



*44th Annual
Atlantic Schools of Business Conference*

2014 Conference Program

Mount Saint Vincent University
Halifax, Nova Scotia
September 26-28



Atlantic Schools of Business

Mount Saint Vincent University

2014



Atlantic Schools of Business

Mount Saint Vincent University

2014

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President's Welcome

It with great pleasure that I welcome you to the 44th Atlantic Schools of Business Conference, hosted on the beautiful campus of Mount Saint Vincent University, Halifax, Nova Scotia. ASB has a long tradition of welcoming papers from a variety of functional areas and in various stages of development. The conference is dedicated to fostering a supportive environment, whether it is by helping scholars refine developed manuscripts or further improve ideas in progress. I am confident that you will soon experience for yourselves that these traditions are alive and well at ASB 2014. Consistent with the conference theme, *Communities, Context and Communication*, the conference co-chairs and ASB Executive hope that you will experience a strong sense of community, support and engagement this weekend.

Though we have many exciting papers, symposia and professional development workshops planned for ASB 2014, I do want to highlight some extra special features of the conference. To begin, Dr. Roy Jacques, author of *Manufacturing the Employee* will deliver the plenary address on Saturday at 1:45pm. Also, two Special Issues have been developed in conjunction with the conference, one in *The International Journal of Work and Innovation* (contact claudia.defuentes@smu.ca) and the other in *Management & Organizational History* (contact alber.mills@smu.ca or gabrielle.durepos@msvu.ca). Another highlight of ASB 2014 includes an invitation for paper submissions from The Workplace Review for the April 2015 and October 2015 issues (contact isabellakrysa@hotmail.com). For those of you who are keen for a fresh start to the day, a fun run is scheduled for Saturday AM, which will tour Halifax city. If you have never associated the words *fun* and *run*, you can *walk* with me!

ASB is a very special weekend where we are able to connect with colleagues, exchange ideas in a safe environment and rejuvenate our sense of curiosity. I wish you all a spectacular weekend.

Gabrielle Durepos

ASB President, 2013-2014

Letter from the Conference Co-Chairs

We are excited to welcome you to Mount Saint Vincent University for the 44th Atlantic Schools of Business conference. Most recently, our focus here at MSVU has been ‘be part of something BIG’. Bringing together thinkers from our region, our country, and beyond who span in range from the newest and brightest undergraduate students to academics with the highest of reputations certain fits this focus. It is this type of big focus presented in a small environment that helps to exemplify our theme of “Communities, Context and Communication”.

Over the next two days, you will have the opportunity to choose from over 52 different paper presentations, four different professional development workshops, and two panel discussions. We are also pleased to welcome Dr. Roy Jacques, a renowned theorist, consultant and academic, as our Academic Keynote speaker. Dr. Jacques most recently served as Professor of Management and Business Strategy at Massey University, Auckland, New Zealand and is the author of *Manufacturing the Employee: Management knowledge from the 19th to 21st centuries*.

The continued success of the ASB conference would not be possible without the help and support of volunteers throughout the region. We thank all of our track chairs for their efforts throughout the reviewing process, ensuring that authors receive quality feedback and encouragement. We know the track chairs could not do their work without the commitment made by so many of the paper reviewers who stepped forward to assist in the double blind process, a cornerstone of our research process.

The wide range of support we have received has been fantastic. We would like to thank our President, Dr. Ramona Lumpkin, and the Dean of Professional Studies, Dr. Kim Kienapple, who both heard our enthusiasm for ASB and were quick to lend their support. Additionally, we need to acknowledge the hard work and leadership of our ASB President, Dr. Gabrielle Durepos; she has been close at hand to provide insight and guidance around the conference planning. Our website could not have been kept up to date without the hard work of Ian Feltmate; we truly appreciate his quick, behind the scenes work.

Finally, we need to acknowledge all of the universities throughout the Atlantic region who continue to step up, providing enthusiastic support and financial sponsorship to this conference. It is only through this high level of commitment that we have been able to build up a regional conference into one that has gain the attention of the national and international communities.

Sincerely, we thank you.

William C. Murray and Anthony R. Yue

ASB 2014 Conference Co-Chairs

Introducing the Atlantic Schools of Business

First held in 1971, “the Atlantic Schools of Business (ASB) conference is one of the longest-running organizations of its type in North America. Consisting of the schools of business from the four Atlantic Provinces (New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland-Labrador) the schools collaborate on matters of mutual concern. Each autumn, a regional conference is hosted by one of the schools on a rotating basis.” (Haddon & Mills, 2008).

According to one history,¹ the seeds of ASB can be traced to a meeting of a small group of deans and directors from the region attending the opening ceremony for the new school of business at the University of Moncton in late 1964:

It was suggested by one and heartily agreed to by others that it would be beneficial to meet again, perhaps regularly, “*to trade advice and stories*”. Thus the seed was planted for the collaboration that became known as the Atlantic Schools of Business (ASB). The following year, in 1965, the first meeting took place (Haddon & Mills, 2008, p.4)

The first conference was held in 1971² and has been held every year since through an informal arrangement that saw the conference organization rotated across the different business schools. In 2005 the conference moved to a standing committee, involving representatives from at least one business school from each of the four regions. The following year, in 2006, the ASB History Project was established by the Sobey PhD Program and this has generated a series of histories, most of which have been presented at subsequent ASB conferences and can be found on the 2006, 2007, 2008, 2009, and the 2010 ASB Proceedings.

¹ In the spirit of encouraging plural histories (see Mills & Durepos, 2010), we would stress that this is but of many possible accounts of ASB.

² Apart from the year – 1971 -- we do not have any information on where or when this conference was held and would appreciate any clues that people can send us: contact Albert Mills (ASB History Project) albert.mills@smu.ca.

The 2014 Conference Team

The 44th Atlantic Schools of Business Conference has been coordinated by the following team:

Conference Co-Chairs:	William C. Murray, Mount Saint Vincent University
	Anthony R. Yue, Mount Saint Vincent University
Conference President:	Gabrielle Durepos, Mount Saint Vincent University
Proceedings Chair:	Patricia McLaren, Wilfrid Laurier University
Conference Web Master:	Ian Feltmate, Acadia University
Conference Logo Design:	Andrea L. Murray, Murray Edits

ASB 2014 Conference Theme

The theme of this year's conference is "*Communities, Context and Communication*".

Communities serve as a fundamental location of how we, as social participants, come to understand and organize our lived world. The practices of organizing are influenced by issues of identity and the acceptance of plausible or 'good enough' accounts. From a resource dependency viewpoint, we typically understand business to be constrained by the context in which it is done. Business acts are bounded within social negotiated routines, habits and accept(able) actions. The enactment of community identity and their related contextual pressures can be found within acts of communication.

What could we learn about acts of organizing and the ideas of 'community' by exploring the contexts in which we are embedded and the acts of communication? How might this expand our understandings of communities' influences on micro-organizational levels or at more macro levels of commerce, politics, and as a society? We look forward to investing time exploring these ideas and many more.

Events at a Glance

Friday, September 26th 2014

1:00-4:00	Registration Desk is Staffed <i>Rosaria Multi-Purpose Room (R302)</i>
4:30-7:30	Registration Desk is Staffed <i>Seton Academic Building – 1st Floor Lobby</i>
1:30-3:00	ASB Executive Meeting <i>Rosaria Boardroom (R309)</i>
3:00-3:30	Nutrition Break <i>Don MacNeil Room (R401)</i>
3.30-5.00	Doctoral & Early Career Symposium <i>Don MacNeil Room (R401)</i>
3.30-5.00	Deans & Directors Meeting <i>Rosaria Boardroom (R309)</i>
5.30-7.30	Conference Welcome Reception <i>MSVU Art Gallery (Seton Academic Building)</i>

Saturday, September 27th 2014

6:30-7:30	ASB Fun Run <i>Meet in lobby of the Atlantica Hotel. Walk of Citadel Hill / Run of Halifax Waterfront</i>					
	Registration Desk is Staffed <i>Rosaria Annex (R303A)</i>					
7:45-9:15	Buffet Breakfast & Official Welcome by Dr. Ramona Lumpkin <i>Rosaria Multi-Purpose Room (R302)</i>					
8:30-9:00	KPMG Case Competition <i>Seton 405 (Individual student case rooms to be assigned)</i>					
9:30-10:45	Accounting Elsie Henderson <i>Seton 501</i>	Co-operative Management Daphne Rixon <i>Seton 502</i>	Management Education Scott MacMillan <i>Seton 503</i>	Open Track / General Sudhir Sara <i>Seton 507</i>	Strategy Alidou Ouedraogo <i>Seton 508</i>	Textbook Publisher Info Session <i>Seton 527</i>
10:45-11:00	Nutrition Break <i>Seton Academic Building – 5th Floor</i>					
11:00-12:15	Entrepreneurship Claudia De Fuentes <i>Seton 501</i>	Finance John Rumsey <i>Seton 502</i>	Marketing Karen Blotnicky <i>Seton 503</i>	Gender & Diversity David Wicks <i>Seton 507</i>	Management History Durepos & Weatherbee <i>Seton 508</i>	
12:00-1:00	Lunch for KPMG Case Competitors <i>Seton 405</i>					
12:30-1:30	Buffet Luncheon <i>Seton Café (2nd Floor)</i>					
1:00-5:00	KPMG Case Competition - Presentations <i>Seton 404</i>					



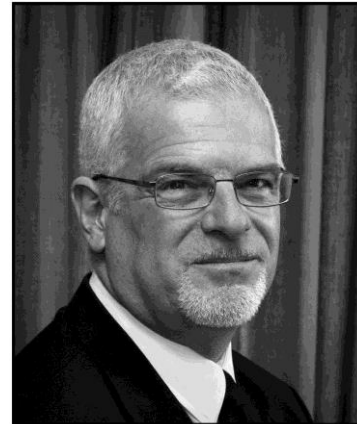
1:45-2:45	Plenary Session - Academic Keynote Presentation Dr. Roy Jacques <i>Seton Auditorium D</i>				
3:00-4:15	Co-operative Management Daphne Rixon <i>Seton 501</i>	Case Track Robert MacDonald <i>Seton 502</i>	Ethics & Social Issues Heidi Weigand <i>Seton 503</i>	Org Behaviour / Org Theory Wendy Carroll <i>Seton 507</i>	Management History Durepos & Weatherbee <i>Seton 508</i>
4:15-4:30	Nutrition Break <i>Seton Academic Building – 5th Floor</i>				
4:30-5:45	Business Communication Alla Kushniryk <i>Seton 501</i>	Entrepreneurship Claudia De Fuentes <i>Seton 502</i>	Open Track / General Sudhir Sara <i>Seton 503</i>	Management History Durepos & Weatherbee <i>Seton 508</i>	Textbook Publisher Info Session <i>Seton 527</i>
5:00-6:00	KPMG Case Competition – Reception and Awards <i>Seton 405</i>				
6:00-7:00	ASB2014 Evening Reception <i>Rosaria Terrace (Outside of the Rosaria Multi-Purpose Room)</i>				
7:00-9:30	ASB2014 Awards Banquet <i>Rosaria Multi-Purpose Room (R302)</i>				

Sunday, September 28th 2014

	Registration Desk is Staffed <i>Rosaria Annex (R303A)</i>				
7:30-9:00	Buffet Breakfast & Annual General Meeting (@ 8:15 am) <i>Rosaria Multi-Purpose Room (R302)</i>				
9:00-10:15	Plenary Session – Editors Panel Moderator: Gabrielle Durepos <i>Seton Auditorium D</i>				
10:15-10:45	Nutrition Break <i>Seton Academic Building – 5th Floor</i>				
10:45-12:00	Accounting & Strategy Henderson & Ouedraogo <i>Seton 501</i>	Management Education Scott MacMillan <i>Seton 502</i>	Entrepreneurship Claudia De Fuentes <i>Seton 503</i>	HR/IR & Marketing Campbell & Blotnick <i>Seton 507</i>	Management History Durepos & Weatherbee <i>Seton 508</i>

Plenary Keynote Speaker: Roy Jacques, Ph.D.

Dr. Jacques is an independent management theorist, teacher, coach, consultant and former small business owner presently living in Phoenix, Arizona. He has taught at several American and New Zealand universities, most recently as Professor of Management and Business Strategy at Massey University, Auckland, New Zealand. His graduate degrees are from the University of Massachusetts, Amherst.



Roy has devoted his career to studying and teaching the effective management of what he terms 'knowledge-intensive work', meaning work situations where it is not adequate to simply command employees to do the job – situations where employee discretion, judgment and good will are also necessary for achieving an effective organizational result. This has included occupations as diverse as biotechnology researchers, nurses and café staff.

Since 'knowledge work' (a most inadequately theorized construct) has been trumpeted as marking a revolution in the meanings of work and managing, the central theoretical object of Dr. Jacques' research has been the social construction of subjectivity over time. This foregrounds two phenomena, history and identity. Due to the centrality of identity, much of Dr. Jacques' work has focused on gender and diversity, including a chapter in the forthcoming Prasad & Prasad *Routledge Companion to Critical Management Studies* which traces the neutering of radical potential in the signifier 'diversity' within mainstream US academic discourse. Roy was the first chair of the Gender & Diversity division of the Academy of Management after it broadened its mission from Women in Management.

This same interest in the construction of subjectivity led Dr. Jacques to research the history of the 'management' as a temporally and culturally bounded way of producing and controlling a work subject -- the 'employee'. This research was published in 1996 by Sage, London, as *Manufacturing the Employee: Management knowledge from the 19th to 21st centuries*. That this low-circulation academic tome remains in print eighteen years later speaks to the enduring interest the work has stimulated. Gary Hamel has praised this book as, "one of the most thoughtful business books I have ever read."

Dr. Jacques was a founding co-editor of the journal *Management & Organizational History*. His contribution to the inaugural issue ("History, historiography and organizational studies: The challenge and the potential") is a critical reflection on historical research, methodology and its relevance (or not) to organizational studies. Roy's present primary interest is mentoring and developing new 1st and 2nd line managers, based on principles presented in the book *The Sergeant Major Syndrome*, which he co-authored.



KPMG Student Case Competition Teams

Acadia University Victoria Hutt Jalen Sabean Jessica Sabean Daren Draper	Cape Breton University Cody Delaney Brendon Desrosiers Kyle Usher Liam Shannon
Dalhousie University Daniel Alleyne Callahan Murphy Samuel Payot-Phipps Joseph Robert	Mount Allison University Scott Higson Francis Chung Same Magee Emma Bundshuh
Saint Mary's University Roy Wang Mai Miyano Leo Li Lyly Doan Duong	St. Francis Xavier University Will Forsey Blair Maclaughlin
Université de Moncton James Carroll Gérard Connolly Stéphanie Doiron Mélanie Boudreau	University of Prince Edward Island Cody Dawson Alex Khan



Schedule of Academic Sessions by Day and Time

Note: Papers denoted with an asterisk (**) have been accepted into the proceedings.

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

Accounting (Chair - Elsie Henderson) - Seton 501	
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 502	
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 503	
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 507	
Hierarchy and Wealth	Igor Semenenko
Social-Cognitive Mechanisms and Counterproductive Computer Security Behaviors (CCSB): An Analysis of Links ** BEST PAPER	Princely Ifinedo, Justin Cashin & Ope Ojo
A Study of Female Adventure Travellers: Motivations and Risk Perceptions **	Helle Haven Petersen & Candace Blayney
Strategy (Chair - Alidou Ouedraogo) – Seton 508	
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 527	

Schedule of Academic Sessions by Day and Time

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

Entrepreneurship (Chair - Claudia De Fuentes) - Seton 501	
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 ** BEST STUDENT PAPER	Ryan MacNeil
Developing Entrepreneurial Leadership for Sustainable Organisations	David Rae
Finance (Chair - John Rumsey) – Seton 502	
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 & Mohammad Siddiquee
Does the Basis Regression Overstate the Predictive Value of the Futures Price? **	Jason Stevens
Marketing (Chair - Karen Blotnicky) – Seton 503	
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 507	
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 508	
Symposium - What's So Canadian about Canadian Management History?	Patricia McLaren

ASB 2014 – Schedule of Paper Presentations

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

Co-operative Management (Chair - Daphne Rixon) - Seton 501	
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 502	
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 503	
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 507	
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
Management History (Chairs - Gabrielle Durepos and Terrance Weatherbee) – Seton 508	
PDW - Writing Management History for Publication in Management Journals Workshop	Patricia McLaren

ASB 2014 – Schedule of Paper Presentations

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

Business Communication (Chair - Alla Kushniryk) - Seton 501	
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 502	
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 503	
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 508	
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 527	

ASB 2014 – Schedule of Paper Presentations

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

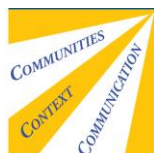
Accounting (Chair - Elsie Henderson) - Seton 501	
La représentativité régionale des plus grandes sociétés publiques Canadiennes **	Sebastian Deschenes, Monique Levesque, Tania Morris and Egbert McGraw
Impact of Tangible Asset Capitalization on the Public Accounts of New Brunswick	Joseph Abekah and Kofi Baah
Strategy (Chair - Alidou Ouedraogo) - Seton 501	
A Strategic Industry Life Cycle Analysis for Nova Scotia's New World Wines	Ashley MacDonald & Christopher M. Hartt
Management Education (Chair - Scott MacMillan) – Seton 502	
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 503	
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 Blotnick) – Seton 507	
The Impact of Professional Advice, Social Influencers, and Self-Efficacy on the Health Capital of University Students **	Karen Blotnick & Linda Mann
HR/IR (Chair - Shelagh Campbell) – Seton 507	
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 508	
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

ASB Past-Presidents and Conference List (2000-2014)

YEAR	PRESIDENT	UNIVERSITY SPONSOR
2000	Alex Faseruk	Memorial University
2001	Paul Dixon	Saint Mary's University
2002	Neil Maltby	St. Francis Xavier University
2003	Ann MacGillivray	Mount Saint Vincent University
2004	Ann MacGillivray	Mount Saint Vincent University
2005	Basu Sharma	University of New Brunswick
2006	Basu Sharma	University of New Brunswick
2007	Peter Sianchuk	Mount Allison University
2008	Ian Hutchinson	Acadia University
2009	Lawrence Bauer	Memorial University
2010	Gerard Fillion	Université de Moncton
2011	Jean Helms Mills	University of Prince Edward Island
2012	Wendy Carroll	Dalhousie University
2013	John Rumsey	St. Francis Xavier University
2014	Gabrielle Durepos	Mount Saint Vincent University

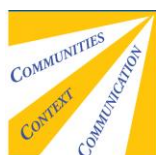
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Amy Thurlow	Mount Saint Vincent University	Kofi Baah	University of New Brunswick
Andrea MacDonald	Dalhousie University	Larry Haven	Saint Mary's University
Ann D. Walsh	Université de Moncton	Linda Mann	Mount Saint Vincent University
April Lake	Cape Breton University	Longfei Jiang	Cape Breton University
Asad Aman	Lakehead University	Lynn Aylward	Acadia University
Ashley MacDonald	Dalhousie University	Lynn MacLean	Cape Breton University
Brent White	Mount Allison University	Mallika Das	Mount Saint Vincent University
Bruce Dye	Crest Business Development	Margaret Mckee	Saint Mary's University
Bruce Thompson	Mount Saint Vincent University	Michael Rowlinson	Queen Mary University of London
Candace Blayney	Mount Saint Vincent University	Monique Levesque	Université de Moncton
Cathy Driscoll	Saint Mary's University	Natalie Doyle Oldfield	Mount Saint Vincent University
Cathy Driscoll	Saint Mary's University	Nicholous Deal	Mount Saint Vincent University
Chantal Hervieux	Saint Mary's University	Opal Leung	St. Francis Xavier University
Christopher M. Hartt	Dalhousie University	Ope Ojo	Cape Breton University
Claudia De Fuentes	Saint Mary's University	Ousmane Ba	Université de Moncton
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Donna Sears	Acadia University	Rachael Anderson	Mount Allison University
Down Bolton	Université de Moncton	Rafael Burgos-Mirabal	University of MASS-Amherst
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Egbert Mcgraw	Université de Moncton	Robert A. MacDonald	Crandall University
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Elsie Henderson	Mount Saint Vincent University	Ryan MacNeil	Saint Mary's University
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Jason Stevens	University of PEI	Steven Simm	Saint Mary's University
Jean-Charles Cacho	Université de Moncton	Tamara Myatt	American University of Afghanistan
Jerry Paul Sheppard	Dalhousie University	Tammy Oulton	Mount Saint Vincent University
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Justin Cashin	Cape Breton University	Vivi Koffi	Université de Moncton
Karen Blotnicky	Mount Saint Vincent University	Xuan Wang	Saint Mary's University
Karen Foster	Dalhousie University	Yves Robichaud	Université de Moncton
Karen Grandy	Saint Mary's University		



Track Chairs

Accounting	Business Communication
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Business History	Case Track
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Ethics & Social Issues	Finance
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Gender & Diversity	HR/IR
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Candace Blayney	Mount Saint Vincent University	Kim Myrick	Memorial University
Karen Blotnick	Mount Saint Vincent University	Alidou Ouedraogo	Université de Moncton
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Travor Brown	Memorial University	Chansoo Park	Memorial University
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Helen Mallette	Mount Saint Vincent University	Jeff Young	Mount Saint Vincent University
Margaret McKee	Saint Mary's University	Nicola Young	Saint Mary's University

Information about the MSVU Campus

Map: Buildings and Parking

Please refer to the picture below for information about building locations and parking. The two core buildings for the conference are the Rosaria Student Centre (21) and the Seton Academic Building (4). Parking on campus is **free over the weekend**; should you have any issues, please connect with one of the Co-Chairs.

CAMPUS MAP

166 Bedford Highway
Halifax, NS B3M 2J6
Canada | msvu.ca
Phone: 902.457.6788

@MSVU_Halifax
MountSaintVincentUniversity



Internet Connection

To connect to the internet at MSVU, you should look for the RESNET network. This should not require a password for connection. (Due to the ample use of concrete in our architecture, you may experience a few spots on campus where the signal weakens.)

CAMPUS MAP

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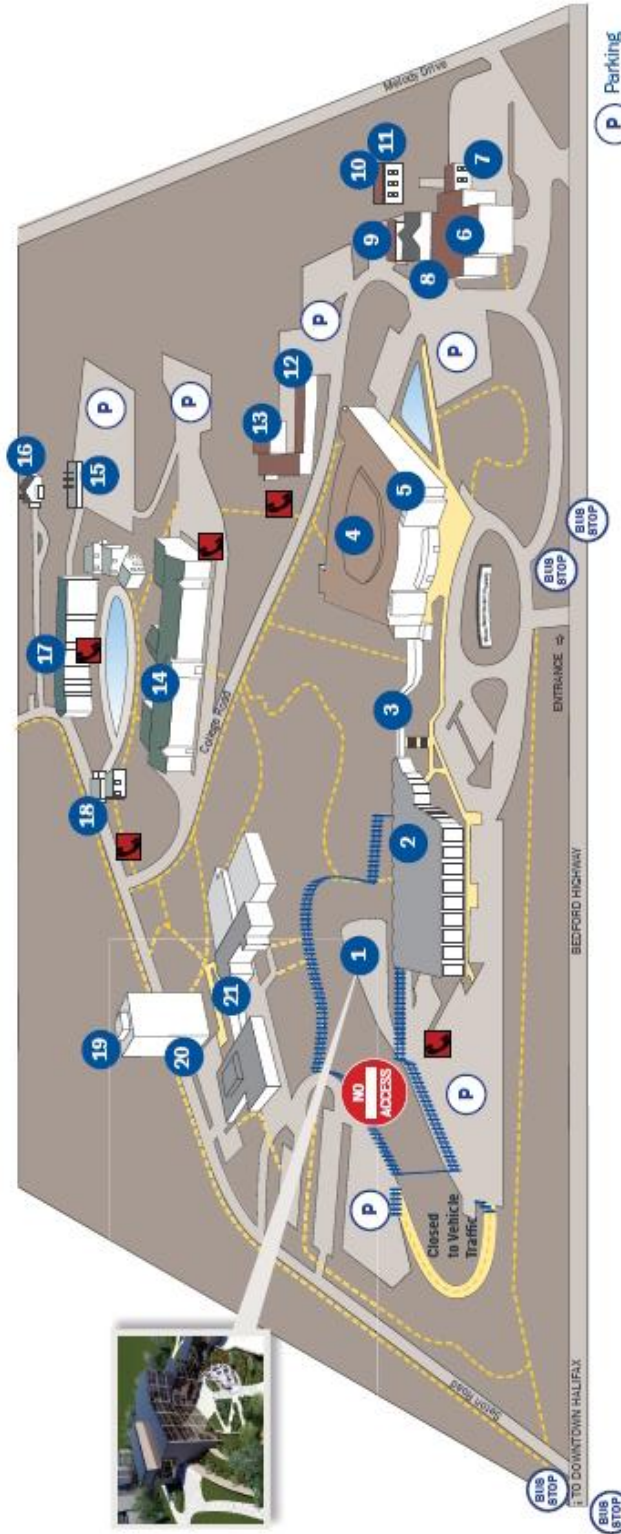
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|----|--|----|--|
| 1 | Future home of the Margaret Norrie McCain Centre for Teaching, Learning and Research | 16 | The Meadows (including Centre for Women in Business) |
| 2 | E. Margaret Fulton Communications Centre (including Library) | 17 | Westwood (residence) |
| 3 | RBC North Link | 18 | The Birches (residence) |
| 4 | Seton Academic Centre (including Cafeteria) | 19 | Assisi Hall (residence) |
| 5 | MSVU Art Gallery | 20 | Assisi Hall (including Campus Security, Health Services and LifeMark) |
| 6 | Research/FoodARC | 21 | Rosaria Student Centre (including Dining Hall, Vinnie's Pub, Mount Fitness Centre) |
| 7 | Advancement House | | |
| 8 | Institute for Women, Gender and Social Justice | | |
| 9 | Nova Scotia Centre on Aging | | |
| 10 | Research House | | |
| 11 | Aboriginal Student Centre | | |
| 12 | Seton Annex | | |
| 13 | Child Study Centre | | |
| 14 | Everistus Hall | | |
| 15 | Art Laundry Building (Central Heating Plant) | | |



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