#ASB2017

Friday, September 29th

Check-In: 12:00 – 5:30  
Patterson Hall Lobby

ASB Executive Meeting: 12:00 – 1:30  
Patterson 320

Doctoral & Early Career Consortium 2:30 – 4:30  
Patterson 320

Congratulations on a successful dissertation defence! But now what?

Check-In: 5:30 – 7:30  
Lightfoot & Wolfville Winery

Opening Reception: 5:30 – 7:30  
Lightfoot & Wolfville Winery

Saturday, September 30th

ASB Fun Run/Walk: 6:30 – 7:30  
Athletic Centre

Check In: 7:30 – 12:00  
Patterson 80 Common (Main Floor)

Breakfast: 8:00 – 9:00  
Patterson 80 Common (Main Floor)
Session 1:  9:00 – 10:30

Marijuana Legalization Symposium
Chair: Paul Seaborn
Patterson 206

The ‘Business’ of Development: Intersections of Higher Education and Economic Development in Atlantic Canada (Symposium)
Chair: Ryan MacNeil
Patterson 207

Undergraduate Student Papers (a)
Chair: Stephen Maclean
Patterson 213

Investigating Consumers' Perception of NS White Wine Using Projective Mapping
by Amy Smith and Matthew McSweeney

Sensory Marketing: Influencing Consumer Behaviour and Potential for Enhancing the Consumption Experience
by Andrew Trudel, Donna Sears and Matthew McSweeney

Female Sport As A Business: Contributing Factors of Failure
by Candace Conrad

Finance (a)
Chair: Shelley MacDougall
Patterson 214

Interpreting the Fama-French Five-Factor Model from Benjamin Graham's Value Investing Perspective
by Eben Otuteye and Mohammad Siddiquee

Does Jump Risk Matter? Evidence from the Canadian Stock Market
by Dinesh Gajurel

The Role of Monetary Sector in the Short-Run Macroeconomic Effects of Remittances
by Muhammed Rashid and Basu Sharma

Does the Application of Smart Beta Strategies Enhance Portfolio Performance? The Case of Islamic Equity Investments
by Muhammad Wajid Raza and Dawood Ashraf
Embryo & Case  
Chair: Robert MacDonald  
Patterson 215

Forgive Us Our Trespasses: Issues of Individual Member Liability and the Efficacy of Incorporation at the Petitcodiac Baptist Church
by Robert MacDonald and Sydney Constantine

Deliver Us From Evil: Decision-Making in the Face of Catastrophic Change at the Petitcodiac Baptist Church
by Robert MacDonald and Heather Steeves

For Thine Is The Kingdom: The Challenge of Implementing Governance Changes Within a Framework of Moral Ownership at the Petitcodiac Baptist Church
by Robert MacDonald and Heather Steeves

We Plant, But God's Watering: Business Model Considerations as Codiac Organics Seeks to Grow
by Robert MacDonald and Jeff Bandy

Break: 10:30 – 11:00

Session 2: 11:00 – 12:15

Marijuana Legalization Symposium  
Chair: Paul Seaborn  
Patterson 206

The ‘Business’ of Development: Intersections of Higher Education and Economic Development in Atlantic Canada (Symposium)  
Chair: Ryan MacNeil  
Patterson 207

Undergraduate Student Papers (b)  
Chair: Stephen Maclean  
Patterson 213

Concordance and Discordance in Leadership Development and Organizational Value Alignment
by Megan Thompson and Brad Long

Modeling the Determinants of Financial Literacy of University Students
by Melissa Gottschall, Meghan Kells and Ken MacAulay
Gender & Diversity (a)
Chair: Kelly Dye
Patterson 216

Intersectionality in a Gendered Profession: Exploring Intersectional Stories of Public Relations Practitioners in Canada
by Ellen C. Shaffner and Amy Thurlow

Financial Literacy of Chama Women's Groups in Rural Kenya
by Lillian Omosa

Students' Perceptions About Gender and Leadership Attributes
by S.C. Graham and A.J. MacFarlane

Luncheon & Keynote: 12:15 – 1:30

Session 3: 1:30 – 2:45

Understanding the Challenges of Priming for PRME (Principles of Responsible Management Education) Symposium
Chair: Cathy Driscoll
Patterson 206

Tidal energy development: Business challenges in a new industry and opportunities for business research (Symposium)
Chair: Shelley MacDougall
Patterson 207

Business & Organizational History (a)
Chair: Gabrielle Durepos
Patterson 213

Whither Critical Organizational History?
by Gabrielle Durepos, Scott Taylor and Ellen Shaffner

by Kira Lussier

by Justin Douglas
MIS/Operations Management/Strategy
Chair: Hassan Sarhadi
Patterson 214

Business Intelligence Using Google Search: Applications in the Green Energy Sector
by Adee Athiyaman

Optimal Facility Location to Mitigate Product Recall Risks
by Liufang Yao (PhD candidate) and Kai Huang

Gates Corporation: Scanning for Competitive Threats
by Paul Seaborn

Communications
Chair: Judy Roy
Patterson 215

Exploring the Influence of PR/COMM Function on Practitioners' Perceptions of Organizational Success, Innovation, and Reputation
by Karen Blotnicky and Amy Thurlow

Gendered Construction of Leaderspeak: A Content Analysis of C-Suite Communication About Sustainability
by Ellen Crumley, Karen Grandy, Binod Sundararajan, Judy Roy and Elizabeth Tetzlaff

Content Analysis of the BC Egg Marketing Board Meeting Minutes
by Ashley MacDonald

Gender & Diversity (b)
Chair: Kelly Dye
Patterson 216

Considering Implications of the Gender Revolution on Workplaces: A Quasi-Systematic Review of the Popular Press Literature
by Corinne Abraham and Wendy R. Carroll

Gender in Business Schools
by S.C. Graham and A.J. MacFarlane

Break: 2:45 – 3:15
Session 4:  3:15 – 4:45

Business Education for Sustainability Across Functional Areas, How Could We Do Better? (Symposium)
Chair: Edith Callaghan
Patterson 206

Tidal energy development: Business challenges in a new industry and opportunities for business research (Symposium)
Chair: Shelley MacDougall
Patterson 207

Business & Organizational History (b)
Chair: Gabrielle Durepos
Patterson 213

- An American Entrepreneur’s Cultural Learning Process
  by Tianyuan Yu and Albert Mills

- Nancy Maclean and the Problem of Private Power: An Abstract
  by David Jacobs

Management Education
Chair: Conor Vibert
Patterson 215

- A decade of teaching evidence-based management: initiatives and future directions
  by Tina Saksida and R. Blake Jelley

- Using Business Students to Test a Student Engagement Work Design Model
  by Leslie J. Wardley, John Nadeau and Charles H. Belanger

Strategy (a)
Chair: Alidou Ouedraogo
Patterson 216

- Mechanisms of Organizational Path Dependence: Hysteresis, Agency, and Executive Hubris Implicated?
  by Shamshud Chowdhury and Binod Sundararajan

- Exploring Two Wine Industries With a Framework for Industry Change
  by Conor Vibert and Marie Ryan

- Corporate Political Activity In Emerging Industries: Familiar Habits or New Practices?
  by Paul Seaborn
Reception:  5:00  
*Patterson 80 Common (Main Floor)*

**ASB Awards Dinner:**  7:00  
*Patterson 80 Common (Main Floor)*

**Sunday, October 1st**

**Breakfast & AGM:**  8:00 – 9:00  
*Patterson 80 Common (Main Floor)*

**Session 5:**  9:00 – 10:30

**HR/IR (a)**  
Chair: Morrie Mendelson  
*Patterson 206*

Organizational Restructuring and Workforce Adjustment Practices: Downsizing choices and the implications for job quality for public sector workers in Ontario and Scotland  
*by Rachelle Pascoe-Deslauriers*

A Program Evaluation of Recruitment in the Eastern Zone of the Nova Scotia Health Authority  
*by Seonaid Macneill and Leslie Wardley*

Le Satisfaction Professionelles des Conseillers en Orientation: Une étude préliminaire  
*by Stephan Chartiers and Gilles Marcoux*

**OB/OT**  
Chair: John Fiset  
*Patterson 213*

The development and initial validation of workplace justice and injustice scales  
*by Camilla Holmvall and Lori Francis*

Examination of job stress and performance controversy in developing economies: An empirical study  
*by Muhammad Jamal and Muhammad Rashid*

Niche practice spillover to mainstream markets: How small players changed the mature Ontario wine field  
*by Laura Ierfino-Blachford*

Virtual work arrangements and employee creativity  
*by Jessica Good and Sheryl Chummar*
Accounting (a)
Chair: Ian Feltmate
Patterson 214

The Determinants of Accounting Information of SMEs in Albania
by Mustafa Üç and Ervin Latifi

Impact of Tax on Sugary Drinks on Product Price in New Brunswick
by Egbert McGraw and Yves Robichaud

Financial Institutions in the U.S. and Accounting Standards for Financial Instruments: A Historical Perspective
by Carol Pomare

Marketing (a)
Chair: Gordon Fullerton
Patterson 215

Développement durable du tourism au Nouveau-Brunswick: Appréhender la complexité en identifiant les acteurs et les enjeux
by Brigitte Prud'homme

Do CEOs Really Mean What They Say When They Apologize: Politeness and Power in Corporate Apologies
by Oksana Shkurska and Binod Sundararajan

Trust and Customer Retention in Cellular Telephone Services
by Gordon Fullerton

OMG That's so #WHITEGIRL: Preliminary Findings on Brand Aversion
by Lydia Phillip and Rosemary Polegato

Entrepreneurship
Chair: Ryan MacNeil
Patterson 216

You Got What I Need: Does Entrepreneurial Needs Satisfaction Predict Psychological Strain?
by Stephanie Gilbert

Determinants of Innovation diffusion in a B2B context – bases of a conceptual model
by Izold Guihur

by Ryan MacNeill and Britanie Wentzell
Strategy (b)
Chair: Alidou Ouedraogo
Patterson 207

Dear Reader: A Comparative Control Group Study of CEO Letters to Shareholders
by Mark Fuller

An NK Model of Network Search
by Bill Foster

Break: 10:30 – 11:00
Patterson 80 Common (Main Floor)

Session 6: 11:00 – 12:15

HR/IR (b)
Chair: Morrie Mendelson
Patterson 206

Planning for Retirement: The Influence of Workplace Stress, Pension, and Work Arrangements
by Dannie Brown, Tabatha Thibault, E. Kevin Kelloway and Amy Warren

Bridging the Macro-Micro Divide in Industrial Relations: Practices, Routines, and Institutions
by Bui Peterson

The Process of Conducting Interdisciplinary Yoga Research
by Leslie Wardley, Marcia Ostashewski, Bettina Callary and Odette Griscti

Business & Organizational History (c)
Chair: Gabrielle Durepos
Patterson 213

By the Time Taylor Rationalized the Shop Floor Cook had Already Rationalized The World: The 'Goods' Bias of Management History
by Terrance Weatherbee and Donna Sears

Multiplicity in Meritocracy
by Keshav Krishnamurty
Accounting (b)
Chair: Ian Feltmate
Patterson 214

The Unification of the Canadian Accounting Profession: The Future Outlook of the Disciplinary Process in Ontario
by Derek Hayes and Leslie Wardley

Self-Governance: An Acceptable Disciplinary Process in the Accounting Industry?
by Derek Hayes and Leslie Wardley

by Brent White

Marketing (b)
Chair: Wenxia Guo
Patterson 215

A Closer Look at Shopping Stressors - Why Are They Stressful?
by Elaine MacNeil and Peter MacIntyre

Sentiment Analysis: A Dynamic Tool for Marketing Research
by Abhishek Dwivedi, Hsin-Chen Len and Patrick F. Bruning

Which Way is More Innovative? Cultural Influence on Originality and Appropriateness
by Wenxia Guo

Finance (b)
Chair: Shelley MacDougall
Patterson 216

The Drop in Implied Cost of Capital Prior to 2008 Financial Crisis: Canada and the United States
by Ian Glew and Ashrafee Hossain

Household Portfolio Allocation in the EU
by Andrew Davis and Jiseob Kim

An Empirical Evaluation of the Determinants of Executive Perks at S&P 500 Firms
by Andrew Carrothers and Jiseob Kim

See you at l’Université de Moncton for ASB2018
“Diversity & Business”
September 28-30, 2018!