

Atlantic Schools of Business

Entrepreneurship: Passion and Practice

University of New Brunswick - 2015

45th Annual

Atlantic Schools of Business Conference

2015 Conference Program

University of New Brunswick
Fredericton, New Brunswick
September 25-27

Contents

Co-Presidents’ Welcome 1

Message from the Conference Chair 2

Introducing the Atlantic Schools of Business 3

Conference Team 4

ASB Conference Theme 4

Events at a Glance 5

Plenary Keynote Speaker: Ng Pock Too 7

Panel Discussion: Entrepreneurship Ecosystems at Universities in
Atlantic Canada – Passion and Practice at UNB and beyond 8

KPMG Student Case Competition Teams 9

Schedule of Academic Sessions 10

ASB 2015 – Schedule of Paper Presentations. 12

ASB Past-Presidents and Conference List (2000-2015) 14

Track Chairs 15

List of Authors 16

List of Reviewers 17

Thank You to Our Sponsors 18

Information About The UNB Campus 24

Atlantic Schools of Business

Entrepreneurship: Passion and Practice

University of New Brunswick - 2015

Co-Presidents' Welcome

Welcome to Fredericton, NB and the 45th Atlantic Schools of Business Conference hosted by the University of New Brunswick!

The Atlantic Schools of Business Conference continues to be one of the longest running business-focused academic conferences in Canada, celebrating the sharing of research at all stages of development around a wide breadth of topical areas. The supportive design of the conference and collegial nature of all those who attend have allowed us to foster a reputation that attracts scholars from well beyond the Atlantic regions year after year. As well, we continue to encourage students at all levels to engage in scholarly activities, from new-scholar research presentations and graduate student symposiums to the always-popular KPMG Student Case Competition.

With our focused conference theme on “Entrepreneurships: Passion and Practice” this year, we are sure that you will find the weekend to be full of passionate and exciting new ideas that are being tested within the practice of rigorous research activities. Aligning with the idea of passion and practice, we are excited to have Mr. Ng Pock Too as our keynote speaker, exploring the roles that educators in business school play in preparing students to be ready for their future. Mr. Too is an Adjunct Faculty member at the National University of Singapore in the Lee Kuan Yew School of Public Policy and has a long history in business leadership, including serving as the former President of Hamilton Sundstrand Asia Pacific and as the former Political Secretary to Singapore Prime Minister Lee Kuan Yew.

If history repeats itself, you will no doubt find this weekend to be enriching, energizing, and engaging. Likely, it will also go by too quickly! So be sure to take full advantage of every opportunity to connect with your peers, new and old alike, and enjoy the stunning hospitality of the University of New Brunswick.

We both wish you a rich and rewarding conference!

William C. Murray

Anthony Yue

ASB Co-Presidents, 2014-2015

Message from the Conference Chair

Dear Conference Participant,

I extend to you a warm welcome to Fredericton and the beautiful campus of the University of New Brunswick for the 45th Atlantic Schools of Business conference!

In the changing business and management education landscape, entrepreneurship has begun to occupy center stage. Thus we have chosen this year's conference theme—Entrepreneurship: passion and practice—to reflect on this new reality and to provide a venue for scholars and practitioners to debate, and discuss its implications for business schools, communities, various economic units and society. The keynote speech, special panel, and many scholarly paper sessions are aligned with this important theme. I hope you will find these and other conference events informative, enlightening and enjoyable.

The organization of a conference is a collective activity. Chairs of various academic tracks, authors, presenters in panels and professional development workshops, paper reviewers, session chairs, ASB executives, local organizing committee members, conference staff, donor organizations (listed in this program), volunteers, and many other individuals have worked hard to make our Conference a success. I thank all of you for your contributions. I would like to thank President, Dr. Eddy Campbell; Vice-President (research), Dr. David Burns; Dean of the Faculty of Business Administration, Dr. Dev Mitra; Director of the International Business and Entrepreneurship Centre (IBEC), Ms. Karen Murdock for lending generous levels of support for the Conference. Also, thank you to Dr. William Murray, the ASB Co-President, for providing many insights and guidance in the conference planning, and to Ian Feltmate for keeping the ASB website up-to-date and running smoothly.

I hope you will enjoy the conference and have a pleasant stay in Fredericton.

Sincerely,

Basu Sharma
Conference Chair

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 history¹, 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.

Conference Team

The 45th Atlantic Schools of Business Conference has been coordinated by the following team:

Conference Chair:	Basu Sharma, University of New Brunswick Fredericton
Proceedings Chair:	Patrick Bruning, University of New Brunswick Fredericton
Programs Chair:	Judy Roy, University of New Brunswick Fredericton
Conference Web Master:	Ian Feltmate, Acadia University
Local Organizing Committee Members:	Judy Roy, Jeff McNally, Patrick Bruning, Liz Lemon-Mitchell, and Lanna Henry
Program Designer:	Kendra Haines, University of New Brunswick Fredericton

ASB Conference Theme

The theme of this year’s conference is “**Entrepreneurship: Passion and Practice**”.

The pursuit of opportunity requires both drive and a reality check. Without passion, and a set of other traits typically associated with entrepreneurs (whether it is being tenacious, having a vision, or being comfortable with risk), it becomes hard to guide initiatives through treacherous unknown futures. It comes as no surprise that behind most new ventures stand driven, passionate entrepreneurs. Yet, new endeavors require their founders to put their passion in check. Assumptions about the opportunity (be it the customer and their needs, the proposed solution or the business model), need to be put to the test in practice. Rather than conceptualizing detailed plans and building organizations in isolation, engaging the real world along the way offers a valuable learning ground for falsifying and validating the entrepreneurial vision.

How do we balance this passion with the need to learn from practice? Could practice stifle innovation? Why is it that many innovations come from outside the areas in which they are to be put in practice? Could it be that passionate minds require isolation from practice to envision new innovations? At the same time, why is it that investors often replace the ventures’ founders by experienced professionals? Could it be that the traits of passionate entrepreneurs are a hindrance to putting their visions into practice? The interaction of passion and practice raises many interesting questions and debates, which we look forward to exploring with you.

Events at a Glance

Friday, September 25, 2015

1:00-7:30	Registration Desk <i>Wu Conference Centre Foyer</i>
1:00-4:00	Doctoral & Early Career Consortium <i>Wu Conference Centre, Room 208</i>
2:00-3:15	ASB Executive Meeting <i>Wu Conference Centre, Room 100A</i>
3:00-3:30	Nutrition Break <i>Wu Conference Centre Foyer</i>
3:30-5:00	Deans & Directors Meeting <i>Wu Conference Centre, Room 100A</i>
5:30-7:30	Conference Welcome Reception <i>Wu Conference Centre, Chancellor's Room</i>

Saturday, September 26, 2015

6:30-7:30	ASB Fun Walk/Run <i>Meet in the lobby of Crowne Plaza Hotel</i>					
7:30-7:30	Registration Desk <i>Wu Conference Centre Foyer</i>					
7:45-9:15	Buffet Breakfast & Official Welcome by President Eddy Campbell at 9:00 am <i>Wu Conference Centre, Chancellor's Room</i>					
8:30-12:00	KPMG Case Competition <i>Singer Hall and Tilley Hall</i>					
9:30-10:45	Accounting M. Drira <i>Room 208</i>	Entrepreneurship M. Wielemaker <i>Room 203</i>	Finance M. Siddiquee <i>Room 204</i>	OB/OT HR/IR J. McNally <i>Room 209</i>	Embryo and Case R. MacDonald <i>Room 210</i>	PD Session: Virtual Tools for the Classroom O. Leung <i>Aitken Room</i>
10:45-11:00	Nutrition Break <i>Wu Conference Centre Foyer</i>					
11:00-12:15	Entrepreneurship M. Wielemaker <i>Room 203</i>	Symposium: Finance T. Morris <i>Room 204</i>	Marketing D. Du <i>Room 208</i>	Gender & Diversity P. Post <i>Room 209</i>	Business and Organizational History T. Weatherbee <i>Aitken Room</i>	
12:00-1:00	Lunch for KPMG Case Competitors <i>Singer Hall, Third Floor</i>					

Events at A Glance

Saturday, September 26, 2015

12:30-2:30	Buffet Luncheon & Keynote Presentation <i>Wu Conference Centre, Chancellor’s Room</i>				
1:00-5:00	KPMG Case Competition - Presentations <i>Tilley Hall, Room 300</i>				
2:45-4:00	Marketing S. Saha <i>Room 208</i>	Finance D. R. Mishra <i>Room 204</i>	PD Session Accademic Integrity J. Roy <i>Room 203</i>	Strategy A. Ouedraogo <i>Room 209</i>	Textbook Publisher Nelson Info Session M. Vacon <i>Room 210</i>
4:00-4:15	Nutrition Break <i>Wu Conference Centre Foyer</i>				
4:15-5:30	Panel Discussion: Entrepreneurship Ecosystems at Universitites <i>Wu Conference Centre, Chancellor’s Room</i>				
5:15-7:00	KPMG Case Competition – Awards Banquet <i>Wu Conference Centre, Room 208</i>				
6:00-7:00	ASB2015 Evening Reception <i>Wu Conference Centre Foyer</i>				
7:00-9:00	ASB2015 Awards Dinner <i>Wu Conference Centre, Chancellor’s Room</i>				

Sunday, September 27, 2015

7:30-12:00	Registration Desk <i>Wu Conference Centre Foyer</i>		
7:30-9:00	Buffet Breakfast & Annual General Meeting (8:15) <i>Wu Conference Centre, Chancellor’s Room</i>		
9:00-10:15	Accounting I. Shaikh <i>Room 208</i>	Finance M. Wegener <i>Room 204</i>	Management Education, Communication and MIS R. Angeles <i>Room 203</i>
10:15-10:45	Nutrition break <i>Wu Conference Centre Foyer</i>		
10:45-12:00	Entrepreneurship M. Wielemaker <i>Room 203</i>	PD Workshop S. Ng <i>Room 208</i>	Finance R. Nason <i>Room 204</i>

Plenary Keynote Speaker: Ng Pock Too

Former Political Secretary to Singapore Prime Minister Lee Kuan Yew
Adjunct Professor, National University of Singapore – Lee Kuan Yew School of Public Policy

Presentation Focus

All of us, who have finished B-Schools at some point in time, have always wondered whether what they teach us in B-Schools are still relevant in the context of today’s fast changing corporate world. The presenter will touch on the the ouch on the important role of the B-School teachers and how they can equip our students to be future ready and future relevant, and his remarks will be presented in four parts:

- The essential basic tools of modern day management
- The case study method that brings real life situations in to the class for collective learning through class interactions
- The need to appreciate the sensitivity of managing across different cultures as the corporate world manages on an international basis
- Useful management tools that successful companies such as United Technologies and GE have used to achieve competitive excellence. These are still not yet taught in the B-Schools and remain an active management development program internal only to these companies.



Mr. Ng Pock Too was the former Political Secretary to Singapore Prime Minister Lee Kuan Yew and also the former President of Hamilton Sundstrand Asia Pacific. Born and raised in Singapore, Mr. Ng was awarded the Colombo Plan Scholarship to complete an undergraduate degree at the University of New Brunswick in Fredericton. He graduated in 1968 with a B. Sc Division One Degree in Mechanical Engineering and was awarded the Lieutenant Governor General Silver Medal. He returned to Singapore to work with the Singapore Economic Development Board as a projects officer in charge of industrial development planning and attracting foreign investments into Singapore. He became the Deputy Director of the Economic Development Board in 1979. In 1976, he was sent by EDB to attend Harvard Business School’s Program for Management Development in the US.

Mr. Ng enjoyed a very successful career making significant contributions to business and society. When he retired from Hamilton Sundstrand in 2007 he established his own consulting company called New Board Technology Pte Ltd (previously known as New Board Aerospace & Technology). He also serves as independent director on the Boards of Kikkoman Singapore and Del Monte Asia (both subsidiaries of Kikkoman Corporation of Japan) and as a key member of the Advisory Board of Huisman Equipment BV (a leading oil and gas engineering company) based in Holland.

In 1993 UNB awarded Mr. Ng with an Honorary Doctor of Law in recognition of his contribution to Singapore’s successful economic development. In 1996, he was awarded the Meritorious Service Award and again 2005, the Distinguished Service Award for his leadership at NTUC Income. Both of these are national awards, bestowed for outstanding contribution to Singapore’s national development. In June 2008, Mr. Ng was appointed the Adjunct Professor by the National University of Singapore - Lee Kuan Yew School of Public Policy.

Panel Discussion: Entrepreneurship Ecosystems at Universities in Atlantic Canada – Passion and Practice at UNB and beyond



Thomas Mengel, UNB, Faculty of Renaissance College;
Dhirendra Shukla, UNB, Faculty of Engineering;
Natalia Stakhanova, UNB, Faculty of Computer Science;
Martin Wielemaker, UNB, Faculty of Business



Entrepreneurship as field of academic practice and education has a natural home at several faculties. For example, at UNB entrepreneurship is an area of concentration at the Faculty of Business, it is being offered to engineering students and beyond through the Faculty of Engineering’s Technology, Management, and Entrepreneurship Centre. In addition, UNB’s Faculty of Computer Science offer entrepreneurial workshops and other learning opportunities to their students and the Faculty of Renaissance College (leadership studies) delivers a course on and internships in the area of social entrepreneurship. Finally, entrepreneurial passion and practice is being fostered and supported at various other UNB faculties and centres (e.g., the Faculty of Education’s Centre for Creativity Studies, Pond Deshpande Centre, etc.).



Increasingly, entrepreneurship and entrepreneurship education is being recognized as an academic field that requires both sound theoretical studies and practical engagement with entrepreneurial organizations and communities. In addition, entrepreneurship is an interdisciplinary field where all stakeholders benefit from innovative contributions from a variety of different perspectives. Finally, in order for the academic and practical efforts to be offered as an integrated whole an entrepreneurial ecosystem needs to be developed that supports and integrates all entrepreneurial and innovative efforts at an academic institution and within its neighbouring communities.



At UNB, entrepreneurship and innovation is increasingly becoming a concerted effort incorporating lessons learned and best practices from entrepreneurship curricula and education initiatives beyond departmental boundaries and around the globe. While entrepreneurship education has already had a brief successful “tradition” in various faculties and programs across the campus of UNB we are now starting to better learn from each other, take advantage of potential synergies and thus grow the potential impact on student learning and the entrepreneurial ecosystem at UNB and in the local and regional communities. Intended outcomes of this cooperative approach are the ability to offer a holistic approach to entrepreneurship in theory and practice to students and beyond and to explore the development and implementation of collaborative approaches to entrepreneurship education.

In this highly interactive panel discussion, as members of UNB’s Innovation Council Faculty Working Group we will first share and discuss various perspectives, insights and lessons learned resulting from our engagement in this working group; in particular, we will present the “UNB.Innovate” ecosystem model that we have created over the past year. Next, we will invite the audience to share and discuss their own experience with an entrepreneurial ecosystem at their academic institution. Lastly, we hope to be able to conclude with a joint understanding of what may be promising beginnings or best practices beyond one academic institution and what may be necessary next steps on an institutional level and within the context of cooperation at the level of the Atlantic region.

KPMG Student Case Competition Teams

Acadia University	Cape Breton University
Crandall University	Mount Allison University
University of New Brunswick, Fredericton	Saint Mary’s University
St. Francis Xavier University	Université de Moncton
University of Prince Edward Island	

Schedule of Academic Sessions

Saturday, September 26, 2015: 9:30-10:45

Accounting (Chair - Mohamed Drira)	
Is Accountancy a Profession? - A Discussion Paper	Brent White
Adequacy of Compliance with Disclosure Requirements by Saudi Arabian Banks	Joe Abekah and Muhammad Alhazmi
The Evolution of the Ohlson Model at the Dawn of the Consecration of Fair-value Accounting	Mohamed Zaher Bouaziz, Sébastien Deschênes, and Miguel Rojas
Entrepreneurship (Chair - Martin Wielemaker)	
Competitive Moves: The Influence of Industry Context and Individual Cognitive Factors	Lee Zane and William Kline
How Non-Profits are responding to current opportunities and challenges: an exploration of the role of entrepreneurship in non-profit infrastructure funding	Benjamin Lambourne
Influence of Founders on Governance and Performance of New Ventures	Dhirendra Shukla
Finance (Chair - Mohammad Siddiquee)	
Co-Movement of the TSX Composite Index and the TSX Venture Composite Index: Evidence From A Dynamic Gas Copula Model.	Richard Watuwa and Joyline Makani
Classifying Monthly Stock Returns on the Canadian Market Using Artificial Neural Networks.	Tania Morris and Jules Comeau
OB/OT/HR/IR (Chair - Jeffrey McNally)	
Health-Focused Transformational Leadership: Leading Self-Management in the Pursuit of a Healthy Workforce	Mark Gorman, Gregg McCann, Patrick Bruning, Robin Corey, and Devon McAllister
Does personality predict burnout? A double cross-validation study	Anastasia Sizykh and Nealia Sue Bruning
Differences in student job attribute preferences for SMEs and MNCs in Uganda	Isaac Wasswa Katono
Embryo and Case (Chair - Robert MacDonald)	
Fit 2 Excel? Family. Business. And Family Business.	Robert MacDonald, Heather Steeves, and Ben Wistrom
House Rules	Daniel Coleman, James Tolliver, and Céleste Brotheridge
Local Source Catering, Market & Bakery (Research In Progress)	Kothai Kumanan
PD Session: <i>Virtual Tools for Expanding the Boundaries of the Classroom</i> Opal Leung, Mark MacIsaac, Matthew Fanning, Harrison Fisher, and Greg Fleet	

Schedule of Academic Sessions

Saturday, September 26, 2015: 11:00-12:15

Entrepreneurship (Chair - Martin Wielemaker)	
Entrepreneurs in the Philippines: Creative Deviance as a Response to Institutional Anomie	Bruce Kelly and Kelly Dye
Influence of Venture Capital Syndication on Governance and Performance of New Ventures	Dhirendra Shukla
Symposium: Finance (Chair - Tania Morris)	
Questioning Some Widely Accepted Views of Modern Portfolio Theory and Asset Pricing Models: A Value Investing Perspective	Eben Otuteye and Mohammad Siddiquee
Marketing (Chair - Donglei Du)	
Linkages between Attitudes and Loyalty Dimensions: A Theoretical and Empirical Investigation	Mehdi Akhgari and Edward Bruning
More than Smoke and Mirrors: Exploring Projection Mapping as a Marketing Tool	Leigh Melanson and Donna Sears
On the Road to Replication: Star Trek (The Next Generation) and the Death of the Brand as We Know It!	Terrance Weatherbee and Donna Sears
Gender and Diversity (Chair - Patricia Post)	
Reimaging the Breadwinner; Masculinity, Femininity, And the Construction of Gender Roles	Nicholas Deal and Ellen Shaffner
The Impact of Diversity on Organizational Retention: The Critical Role of Group Faultlines and Psychological Job Embeddedness	Patrick Bruning and Jeffrey McNally
Les facteurs de succès chez les PME Canadiennes: Comparaison hommes – femmes	Yves Robichaud and Egbert McGraw
Business and Organizational History (Chair - Terrance Weatherbee)	
Failing At History	Christopher Hartt and Luc Peters
The entrepreneurial work of privateers: A critical accounting historiography	Peter Secord and Lawrence Corrigan

ASB 2015 – Schedule of Academic Sessions

Saturday, September 26, 2015: 2:45-4:00

Marketing (Chair - Sudhir Saha)	
A Study of Female Adventure Travellers: Motivations and Risk Perceptions	Helle Haven Petersen and Candace Blayney
Cultural Tour Package: Utilizing Conjoint Analysis in the Tourism Industry	Sijing Liao and Edward Bruning
Finance (Chair - Dev Mishra)	
Financial Restatements and Management Guidance	Rahman Khokhar and S.M. Khalid Nainar
Is Business Ethics the ‘last rampart’ Against Tax Aggressiveness?	Réal Labelle, Sophie Marmousez, Jean-Pierre Vidal, and Matthew Wegener
Strategy (Chair - Alidou Ouedraogo)	
Leadership’s Effects on Employee Well-being: Synthesizing the Qualitative Evidence	C. Elliot Ince, R. Blake Jelley, and Stacey MacKinnon
Politically-connected directors: A Canadian perspective on ex-politicians and former government officials joining corporate boards of directors	Mark Fuller and Chris Bart
Motivating Breakthrough Innovation Agency: The Governance of the Discovery-Incubation-Acceleration Typology	Ibrahim Shaikh, Lois Peters, and Gina Colarelli O’Connor
PD Session: <i>Demand Academic Integrity: Make academic integrity the norm.</i> Judy Ann Roy	
Textbook Publisher Information Session: <i>Nelson</i> M. Vacon	

ASB 2015 – Schedule of Academic Sessions

Sunday, September 27, 2015: 9:00-10:15

Accounting (Chair - Ibrahim Shaikh)	
Pyramid Ownership Structure and Tax Avoidance among Canadian Firms	Justin Mindzak and Tao Zeng
The Financial Condition Index and Nova Scotia Towns	Lynn MacLean and Patrick Delamirande
Finance (Chair - Matthew Wegener)	
The Need for VUCA Management in Financial Education	Rick Nason and Eben Mare
Marriage and CEO’s Commitment to Corporate Social Responsibility	Shantaram Hegde and Dev Mishra
Bounded Rationality in Active vs. Passive Money Management: Evidence, Behavioural Explanation, and Possible Solutions	Eben Otuteye and Mohammad Siddiquee
Management Education, Communication, and MIS (Chair - Rebecca Angeles)	
Pause Before Pressing the Send Button: Impact of Email Characteristic on the Perceived Power of Words and Impulsivity	Binod Sundararajan and Malavika Sundararajan
Information Technology Infrastructure Support For Omnichannel Retailing	Rebecca Angeles
Social Entrepreneurship Education In Canada: Passion And Practice	Thomas Mengel, Maha Tantawy and Jeff McNally

Sunday, September 27, 2015: 10:45-12:00

Entrepreneurship (Chair - Martin Wielemaker)	
Cultural predictions of entrepreneurial orientation and the moderating role of entrepreneurial competencies on graduate entrepreneurial intentions: A cross sectional survey of Uganda	Isaac Katono, David Priilaid, and Gert Human
Culture's impact on innovative Entrepreneurship in Newfoundland and Labrador	Jacqueline Walsh and Blair Winsor
An immigration Entrepreneur’s welcome in Canada	Dannie Brown and David Rae
Finance (Chair - Rick Nason)	
Real Options As a Value-Enhancing Strategy for the Construction Industry	Anne McDonnell and Pornsawan Evans
The Influence of Behavioural Factors on Individual Investment Decision and Performance: Evidence from the Ghana Stock Market	Philip Arthur
PD Session: <i>Growing Entrepreneurial Communities for Economic Growth</i> Sally Ng	

ASB Past-Presidents and Conference List (2000-2015)

YEAR	PRESIDENT	UNIVERSITY SPONSOR
2015	William C. Murray Anthony Yue	University of New Brunswick
2014	John Rumsey	Mount Saint Vincent University
2013	John Rumsey	St. Francis Xavier University
2012	Wendy Carroll	Dalhousie University
2011	Jean Helms Mills	University of Prince Edward Island
2010	Gerard Fillion	Université de Moncton
2009	Lawrence Bauer	Memorial University
2008	Ian Hutchinson	Acadia University
2007	Peter Sianchuk	Mount Allison University
2006	Basu Sharma	University of New Brunswick
2005	Basu Sharma	University of New Brunswick
2004	Ann MacGillivray	Mount Saint Vincent University
2003	Ann MacGillivray	Mount Saint Vincent University
2002	Neil Maltby	St. Francis Xavier University
2001	Paul Dixon	Saint Mary’s University
2000	Alex Faseruk	Memorial University

s

Track Chairs

Accounting	Business Communication
Mohamed Drira, University of New Brunswick mdrira@unb.ca	Alla Kushniryk, Mount Saint Vincent University alla.kushniryk@msvu.ca
Business and Organizational History	Co-operative Management
Gabrielle Durepos, Mount Saint Vincent University gabrielle.durepos@msvu.ca	Daphne Rixon, Saint Mary’s University daphne.rixon@smu.ca
Terry Weatherbee, Acadia University terrance.weatherbee@acadiau.ca	
Embryo Case	Entrepreneurship
Robert MacDonald, Crandall University robert.macdonald@crandallu.ca	Martin Wielemaker, University of New Brunswick mwielema@unb.ca
Ethics & Social Issues	Finance
Shelley Price, Saint Mary’s University shelley.price@smu.ca	Eben Otuteye, University of New Brunswick otuteye@unb.ca
	Mohammad Siddiquee, University of New Brunswick m.siddiquee@unb.ca
Gender and Diversity	HR/IR
Judy Ann Roy, University of New Brunswick jroy@unb.ca	Jeff McNally, University of New Brunswick Jeff.mcnelly@unb.ca
Patricia A. Post, University of New Brunswick ppost@unb.ca	Patrick Bruning, University of New Brunswick Patrick.bruning@unb.ca
Management Education	Management Information Systems
Scott MacMillan, Mount Saint Vincent University scott.macmillan@msvu.ca	Rebecca Angeles, University of New Brunswick angeles.rebecca@gmail.com
Marketing	Organizational Behaviour / Organizational Theory
Karen Blotnicky, Mount Saint Vincent University karen.blotnicky@msvu.ca	Wendy Carroll, Saint Mary’s University wendy.carroll@smu.ca
Open / General Track	Strategy
Sudhir Saha, Memorial University sksaha@mun.ca	Alidou Ouedraogo, Université de Moncton alidou.ouedraogo@umoncton.ca
Student Case Competition	Doctoral Consortium
Karen Lightstone, Saint Mary’s University karen.lightstone@smu.ca	Mariana Paludi, Saint Mary’s University mariana.paludi@smu.ca

List of Authors

Joe Abekah	Univesity of New Brunswick F	Sophie Marmousez	HEC Montréal
Mehdi Akhgari	University of Manitoba	Devon McAllister	University of New Brunswick F
Muhammad Alhazmi	King Fahd University of P & M	Gregg McCann	University of New Brunswick F
Rebecca Angeles	University of New Brunswick F	Anne McDonnell	University of New Brunswick F
Philip K. Arthur	University of New Brunswick F	Egbert McGraw	Université de Moncton
Chris K. Bart	The Director's College	Jeffrey McNally	University of New Brunswick F
Candace Blayney	Mount Saint Vincent University	Leigh Melanson	Acadia University
Céleste M. Brotheridge	Université de Québec à Montréal	Thomas Mengel	University of New Brunswick F
Dannie Brown	Cape Breton University	Justin Mindzak	Wilfrid Laurier University
Edward Bruning	University of Manitoba	Dev. R. Mishra	University of Saskatchewan
Nealia Sue Bruning	University of Manitoba	Tania Morris	Université de Moncton
Patrick F. Bruning	University of New Brunswick F	S.M. Khalid Nainar	McMaster / University of Dubai
Mohamed Zaher Bouaziz	Universite de Moncton	Rick Nason	Dalhousie University
Gina Colarelli O'Connor	Rensellaer Polytechnic Institute	Eben Otuteye	University of New Brunswick F
Daniel F. Coleman	University of New Brunswick F	Lois Peters	Rensellaer Polytechnic Institute
Jules Comeau	Université de Moncton	Luc Peters	lucpeters.net
Robin Corey	University of New Brunswick F	Helle Haven Petersen	Canadian Cancer Society, Halifax
Lawrence T. Corrigan	Saint Mary's University	David Priilaid	University of Cape Town
Nicholas M. Deal	Saint Mary's University	David Rae	Cape Breton University
Patrick Delamirande	Cape Breton University	Yves Robichaud	Université Laurentienne
Sébastien Deschênes	Universite de Moncton	Miguel Rojas	Université de Moncton
Bruce Dye	University of Leicester	Donna Sears	Acadia University
Kelly Dye	Acadia University	Peter Secord	Saint Mary's University
Pornsawan Evans	Swansea University	Ellen C. Shaffner	Saint Mary's University
Mark Fuller	St. Francis Xavier University	Ibrahim A. Shaikh	Univeristy of New Brunswick F
Mark Gorman	University of New Brunswick F	Dhirendra Shukla	University of New Brunswick F
Christopher Hartt	Dalhousie University	Mohammad Siddiquee	University of New Brunswick SJ
Shantaram P. Hegde	University of Connecticut	Anastasia Sizykh	University of Manitoba
Gert Human	University of Cape Town	Heather Steeves	Crandall University
C. Elliot Ince	University of New Brunswick F	Binod Sundararajan	Dalhousie University
R. Blake Jelley	University of Prince Edward Island	Malavika Sundararajan	Ramapo College of New Jersey
Isaac Wasswa Katono	University of Cape Town	Maha Tantawy	University of New Brunswick F
Rahman Khokhar	Saint Mary's University	James M. Tolliver	University of New Brunswick F (retired)
William Kline	Fordham University	Jean-Pierre Vidal	HEC Montréal
Kothai Kumanan	Saint Mary's University	Jacqueline Walsh	Memorial University of Newfoundland
Réal Labelle	HEC Montréal	Richard Watuwa	Cape Breton University
Benjamin Lambourne	St. Francis Xavier University	Terrance Weatherbee	Acadia University
Sijing Liao	University of Manitoba	Matthew Wegener	University of New Brunswick SJ
Robert A. MacDonald	Crandall University	Blair Winsor	Memorial University of Newfoundland
Stacey L. MacKinnon	University of Prince Edward Island	Brent White	Mount Allison University
Lynn MacLean	Cape Breton University	Ben Wistrom	Crandall University
Joyline Makani	Dalhousie University	Lee Zane	Rider University
Eben Mare	University of Pretoria	Tao Zeng	Wilfrid Laurier University
Sophie Marmousez	HEC Montréal		

List of Reviewers

Joe Abekah	University of New Brunswick Fredericton
Rebecca Angeles	University of New Brunswick Fredericton
Jacob Atangana-Abé	Université Saint-Boniface
Karen Blotnicky	Mount Saint Vincent University
Mohamed Zaher Bouaziz	Université de Moncton
Patrick Bruning	University of New Brunswick Fredericton
Wendy Carroll	Saint Mary's University
Akhila Chawla	University of New Brunswick Fredericton
Shawn Cleary	Mount Saint Vincent University
Gordon Cooke	Memorial University of Newfoundland
Mallika Das	Mount Saint Vincent University
Gabrielle Durepos	Mount Saint Vincent University
Kelly Dye	Acadia University
Sandi Findlay	Mount Saint Vincent University
E. Stephen Grant	University of New Brunswick Fredericton
Lynn Haley	University of New Brunswick Fredericton
Sana Ben Hassine	HEC Montréal
Tess Laidlaw	Mount Saint Vincent University
Amy MacArthur	Crandall University
Jeffrey McNally	University of New Brunswick Fredericton
Eben Otuteye	University of New Brunswick Fredericton
Constantine Passaris	University of New Brunswick Fredericton
Patricia A. Post	University of New Brunswick Fredericton
Muhammed Rashid	University of New Brunswick Fredericton
DeNel Rehberg Sedo	Mount Saint Vincent University
Miguel Rojas	Université de Moncton
Judy Ann Roy	University of New Brunswick Fredericton
Donna Sears	Acadia University
Donald Shiner	Mount Saint Vincent University
Mohammad Siddiquee	University of New Brunswick Saint John
Heather Steeves	Crandall University
Danny Wadden	Mount Saint Vincent University
Amy Warren	Memorial University of Newfoundland
Terrance Weatherbee	Acadia University
Emma Wertz	Kennesaw State University
Martin Wielemaker	University of New Brunswick Fredericton
Jeff Young	Mount Saint Vincent University
Nourhene Ben Yousseff	University of Regina

Thank You to Our Sponsors

Platinum Sponsors



Thank You to Our Sponsors

Gold Sponsors



Silver Sponsors



UNB Fredericton Campus Map



FREDERICTON CAMPUS

Building Name - 911 Address - Access Code

- 1. Aitken House - 14 Bailey Dr. - A/C
- 2. Aitken University Centre - 20 Mackay Dr. - A/C
- 3. Alden Nowlan House - 676 Windsor St. - C
- 4. Alumni Memorial Building - 13 Bailey Dr. - A
- 5. Annex C - 13 Macaulay Lane - A/C
- 6. Bailey Hall - 10 Bailey Dr. - A/B/C
- 7. Bank/Bookstore Building - 29 Dineen Dr. - A
- 8. BMO Centre - 25 Mackay Dr. - A/C
- 9. Bridges House - 45 Mackay Dr.
- 10. Brydone Jack Observatory - 5 Bailey Dr.
- 11. Burden Academy - Windsor St.
- 12. Campus House - 11 Garland Ct.
- 13. Carleton Hall - 19 Macaulay Lane - A/B/C
- 14. C.C. Jones Student Services Centre - 26 Bailey Dr. - A/B/C
- 15. Central Heating Plant - 950 College Hill Rd.
- 16. College Hill Daycare - 850 Montgomery St. - A/C
- 17. Computer Science Information Technology Centre - 550 Windsor St. - A/B/C
- 18. CURRIE CENTER - The Richard J. - 15 Peter Kelly Dr. - A/B/C
- 19. Elizabeth Parr-Johnston Residence - 34 Mackay Dr. - A/B/C
- 20. Enterprise UNB Building #1 - 2 Garland Ct.
- 21. Enterprise UNB Building #2 - 8 Garland Ct.
- 22. Facilities Management - 767 Kings College Rd. - C/E
- 23. Forestry & Geology Building - 2 Bailey Dr.
- 24. Gillin Hall - 540 Windsor St. - A/B/C
- 25. Harriet Irving Library - 5 Macaulay Lane - A/B/C
- 26. Harrison House - 12 Macaulay Lane
- 27. Head Hall - 15 Dineen Dr. - A/B/C
- 28. Head Hall/Old Civil Engineering - 17 Dineen Dr. - B
- 29. Head Hall/Electrical Engineering - 19 Dineen Dr.
- 30. Header House - 4 Garland Ct.
- 31. Hut #5 - 5 Garland Ct.
- 32. I.U.C. Forestry - 28 Dineen Dr. - B
- 33. I.U.C. Physics & Admin. - 8 Bailey Dr. - A/B/D
- 34. I.U.C. Science Library - 4 Bailey Dr. - A/C
- 35. Joy W. Kidd House - 42 Mackay Dr. - A/B/C
- 36. Keirstead Hall - 38 Dineen Dr. - A/B/C
- 37. Lady Beaverbrook Gym - 2 Peter Kelly Dr. - A
- 38. Lady Beaverbrook Residence - 9 Dineen Dr. - A
- 39. Lady Dunn Hall - 40 Mackay Dr. - A/B/C
- 40. Ludlow Hall - 41 Dineen Dr. - A/B/C
- 41. MacKenzie House - 43 Mackay Dr. - A/E
- 42. MacLaggan Hall - 33 Dineen Dr. - A/B/C
- 43. Magee House - 780 Montgomery St. - A/B/C
- 44. Marshall d'Avray Hall - 10 Mackay Dr. - A/B/C
- 45. McConnell Hall - 19 Bailey Dr. - A/B/C
- 46. McCord Hall - 7 Bailey Dr.
- 47. McLeod House - 810 Montgomery St. - A/B
- 48. Memorial Hall - 9 Bailey Dr. - A/C
- 49. Muriel McQueen Fergusson Centre - 678 Windsor St. - A/B/C
- 50. Neill House - 22 Bailey Dr.
- 51. Neville Homestead - 58 Mackay Dr.
- 52. Neville-Jones House - 16 Bailey Dr.
- 53. New Brunswick Community College Fredericton Campus - 26 Duffie Dr. - A/B/C
- 54. NRC Institute for Information Technology - e-Business - 46 Dineen Dr. - A/B/C
- 55. Provincial Archives - 23 Dineen Dr. - A/B/C
- 56. Press Box - 25 Mackay Dr.
- 57. Renaissance College - 811 Charlotte St. - A/C
- 58. Residence Administration - 20 Bailey Dr. - E
- 59. R.N. Scott Hall - 25 Dineen Dr. - A/B/C
- 60. Residence Storage Building - 810 Montgomery St.
- 61. Salt Storage Building - 948 College Hill Rd.
- 62. Singer Hall - 7 Macaulay Lane - A/C
- 63. Sir Howard Douglas Hall - 3 Bailey Dr.
- 64. South Gym - 16 Mackay Dr. - A/B/C
- 65. Student Union Building - 21 Pacey Dr. - A/B/C
- 66. Tibbits Hall - 40 Mackay Dr. - A/B/C
- 67. Tilley Hall - 9 Macaulay Lane - A/B/C
- 68. Toole Hall - 30 Dineen Dr. - A/C
- 69. UNBEA Building 10 - 10 Garland Ct.
- 70. Wu Centre/College of Extended Learning - 6 Duffie Dr. - A/B/C

ST. THOMAS UNIVERSITY

Building Name - 911 Address - Access Code

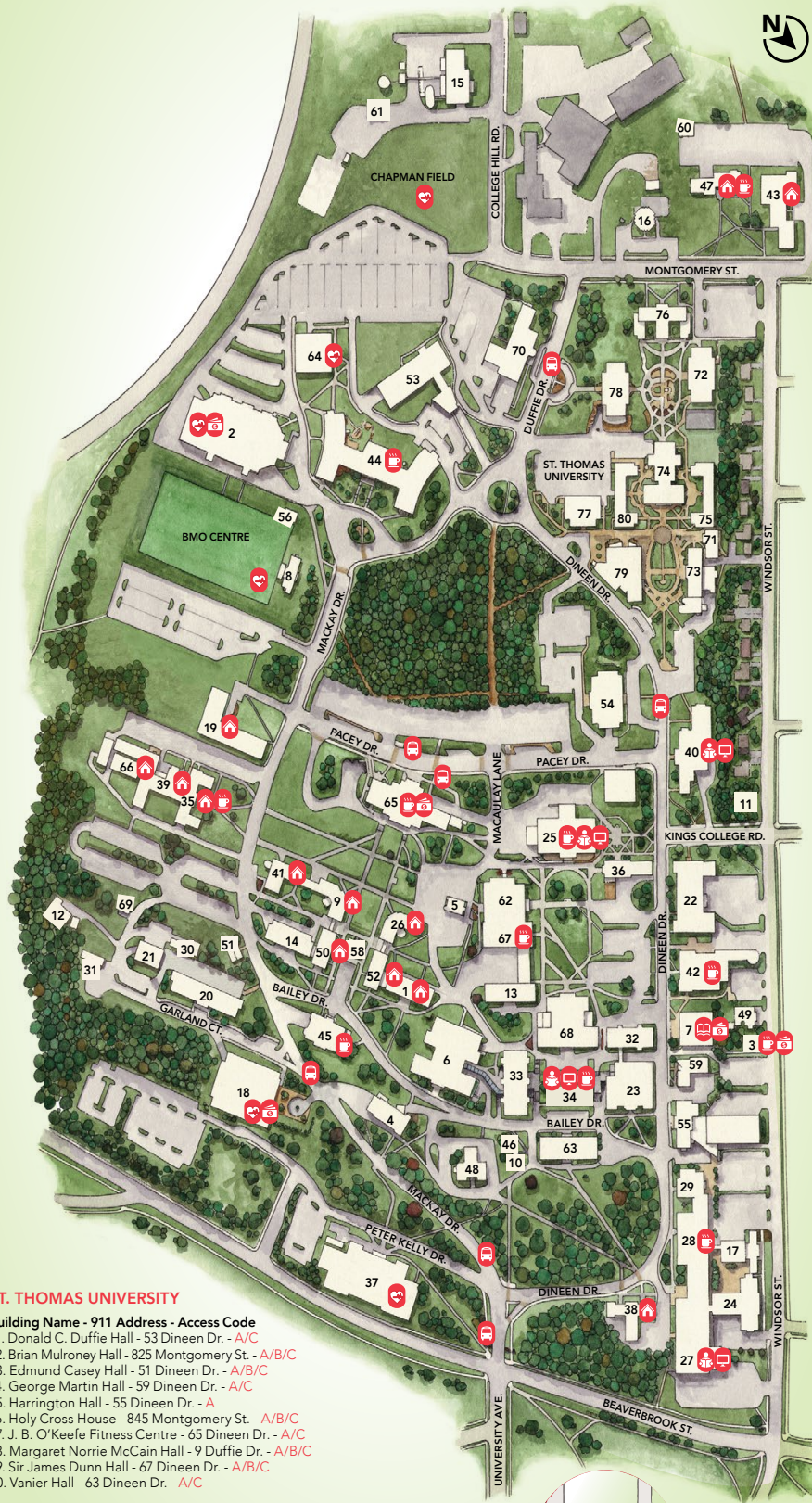
- 71. Donald C. Duffie Hall - 53 Dineen Dr. - A/C
- 72. Brian Mulroney Hall - 825 Montgomery St. - A/B/C
- 73. Edmund Casey Hall - 51 Dineen Dr. - A/B/C
- 74. George Martin Hall - 59 Dineen Dr. - A/C
- 75. Harrington Hall - 55 Dineen Dr. - A
- 76. Holy Cross House - 845 Montgomery St. - A/B/C
- 77. J. B. O'Keefe Fitness Centre - 65 Dineen Dr. - A/C
- 78. Margaret Norrie McCain Hall - 9 Duffie Dr. - A/B/C
- 79. Sir James Dunn Hall - 67 Dineen Dr. - A/B/C
- 80. Vanier Hall - 63 Dineen Dr. - A/C

Access Key

- A Level or ramp entrance
- B Elevator
- C Accessible restroom
- D Assistance needed from parking lot (no curb break)
- E One step up to entrance

- Bookstore
- Food services
- Bus stop
- Library
- Bank machine
- Athletic facilities
- Residence
- Computer lab

For the most current information on accessibility call 506-453-4830



Business Administration
Fredericton