and Submitting Papers

Papers are to be submitted through the EasyChair conference system. If you have not used EasyChair before, please follow the instructions below.

The submission process involves two steps:

1. Sign up for an EasyChair account

2. Submit your paper

You can only submit a paper if you have an EasyChair account. Refer to the steps below to set up an account.

1. Go to the ASB 2013 submission page:
<https://www.easychair.org/conferences/?conf=asb2013>
2. Creating an account in EasyChair

If you already have an EasyChair account, you can skip to **Submitting Your Paper**, below.

- a. Go to the EasyChair website: www.easychair.org
 - b. On the top of the page, click on “Click here to log in”.
 - c. The EasyChair login page opens. Under the login box, click on “sign up for an account”.
 - d. Type in the two word sequence you see on the screen and click on “Continue”.
 - e. Enter your name and e-mail address and click “Continue”.
 - f. Check your e-mail: You will receive a message from EasyChair.
 - g. Click on the link in the message you get from EasyChair.
 - h. Enter your personal information; all starred (*) fields are required. Note your password must be at least 8 characters.
 - i. Click “Create my account” at the bottom of the page.
 - j. Your account is created! Make a note of your username and password for future reference.
3. Log in using your EasyChair username and password.
 4. Click “New Submission”. Select the appropriate track for your paper and then click “Continue”.
 5. On the page that appears, you will need to provide correspondence information, identify the author(s), title and category, and upload an abstract and paper. See below for more details about completing the requested information.

Address for Correspondence:

Provide your postal address, in case we cannot reach you electronically.

Authors:

Enter the information requested about the author(s):

- ✓ For yourself, you can click the link at the top of the author box to enter the information from your account profile into the form.
- ✓ For co-authors, type in their information.
- ✓ If there are more than three authors, you can add more authors by clicking on “Click here to add more authors”.

Use the “Corresponding author” checkboxes to select which author(s) will get e-mail from the EasyChair system and the Program Committee.

Title, Abstract and Other Information

- ✓ Enter the Title of the paper; this must be not more than one 7-inch typed line.

- ✓ Enter the pre-publication (short) Abstract. If your paper is accepted, this short abstract will appear in the Meeting Handbook. Cut and paste the abstract into the text box provided. Maximum length is 100 words.
- ✓ Enter the keywords (at least 3, up to 5) that apply to your paper. Please include the sub-areas to which your paper belongs.

Upload paper:

- ✓ Your paper, written according to the guidelines described in the Call for Papers, must be uploaded here.
- ✓ Use PDF format
- ✓ Use the “Browse” button to select your document
- ✓ Click **Submit Paper**

Logout by selecting “Sign out” in the top menu bar.

See below for detailed ASB paper submission style guidelines.

Track Chairs

The following is a list of track chairs for each of the divisions. You may email questions to the track chairs, but your submissions must be made using easychair (see the instructions above).

Accounting	Business History
Ken MacAulay, St Francis Xavier University kmacaula@stfx.ca	Terry Weatherbee, Acadia University terrance.weatherbee@acadiau.ca
Case Track	Entrepreneurship
Robert MacDonald, Crandall University robert.macdonald@crandallu.ca	Claudia De Fuentes, St. Mary's University claudia.defuentes@smu.ca
Ethics & Social Issues	Finance
Margaret McKee & Cathy Driscoll, St Mary's University margaret.mckee@smu.ca cathy.driscoll@smu.ca	John Rumsey, Dalhousie University john.rumsey@dal.ca
Gender & Diversity	HR/IR
David Wicks, Saint Mary's University david.wicks@smu.ca	Jim Grant, Acadia University jim.grant@acadiau.ca
Information Systems	Management Education
Neil Foshay, St Francis Xavier University nfoshay@stfx.ca	James O'Brien, St Mary's University j.obrien@smu.ca
Marketing	Organizational Behaviour
Bhasker Mukerji, St Francis Xavier University bmukerji@stfx.ca	Brad Long, St Francis Xavier University blong@stfx.ca
Organizational Theory	Strategy
Judith Holton, Mount Allison University jholton@mta.ca	Alidou Ouedraogo, Universite de Moncton alidou.ouedraogo@umoncton.ca
Doctoral Consortium	Business Communication
Randy Delorey, St Francis Xavier University rdelorey@stfx.ca	Karen Grandy, Saint Mary's University Karen.Grandy@SMU.CA
Student Case Competition	CONFERENCE CHAIRS
Karen Lightstone, Saint Mary's University karen.lightstone@smu.ca	Gabie Durepos, gdurepos@stfx.ca Monica Diochon, mdiochon@stfx.ca

ASB Style Guide

This sheet provides instructions concerning the format and style of papers appearing in the ASB proceedings. It is therefore important for authors to follow these instructions very carefully.

Page Limit:

The manuscript must not exceed 15 pages, single-spaced, including all author information, the title of the paper and the abstract, footnotes and endnotes, tables, figures, and appendices, but excluding references.

Type:

If you are working in Word or WordPerfect, please use CG Times or Times New Roma font size 11. Please make sure to spell and grammar check your paper before submitting it. Do not use page numbers – they will be inserted by the proceedings editor should your paper be included in the proceedings.

Margins:

Left and right margins, except for the abstract (see below), should be 1.25 inches with 1.5 inch margins for the top and bottom. All paragraphs, except the abstract, should be indented 1.5 inches. Text should be fully (right and left) justified. Hyphenating is encouraged to obtain more even work-spacing.

Spacing:

Spacing should adhere to the following format:

- Single space the body of the paper
- Triple space before and double space after first level headings
- Double space before and after second level headings
- Double space between paragraphs
- Triple space between the text and word “Table” or “Figure”
- Triple space before and double space after the words “Appendix” and “References”
- Double space between the last line of the text and the first line of the footnotes: double space between the footnotes if more than one

First Page

Do not use a separate title page. Begin the first page with the following format. On the third and fourth lines, at the left margin, type the location of the Conference and dates, and at the right margin, type the author's name (one line) and affiliation (two lines maximum). If your affiliation title is long, then adjust the format to provide more typing space or abbreviate. If two authors are from the same school, do not repeat each author's affiliation. The authors' names should be given followed by the affiliation. The example following these instructions shows the correct format.

Note: To be considered for the Best Student Paper Award, students must be identified as such and their status must be indicated on the first page of the paper.

Page Numbers

Do not type in page numbers as they will be inserted by the editor prior to printing.

Title

The title should be all capital letters and centered at the top of the first page. If more than one line is required, single space between the lines. If an acknowledgement is given, then footnote the title accordingly.

Acknowledgements

These should be footnoted at the bottom of the first page (see section on footnotes), and should be labelled in the usual manner. The acknowledgements would be footnote 1.

Abstract

An abstract of approximately 50 words should be placed after the title and immediately before the body of the text. Do not type "Abstract" after the title. The abstract should have 1.5 inch left and right margins to set it off from the main text (see example below).

Headings

First level (or main) headings should be centered and bold-typed in upper and lower case, with only major words beginning with capitals. No period is used after the heading. *Second level* headings should be bold-typed flush to the left margin with main words capitalized. *Third level* headings are bold-typed in the paragraph following normal paragraph indentation. Only the initial letter of the first word is capitalized and the heading is ended with a period. The text follows on the same line without extra spacing. Do not place headings at the bottom of a page if there is not room enough to begin the relevant text.

Figures and Tables

Figures and tables should appear soon after their first citation in the text. Each table or figure should have a bold-faced title describing its content. The label and the title should be centered and typed in upper/lower case. There should be no period after the title. Tables and figures may be produced either in the body of the text or on a separate page, depending on their size. Please avoid photo-reduced figures and tables because this will make them illegible in the Proceedings.

Quotations

If quotations contain four or more lines, they should be set off from the body of the text by using 1.5 inch left and right margins.

Citations (or Calling References)

Books, journals and other references should be cited in the text by enclosing in parentheses the author's surname and the year of publication. Examples: (Roy, 1980; Wong, 1988). If a reference contains no author, use first two or three words of the title and the year. Example: (Government Turmoil, 1987). Exercise discretion when citing your own work – remember the refereeing process is double-blind.

Footnotes

Footnotes are generally discouraged, but may be used when necessary. They should be numbered consecutively and placed at the bottom of the page on which they appear, separated from the body of the text by a line one inch long (or 10 spaces). Two footnotes on the same page should be separated by a double space. Be sure to observe the margin requirement at the bottom of the page. Footnotes should not be attached to equations.

Equations

All equations should be placed on separate lines, centered, and numbered consecutively. Be certain that all symbols are adequately defined. Identification numbers should be placed in parentheses along the right margin as shown below.

$$A = f(X_1, X_2, X_3, \dots X_n) \quad (1)$$

Appendices

Appendices, if needed, should immediately follow the body of the paper and precede the references. The title should be centered and bold-faced.

References (Bibliography)*

The bibliography of cited sources should be entitled "References" and should appear at the end of the paper. This section should immediately follow the main body of the paper, after any Appendices.

Below are examples of book, journal, proceedings, and website references. Additional documentation problems may be resolved by consulting Kate Turabian A Manual for Writers, 4th ed., University of Chicago Press, 1973, Section 6.

For books:

Becker, Brian E., Huselid, Mark A. & Ulrich, Dave, *The HR Scorecard: Linking People, Strategy, and Performance*, Boston MA: Harvard Business School Press, 2001.

For journals:

McGuire, Jean & Matta, Elie, "CEO Stock Options: The Silent Dimension of Ownership," *Academy of Management Journal*, 46(2), (April 2003), 255-265.

For conference proceedings:

Long, Richard, "High Involvement Management and Performance Pay in Canada: An Empirical Study," *Proceedings of the 2001 Annual Conference of the Administrative Sciences Association of Canada*, Human Resources Division, Vol. 22, No. 9, Trevor C. Brown (ed.), 77-86.

For Websites:

Phillips, Robert, "Some Key Questions about Stakeholder Theory,"
http://www.iveybusinessjournal.com/view_article.asp?intArticle_ID=471. [Accessed 11 May 2004].

If no author is given, reference like unsigned newspaper/journal article:

"Canada's Venture Capital and Private Equity Association - 2003 Annual Statistical Review,"
http://www.cvca.ca/statistical_review/table_3x2003.html. [Accessed 11 May 2004]; in-text citation
("Canada's Venture Capital," 2004)

Web page

Stoddard M. AHSL Educational Services--draft [web page] Feb 1995;
<http://amber.medlib.arizona.edu/homepage.html>. [Accessed 16 Mar 1995].

If no author is given, reference like unsigned newspaper/journal article:

"Sexual harassment: Myths and realities." [web page] n.a.; <http://www.apa.org/pubinfo/harass.html>.
[Accessed 12 June 1996].

In-text citation:

("Sexual harassment," 1996)

ASB 2010
Halifax, Nova Scotia

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THE APPLICATION OF THE MARKETING CONCEPT IN CANADA¹

The marketing concept has been around a long time. This study reports how top Canadian marketing executives have adopted the concept in their organizations.

The Canadian Experience

The marketing concept is generally well known and respected by Canadian business people, but there was a time

¹ Acknowledgements