



#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

There Is An 'I' in Team: Valuing Diversity in Management Training, 1987-1995

by Kira Lussier

Planning Profitable Futures: The Introduction of Quantitative Analysis Into American Bank Management Practices

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 Rachele 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 Professionnelles 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 Holmval 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 Uç 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 tourisme 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

Training Practitioners, Not Consultants: A Holistic Approach to Learning About Small Business Ownership/Management

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

Better Government Through Embarrassment? A Discussion Paper on Research Challenges Posed By A Culture of Secrecy in the Government of NB

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!