



Atlantic Schools of Business

Mount Saint Vincent University

2014

ASB 2014 – Schedule of Paper Presentations

Saturday, September 27th 2014 - 9:30-10:45

Accounting (Chair - Elsie Henderson) - Seton TBA	
Constructing Independence - Interim Results	Brent White
Do Accounting Students Differ from Others in Self-Interest, Concern for Others and Ethical Perceptions - Findings From an Atlantic Canada Study **	Mallika Das and Elsie Henderson
Mitigating Information Asymmetry with Compensation Design and Full Disclosure	Renee D'Eon, Steven Simm, Shawna Bowser, Juan Kubelka and Alexandra MacDonald
Co-operative Management (Chair - Daphne Rixon) – Seton TBA	
The Civil Society and Co-operative development in Croatia	Sonja Novkovic
Common Meritocracy: A Multi-Agent System as the Model for a Co-operative Community in Healthcare	Ryszard Stocki
Performance Reporting in the Co-operative Financial Services Sector	Daphne Rixon
Management Education (Chair - Scott MacMillan) – Seton TBA	
Mandatory Retirement's Out! Are Professors Still In?	Dannie Brown
Surveying International Students' Experience with Academic Writing	Valerie Creelman & Karen Grandy
Evaluation of Student Outcomes Using Active Learning Methods - Clicker Technology versus Class Discussion	Sandi Findlay, Bruce Thompson & Peter Mombourquette
Open Track / General (Chair - Sudhir Saha) – Seton TBA	
Hierarchy and Wealth	Igor Semenenko
Social-Cognitive Mechanisms and Counterproductive Computer Security Behaviors (CCSB): An Analysis of Links **	Princely Ifinedo
A Study of Female Adventure Travellers: Motivations and Risk Perceptions **	Helle Haven Petersen & Candace Blayney
Strategy (Chair - Alidou Ouedraogo) – Seton TBA	
Cape Breton Not-for-Profit Organizations : Financial Reporting and Assistance Obtained on Annual Financial Statements	Derrick Hayes
Corporate Wrongdoing and Board Leadership Structure : A Tale of Two Corporations in North America	Shamsud D. Chowdhury & Jerry Paul Sheppard
Acquisition Premiums, CEO Power, and the Financial Crisis **	Russell Fralich, Xuan Wang & Allyson England
Industry presentation on the latest instructional tools and learning resources – Seton TBA	



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Saturday, September 27th 2014 - 11:00-12:15

Entrepreneurship (Chair - Claudia De Fuentes) - Seton TBA	
Gaining Competitive Advantage From A Rural Environment	Harvey Johnstone & Longfei Jiang
Hybrid, Emergent and Symbiotic Innovation Patterns: Some Taxonomic Problems in Nova Scotia's Ocean Industries **	Ryan MacNeil
Developing Entrepreneurial Leadership for Sustainable Organisations	David Rae
Finance (Chair - John Rumsey)– Seton TBA	
Financial Literacy and Early Education among Canadian Universities' Students	Tania Morris, Vivi Koffi & Ousmane Ba
Workshop - Incorporating Psychology in Financial Decision Making: An Overview	Eben Otuteye
Does the Basis Regression Overstate the Predictive Value of the Futures Price? **	Jason Stevens
Marketing (Chair - Karen Blotnicky) – Seton TBA	
The Changing Role of the Recording Label - Future Directions for Musicians and the Companies who Market their Work	Peter Sianchuk & Rachael Anderson
The Function of Book Marketing in Shaping Reader Identity and Consumptive Habits of Readers	Samantha Rideout
Hop on the Bus! The Importance of a New Wine Tourism Product in a Developing Wine Region	Donna Sears
Gender and Diversity (Chair - David Wicks) – Seton TBA	
Constructions of Community and Employment Outcomes for Rural Girls in Nova Scotia	Kelly Dye, Lynn Aylward & Deborah Day
Les facteurs explicatifs de la taille des entreprises appartenant à des femmes	Yves Robichaud, Egbert McGraw, Jean-Charles Cachon, Dawn Bolton & Ann D. Walsh
Management History (Chairs - Gabrielle Durepos and Terrance Weatherbee) – Seton TBA	
Symposium - What's So Canadian about Canadian Management History?	Patricia McLaren



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Saturday, September 27th 2014 – 3:00-4:15

Co-operative Management (Chair - Daphne Rixon) - Seton TBA	
An Alternative to State or Private Delivery of Public Utilities: The Role of Co-operatives in Canada's Rural Areas	Larry Haven
Economic Impact of the Nova Scotia Co-operative Sector **	George Karaphillis & April Lake
Case Track (Chair - Robert MacDonald) – Seton TBA	
The Future of Springhill **	Lynn MacLean and Patrick Delamirande
Authors of Our Own Misfortune? Crandall University Bookstore Writes Its Future **	Robert A. MacDonald & Heather Steeves
Ethics and Social Issues (Chair - Heidi Weigand) – Seton TBA	
Social Media Discourse and Genetically Modified Organisms	Katherine Munro & Chris Hartt
This Mighty River Has Already Given Us Its Power: Natural Environment Stakeholders and Indigenous Spirituality	Shelley Price & Cathy Driscoll
Collaborative Aboriginal Economic Development: The Unama'ki Economic Development Model	Janice Tulk
Organizational Behaviour / Organizational Theory (Chair - Wendy Carroll) – Seton TBA	
Servant Leadership: Toward a more Meaningful Workplace in a Conscious Paradigm	Nicholous Deal
UK The Power and Politics of Narratives in Business to Business (B2B) Communities: A Case of Evolving Paksitan Retail Channel **	Asad Aman & Gillian Hopkinson
Community and Context in Strategic Planning **	Keltie Jones
Management History (Chairs - Gabrielle Durepos and Terrance Weatherbee) – Seton TBA	
PDW - Writing Management History for Publication in Management Journals Workshop	Patricia McLaren



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Saturday, September 27th 2014 – 4:30-5:45

Business Communication (Chair - Alla Kushniryk) - Seton TBA	
Building and Protecting Organizational Trust: A Model	Natalie Doyle Oldfield
Corporate Social Responsibility Beyond Donor Fatigue: Identifying Corporate Social Exhaustion Among Small Enterprise in Nova Scotia **	Tammy Oulton
A History of Public Relations Ethics in Canada **	Amy Thurlow
Entrepreneurship (Chair - Claudia De Fuentes) – Seton TBA	
How Do Small Firms in the Wine Industry in Rural Nova Scotia Establish Networks with Public and Private Organizations for Innovation?	Claudia De Fuentes & Gabriela Arce
Attitude Toward Innovations: The Case of New Brunswick Farmers & One-Pass Tillage	Andrea MacDonald & Christopher Hartt
The Entrepreneurial Ecology: A Framework for Understanding and Developing Community Conditions for Entrepreneurship	Bruce Dye & Kelly Dye
Open Track / General (Chair - Sudhir Saha) – Seton TBA	
Panel Discussion - Teaching in Today's Business School: The Challenges of Diversity, Relevance and Engagement	Scott MacMillan
Virtual Integration & Segmentation **	Opal Leung
Management History (Chairs - Gabrielle Durepos and Terrance Weatherbee) – Seton TBA	
PDW - Engaging Organizational Institutionalism and Actor-Network Theory with the Historic Turn: Synergies, Complementarities, Divergences	Rafael Burgos-Mirabal
Industry presentation on the latest instructional tools and learning resources – Seton TBA	



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ASB 2014 – Schedule of Paper Presentations

Sunday, September 28th 2014 – 10:45-12:00

Accounting (Chair - Elsie Henderson) - Seton TBA	
La représentativité régionale des plus grandes sociétés publiques Canadiennes **	Sebastian Deschenes, Monique Levesque, Tania Morris and Egbert McGraw
Impact of Tangible Asset Capitalization on the Public Accounts of New Brunswick	Joseph Abekah and Kofi Baah
Strategy (Chair - Alidou Ouedraogo) - Seton TBA	
A Strategic Industry Life Cycle Analysis for Nova Scotia's New World Wines	Ashley MacDonald & Christopher M. Hartt
Management Education (Chair - Scott MacMillan) – Seton TBA	
Panel Discussion: Promoting International Student Engagement and Responsible Business Practices through Community-Based Service-learning	Cathy Driscoll & Margaret Mckee
Entrepreneurship (Chair - Claudia De Fuentes) – Seton TBA	
Analyse des orientations stratégiques des organisations hybrides	Chantal Hervieux
A Qualitative Study of Successful Women Entrepreneurs in a War-Torn Nation: Developing Factors for Developing a Model of Women's Entrepreneurship in Afghanistan	Tamara Myatt
Marketing (Chair - Karen Blotnicky) – Seton TBA	
The Impact of Professional Advice, Social Influencers, and Self-Efficacy on the Health Capital of University Students **	Karen Blotnicky & Linda Mann
HR/IR (Chair - Shelagh Campbell) – Seton TBA	
Personality Descriptors Gathered from On-line Biographies of Four Season Hotels' General Managers: Evidence of Honesty-Humility?	Elaine Seniuk
Management History (Chairs - Gabrielle Durepos and Terrance Weatherbee) – Seton TBA	
Revisiting the Historic Turn in Organization Studies	Michael Rowlinson
Assembling an Industry Cluster: An Anti-History of the “Ocean Technology Sector” in Nova Scotia, Canada **	Ryan MacNeil
History and the Obfuscation of Canadian Management Theory **	Patricia McLaren & Albert J. Mills