47th Annual

Atlantic Schools of Business Conference

2017 Conference Program

FC Manning School of Business Acadia University
Wolfville, Nova Scotia
September 29th – October 1st
Acadia University (Wolfville) - We would like to begin by acknowledging that we are in Mi’kma’ki, the ancestral and unceded territory of the Mi’kmaq People. This territory is covered by the “Treaties of Peace and Friendship” which Mi’kmaq and Wolastoqiyik (Maliseet) people first signed with the British Crown in 1725. The treaties did not deal with surrender of lands and resources but in fact recognized Mi’kmaq and Wolastoqiyik (Maliseet) title and established the rules for what was to be an ongoing relationship between nations.
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, 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 l’Université de 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 1971 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 in the 2006, 2007, 2008, 2009, and the 2010 ASB Proceedings. Some of these ASB papers were subsequently published in the *Canadian Journal of Administrative Sciences* (CJAS), including Genoe McLaren and Mills (2008); Long, Pyper and Rostis (2008); and MacNeil and Mills (2015). Saint Mary’s University MBA student, Darryn Steeves wrote a history of the association for his Masters Research Project (MRP): *The Atlantic School of Business: A Critical History, 1980 to 1990* (available in SMU’s Patrick Power Library).

References


Haddon, A. & Mills, A. (2008). Recapturing the lost history of the Atlantic Schools of Business (ASB): Stories from the early years. *Atlantic Schools of Business, St. John’s, NF.*


---

1 In the spirit of encouraging multiple histories (see Mills & Durepos, 2010), we would stress that this is but one of several 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
# ASB Conference Chairs (Presidents) and Locations

<table>
<thead>
<tr>
<th>Year</th>
<th>Conference Chair</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>Donna Sears</td>
<td>Acadia University</td>
</tr>
<tr>
<td>2016</td>
<td>Jean Helms Mills &amp; Albert Mills</td>
<td>Saint Mary’s University</td>
</tr>
<tr>
<td>2015</td>
<td>Basu Sharma</td>
<td>University of New Brunswick</td>
</tr>
<tr>
<td>2014</td>
<td>William Murray &amp; Anthony Yue</td>
<td>Mount Saint Vincent University</td>
</tr>
<tr>
<td>2013</td>
<td>Gabrielle Durepos</td>
<td>St. Francis Xavier University</td>
</tr>
<tr>
<td>2012</td>
<td>John Rumsey</td>
<td>Dalhousie University</td>
</tr>
<tr>
<td>2011</td>
<td>Wendy Caroll</td>
<td>University of Prince Edward Island</td>
</tr>
<tr>
<td>2010</td>
<td>Jean Helms Mills</td>
<td>Saint Mary’s University</td>
</tr>
<tr>
<td>2009</td>
<td>Gerard Fillion</td>
<td>Université de Moncton</td>
</tr>
<tr>
<td>2008</td>
<td>Lawrence Bauer</td>
<td>Memorial University</td>
</tr>
<tr>
<td>2007</td>
<td>Ian Hutchinson</td>
<td>Acadia University</td>
</tr>
<tr>
<td>2006</td>
<td>Peter Sianchuk</td>
<td>Mount Allison University</td>
</tr>
<tr>
<td>2005</td>
<td>Basu Sharma</td>
<td>University of New Brunswick</td>
</tr>
<tr>
<td>2004</td>
<td>Ann MacGillvray&lt;sup&gt;1&lt;/sup&gt;</td>
<td>Mount Saint Vincent University</td>
</tr>
<tr>
<td>2003</td>
<td>Nancy Chesworth</td>
<td>Mount Saint Vincent University</td>
</tr>
<tr>
<td>2002</td>
<td>Neil Maltby</td>
<td>St. Francis Xavier University</td>
</tr>
<tr>
<td>2001</td>
<td>Paul Dixon</td>
<td>Saint Mary’s University</td>
</tr>
<tr>
<td>2000</td>
<td>Alex Faseruk</td>
<td>Memorial University</td>
</tr>
</tbody>
</table>

<sup>1</sup> The position of president was not introduced until the year following the 2004 conference, making Ann MacGillvray the Association’s first president. Conference Chairs go on to serve a year as President of the Association following the year of the conference and a subsequent year as Past President after that.
Contents

ASB Conference Chairs (Presidents) and Locations 1

Co-President’s Welcome 2

Message from the Conference Chair 3

Introducing the Atlantic Schools of Business 4

Conference Team and Track Chairs 5

ASB Executive 2015-2016 6

Conference Awards 7

ASB Award of Excellence Recipients 8

The Doctoral Consortium 10

Plenary Keynote Speaker: Martin Parker 12

Events at a Glance 13

Schedule of Academic Sessions 15

List of Authors 20

List of Reviewers 21

Thanks To Our Sponsors 23
The 47th Annual Atlantic Schools of Business Conference is being hosted this year by the F.C. Manning School of Business Administration, Acadia University (Wolfville, NS) from Friday, September 29 to Sunday, October 1, 2017.

The theme for this year’s conference is “Work and Play in the Tidal Zones.” The tidal zone is neither sea nor land but is a space combining characteristics of each. With this theme, we hope to encourage scholarly thought representing interdisciplinary work that combines functional areas of business research; business research with other academic fields; or papers whose subject(s) speak to the spaces between what are normatively considered dichotomous concepts (ex. urban-rural, work-family, etc.).

We hope you enjoy this year’s conference and would like to extend our thanks for your participation in our 47th year.

Jean Helms-Mills & Albert Mills
2016-2017 ASB Co-Presidents
Events at a Glance

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 – 5:30</td>
<td>Check In – <em>Patterson Lobby</em></td>
</tr>
<tr>
<td>12:00 – 1:30</td>
<td>ASB Executive Meeting – <em>Patterson 320</em></td>
</tr>
<tr>
<td>2:30 – 4:30</td>
<td>Doctoral &amp; Early Career Consortium – <em>Patterson 320</em></td>
</tr>
<tr>
<td>5:30 – 7:30</td>
<td>Check In – <em>Lightfoot &amp; Wolfville Winery</em></td>
</tr>
</tbody>
</table>
| 5:30 – 7:30  | Opening Reception
*Lightfoot & Wolfville Winery*
11143 Evangeline Trail (3kms from Patterson Hall) |

**Saturday/Sunday**

Patterson 203a  Quiet space for meetings/work
Patterson 203b  Aromatherapy/Meditation Room
*Sponsored by: The Landing Spa & Studio, Canning NS*

**Wi-fi information:**  Username: asb2017
Password: ASB-2017

Please take lots of photos and post to your favourite social media platform using #ASB2017
<table>
<thead>
<tr>
<th>Time</th>
<th>Event Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 – 7:30</td>
<td>ASB Fun Run/Walk <em>(Athletic Centre)</em></td>
</tr>
<tr>
<td>7:30 – 9:00</td>
<td>Check In – <em>Patterson Lobby</em></td>
</tr>
<tr>
<td>8:00</td>
<td>Breakfast – <em>Patterson 80 Common (Main Floor)</em></td>
</tr>
<tr>
<td><strong>Session 1</strong></td>
<td>9:00 – 10:30</td>
</tr>
<tr>
<td></td>
<td><em>Marijuana Legalization Symposium</em> <em>Patterson 206</em></td>
</tr>
<tr>
<td></td>
<td>The ‘Business’ of Development: Intersections of Higher Education and Economic</td>
</tr>
<tr>
<td></td>
<td>Development in Atlantic Canada <em>Patterson 207</em></td>
</tr>
<tr>
<td></td>
<td>Undergraduate Student Papers *(a) <em>Patterson 213</em></td>
</tr>
<tr>
<td></td>
<td>Finance *(a) <em>Patterson 214</em></td>
</tr>
<tr>
<td></td>
<td>Embryo &amp; Case <em>Patterson 215</em></td>
</tr>
<tr>
<td><strong>Break</strong></td>
<td>10:30 – 11:00</td>
</tr>
<tr>
<td><strong>Session 2</strong></td>
<td>11:00 – 12:15</td>
</tr>
<tr>
<td></td>
<td><em>Undergraduate Student Papers</em> *(b) <em>Patterson 213</em></td>
</tr>
<tr>
<td></td>
<td>Gender &amp; Diversity *(a) <em>Patterson 216</em></td>
</tr>
<tr>
<td>12:15</td>
<td>Luncheon &amp; Keynote - <em>Patterson 80 Common (Main Floor)</em></td>
</tr>
<tr>
<td><strong>Session 3</strong></td>
<td>1:30 – 2:45</td>
</tr>
<tr>
<td></td>
<td><em>Understanding the Challenges of Priming for PRME (Principles of Responsible</em></td>
</tr>
<tr>
<td></td>
<td><em>Management Education)</em> <em>Patterson 206</em></td>
</tr>
<tr>
<td></td>
<td>Tidal energy development: Business challenges in a new industry and opportunities</td>
</tr>
<tr>
<td></td>
<td>for business research <em>Patterson 207</em></td>
</tr>
<tr>
<td></td>
<td>Business &amp; Organizational History *(a) <em>Patterson 213</em></td>
</tr>
<tr>
<td></td>
<td>MIS/Operations Management <em>Patterson 214</em></td>
</tr>
<tr>
<td></td>
<td>Communications <em>Patterson 215</em></td>
</tr>
<tr>
<td></td>
<td>Gender &amp; Diversity *(b) <em>Patterson 216</em></td>
</tr>
<tr>
<td><strong>Break</strong></td>
<td>2:45 – 3:15</td>
</tr>
<tr>
<td>Session</td>
<td>4</td>
</tr>
<tr>
<td>---------</td>
<td>---</td>
</tr>
<tr>
<td>5:00</td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td></td>
</tr>
</tbody>
</table>

### Sunday

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session 5: HR/IR (a) <em>Patterson 206</em>, Strategy (b) <em>Patterson 207</em>, OB/OT <em>Patterson 213</em>, Accounting (a) <em>Patterson 214</em>, Marketing (a) <em>Patterson 215</em>, Entrepreneurship <em>Patterson 216</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 – 9:00</td>
<td>Patterson Lobby</td>
<td>Check In - <em>Patterson Lobby</em></td>
</tr>
<tr>
<td>8:00 – 9:00</td>
<td><em>Patterson 80 Common (Main Floor)</em></td>
<td>Breakfast and ASB Annual General Meeting - <em>Patterson 80 Common (Main Floor)</em></td>
</tr>
<tr>
<td>9:00 – 10:30</td>
<td><em>Patterson 206</em></td>
<td>HR/IR (a) <em>Patterson 206</em>, Strategy (b) <em>Patterson 207</em>, OB/OT <em>Patterson 213</em>, Accounting (a) <em>Patterson 214</em>, Marketing (a) <em>Patterson 215</em>, Entrepreneurship <em>Patterson 216</em></td>
</tr>
<tr>
<td>10:30 – 11:00</td>
<td><em>Patterson 80 Common (Main Floor)</em></td>
<td>Break - <em>Patterson 80 Common (Main Floor)</em></td>
</tr>
</tbody>
</table>

### Session 6

<table>
<thead>
<tr>
<th>Time</th>
<th>Location</th>
<th>Session 6: HR/IR (b) <em>Patterson 206</em>, Business &amp; Organizational History (c) <em>Patterson 213</em>, Accounting (b) <em>Patterson 214</em>, Marketing (b) <em>Patterson 215</em>, Finance (b) <em>Patterson 216</em></th>
</tr>
</thead>
<tbody>
<tr>
<td>11:00 – 12:15</td>
<td><em>Patterson 206</em></td>
<td>HR/IR (b) <em>Patterson 206</em>, Business &amp; Organizational History (c) <em>Patterson 213</em>, Accounting (b) <em>Patterson 214</em>, Marketing (b) <em>Patterson 215</em>, Finance (b) <em>Patterson 216</em></td>
</tr>
</tbody>
</table>

See you at l’Université de Moncton for ASB next year. Theme: Diversity & Business September 28-30, 2018!
Keynote Speaker: Robert Greenwood, PhD

Executive Director, Public Engagement and
The Leslie Harris Centre of Regional Policy and Development
Memorial University of Newfoundland

Rob is Executive Director, Public Engagement for Memorial University and of The Leslie Harris Centre of Regional Policy and Development. He is lead on the Public Engagement Framework for the University, which coordinates and supports the University’s collaboration with partners and stakeholders. The Harris Centre’s mandate is to coordinate and facilitate Memorial University’s educational, research and public engagement activities in the areas of regional policy and development. Rob’s Public Engagement responsibilities also include Alumni Affairs, Strategic External Relations, The Battery Facility, the Botanical Gardens and the Newfoundland Quarterly.

Rob has operated his own consulting business and has served as a Director and Assistant Deputy Minister of Policy in Economic Development departments in Newfoundland and Labrador and in Saskatchewan. He was Vice President, Corporate Development, Information Services Corporation of Saskatchewan, and was founding Director of the Sustainable Communities Initiative, a partnership of the University of Regina, the City of Regina, and the National Research Council of Canada.

In Saskatchewan, he led the development of the provincial economic strategy. In Newfoundland and Labrador, he was Director of Research and Principal Author of the 1995 Report of the Newfoundland Task Force on Community Economic Development, entitled Community Matters: The New Regional Economic Development. He then led the process to establish Regional Economic Development Boards in 20 Economic Zones, based upon the recommendations of the Task Force. Rob also led the development and co-authored A Strategy for Small-Scale Manufacturing in Newfoundland and Labrador, which was launched in 1999.

Rob holds a Ph.D. in Industrial and Business Studies from the University of Warwick, England, which he attended as a Commonwealth Scholar and an Institute of Social and Economic Research Doctoral Fellow. He was Newfoundland’s representative on the International Advisory Board of the North Atlantic Islands Program and co-edited Competing Strategies of Socio-Economic Development for Small Islands, published in 1998. He was also co-editor of Remote Control: Lessons in Governance for and from Small, Insular and Remote Regions, published in 2009. He has taught, consulted, published and presented extensively on community economic and regional development, strategic economic planning, sectoral and cluster development, public engagement and knowledge mobilization.
Cathy Driscoll, PhD

Cathy Driscoll received her Ph.D. in organizational behavior and marketing from Queen’s University in 1994. She is professor in the Department of Management in the Sobey School of Business at Saint Mary’s University in Halifax, Nova Scotia. Her research interests include business ethics, ethical leadership, management education, stakeholder management, and spiritual and religious values in ethical decision making. She has published articles in *The Journal of Business Ethics*, *Business and Society*, and *The Journal of Management, Spirituality, and Religion*. She is the current scholar-in-residence at the Canadian Centre for Ethics in Public Affairs and serves on the Regional Council for Development and Peace – Caritas Canada.

As with past recipients, this year’s awardee has a long history with ASB. Her earliest memory of the conference dates back to 1991, when she attended the ASB for the first time. As a PhD student at Queens University, she was encouraged to attend by someone who described ASB as a ‘nice and friendly outlet’. Her first ASB presentation was to an audience of about 40 people where she received very positive feedback. This boosted her self-confidence and reassured her that she had made the right career choice. As she progressed through her academic career, she played numerous and varied roles at the conference. In 1993, she began regularly chairing sessions. Since 2000, she’s acted as a track chair, a reviewer for various tracks, and she has continued to submit and present authored and co-authored papers. As faculty member at Saint Mary’s University, she has consistently encouraged her MBA and doctoral students to attend the conference describing the ASB as a welcoming conference that makes everyone, junior and senior alike, feel like they’re part of a broader and supportive community. She enjoys the conference because it allows her to connect with colleagues and friends from the Atlantic region, while also acting as a venue at which she can introduce her graduate students to a broader network of academics.
Doctoral & Early Career Consortium: Congratulations on a successful dissertation defence! But now what?

2:30 – 4:30 Friday, September 29
Patterson 320

This year’s Doctoral Consortium is focused on the joys and hazards of transitioning into full-time employment in academia. The topics and discussions presented are designed to get you thinking about the choices you will need to make in the crucial first five years. Topics by those who have recently experienced their first five years include research, thoughts and reflections on:

- how to (and how not to) negotiate your first position’s salary, teaching load, and service expectations;
- how to set up a research program; and
- how to ‘market’ yourself and your research.

Presenters and Discussants:

John Fiset is an Assistant Professor in Organizational Behaviour and Human Resource Management at the Faculty of Business Administration at Memorial University of Newfoundland. Dr. Fiset received his Doctor of Philosophy (PhD) in management from the John Molson School of Business at Concordia University in 2014. His research focuses on the impact of various leadership behaviours on workplace health and safety outcomes, language issues at work, and inter-group cohesion dynamics. His research has been published in the Journal of Management and Team Performance Management in addition to book chapters and academic conferences.

Gabrielle (Gabie) Durepos is an Associate Professor in the Department of Business and Tourism, at Mount Saint Vincent University in Halifax, where in her teaching she specializes in management and her research focuses on management and organizational history. Gabrielle's co-authored book: ANTi-History: Theorizing the Past, History, and Historiography in Management and Organization Studies, develops a critical organizational history to reveal the role of history in liberationary politics. She is a coeditor of both the Sage Encyclopedia of Case Study Research as well as the SAGE Major Work on Case Study Methods in Business Research. Gabrielle’s most recent publications appear in Management & Organizational History, Journal of Management History, Critical Perspectives on International Business, and Organization.

Amy Thurlow’s research interests focus on the areas of identity construction, critical historiography and organizational communication. Grounded in critical theory, Amy’s work has looked at the impact of communication on organizational change strategies, the role of power and legitimation in the construction of organizational and individual identities, and the relationship between history and theory in understandings of knowledge production. Amy is the principal investigator in a research partnership with the Canadian Public Relations Society titled the GAP (Generally Accepted Practices) VIII Canadian study. This research will contribute to an international study of generally accepted practices of public relations in Canada, the United States and five international partner nations.

Terrance Weatherbee is a Professor of Management at the F.C. Manning School of Business at Acadia University in Wolfville. Currently, he holds the Manning Chair in Business and his teaching is primarily in organizational theory and research methods. His research is critical in focus on centered on the historiography and sociology of management thought. He regularly presents at conferences and his research has been published in numerous articles, chapters and texts.
Marijuana Legalization Symposium

Sessions 1 & 2 9:00 – 12:15 Patterson 206

Legalized marijuana and its implications/opportunities for business schools and academics

The Trudeau government’s plan to legalize marijuana (cannabis) for recreational use starting in July 2018 represents a dramatic departure from past government policy and a unique change to the Canadian economic and business landscape. Although a number of individual U.S. states have already legalized medical and recreational marijuana use, in 2018 Canada will leapfrog the U.S. with the first nationwide legalization in North America and one of the first in the world.

Legalization will provide entrepreneurial opportunities for entrants into this new industry, while also impacting the existing Canadian medical marijuana system and a variety of other industries. At the national, provincial and local levels, many policy decisions regarding Canada’s legalized industry have yet to be made and each of those decisions will have long-lasting impacts on the nature of the Canadian marijuana industry. This symposium will examine the current and future implications of this historic change and the opportunities and challenges it presents for business schools and for research. In particular, the session will focus on three specific topics:

1. Lessons learned from legalization in Colorado and other jurisdictions
2. The current state and future direction of legalization in Canada
3. Opportunities and challenges for business schools and professors

The symposium will be led by Paul Seaborn, Assistant Professor at the Daniels College of Business, University of Denver. Dr. Seaborn’s research interests focus on business-government issues and he has developed extensive expertise in Colorado’s emerging marijuana industry. In 2014, he published one of the first academic teaching cases on the marijuana industry in Case Research Journal, “Medical Marijuana Industry Group: Outdoor Advertising in Denver” and in Spring 2017, he taught the first ever “Business of Marijuana” course at Daniels and at any AACSB-accredited business school. Prior to joining Daniels in 2011, Prof. Seaborn completed his doctoral studies in Strategic Management at the Rotman School of Management, University of Toronto. He worked eight years as a consultant for Mercer Management Consulting (now known as Oliver Wyman) and IBM Global Services. He holds an MBA from the Richard Ivey School of Business, University of Western Ontario and a Bachelor’s Degree in Mathematics with Business from Acadia University.

Dr. Seaborn will be joined by Prof. Andrew Davis, Assistant Professor of Economics at Acadia University who is currently involved in research projects in the medical marijuana industry, as well as a participant from a company currently operating in Nova Scotia’s medical marijuana industry. In addition to remarks from these three panelists, considerable time will be allocated to an open discussion with symposium attendees.
The Business of Development: Intersections of Higher Education and Economic Development in Atlantic Canada

Sessions 1 & 2 9:00 – 12:15 Patterson 207

Universities are increasingly called upon to contribute toward economic development, and yet universities are relative newcomers to this business. This symposium will consider the ways that Atlantic Canadian business schools, and universities in general, can engage with the on-going business of regional/community economic development. The session will begin with a brief arm-chair discussion about the current state of economic development organizing in Atlantic Canada. Panelists will share their perspectives on economic development as policy, practice, profession, and as an organizational field in Atlantic Canada. They will discuss the ways that universities across the region have been engaged in teaching, research, and service, related to economic development. Following an open discussion with the panelists, attendees will have an opportunity to engage in small group discussions to consider the ways that universities and communities might collaborate to advance the business of development in Atlantic Canada.

Moderator

The symposium will be moderated by Ryan MacNeil, a tenure-track lecturer in Entrepreneurship and Innovation at Acadia University and former economic development professional and consultant. Prof. MacNeil holds a Masters degree in Local Economic Development from the University of Waterloo, a professional designation (EcD) from the Economic Developers Association of Canada, and is currently completing his PhD at the Sobey School of Business, Saint Mary’s University.

Panelists

David Emerson is President of the Economic Developers’ Association of Canada and Senior Director of Government Relations for the University of New Brunswick. David is a graduate of Ryerson University's Urban and Regional Planning program and holds a professional designation—at the fellowship level—with the Economic Developers Association of Canada.

Dr. Rob Greenwood is Executive Director, Public Engagement for Memorial University and of The Leslie Harris Centre of Regional Policy and Development. He has previously served as a Director and Assistant Deputy Minister of Policy in Economic Development departments in Newfoundland and Labrador and in Saskatchewan. Rob holds a Ph.D. in Industrial and Business Studies from the University of Warwick, England and has taught, consulted, published, and presented extensively on community and regional economic development.

George Karaphillis is Dean of the Shannon School of Business, Cape Breton University. Prior to his appointment as Dean, George spend over 10 years as the Director of the Shannon School’s MBA program in Community Economic Development. This unique MBA program is delivered on-campus at CBU and across Canada, including in the North. George’s current research is focused on the social economy, sustainability, and social economy finance.
Tidal energy development and opportunities for business research

Sessions 3 & 4 1:30 – 4:45 Patterson 207

The ocean is a large source of yet-untapped renewable energy that includes tidal, wave, thermal, salinity gradient, and offshore wind. The technical, environmental, social, operational, financial, governance and economic challenges are considerable. However, the prospects of marine renewable energy development are compelling; it provides communities around the world – from large cities to remote rural and coastal regions – the opportunity for economic development and a way to reduce reliance on fossil fuels. For businesses, it provides the opportunity to innovate, diversify, export, partner, form industry clusters, and build entirely new businesses for a geographically scattered but global market. The economic potential is vast: the tidal and wave energy industry is forecast to grow from $500 million in 2014 to approximately $11 billion by the mid-2020s.

There is already a considerable amount of research underway, mostly in the natural and applied sciences. Social science researchers have begun to investigate the socioeconomic challenges. There is considerable opportunity for research within and across the functional areas of business and for interdisciplinary work with the natural and applied sciences.

This session will introduce curious business researchers to the state of the global marine renewable energy industry generally and, closer to home, the nascent tidal energy industry. The challenges faced by the businesses striving to develop marine renewable energy will be presented, followed by an open discussion to explore possible avenues for business research, collaborative or otherwise.

Business education for sustainability across functional areas, how could we do better?

Session 4 3:15 – 4:45 Patterson 206

This workshop will begin with a short framing of the problem, then move into a highly participatory workshop. The goal of the workshop is for participants of any (and hopefully multiple) disciplines to leave with a clear idea of what the challenges for teaching/learning about sustainability are within a business program, and what individual professors can do to integrate sustainability thinking and practice more fully into their curriculum.

Understanding the Challenges of Priming for PRME (Principles of Responsible Management Education)

Session 3 1:30 – 2:45 Patterson 206

Dr. Edith Callaghan, M.C. Manning School of Business, Acadia University
Dr. Peggy Cunningham, Rowe School of Business, Dalhousie University
Dr. Cathy Driscoll, Sobey School of Business, Saint Mary’s University
Dr. Kent Williams, Sobey School of Business, Saint Mary’s University

In response to increasing interconnectedness in our world today, reported crises in civic and ecological responsibility, and renewed critique of business education, international educational networks and associations such as the United Nations Global Compact’s PRME have called for increased focus on responsible management education (Muff et al., 2013; www.unprme.org; July 2017 issue of the International Journal of Management Education). Six hundred and seventy-six business schools in 85 countries have become signatories of the six
principles of responsible management education (RME) (www.unprme.org). Many community business leaders are simultaneously calling for responsible management and social innovation education in order to address social and environmental challenges of today (Lilley, Barker & Harris, 2014; Sroufe et al., 2014; Gitsham, 2011).

There is some evidence that business education across North America is increasingly embracing RME due to changing understandings of global citizenship and sustainability (Alcaraz & Thiruvattal, 2010; Aspen Institute Center for Business Education, 2012; Christensen et al., 2007; Corporate Knights’ Knight School Ranking, 2011; Lilley, Barker, & Harris, 2014; The Talloires Network, n.d.; Yen-Chun Jim et al., 2010). However, some business scholars suggest that most of business education continues to focus on short-term, direct, and proximate connections to self and firm (Freeman, Stewart, & Moriarty, 2009; Hibbert & Cunliffe, 2015; Illes & Zsolnai, 2015; Waddock & Lozano, 2013; Yazdani & Murad, 2015). There is also a concern that some business schools are potentially engaging in RME rhetoric without RME substance (Cornel & Hommel, 2015; Hervieux, McKee, & Driscoll; Rasche, Gilbert, & Schedel, 2013).

In this symposium, we flesh out many challenges related to priming for PRME by focusing on some of the relevant student issues, faculty and administration issues, and external community issues. The three panel members will use an evidence-based approach to address what students, faculty, and community should expect from business schools and from management education.
Saturday, September 30th

Session 1: 9:00 – 10:30

Marijuana Legalization Symposium  Chair: Paul Seaborn  Patterson 206

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

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

Cont’d - Marijuana Legalization Symposium
Chair: Paul Seaborn
Patterson 206

Cont’d - The ‘Business’ of Development Symposium
Chair: Ryan MacNeil
Patterson 207

The ‘Business’ of Development: Intersections of Higher Education and Economic Development in Atlantic Canada

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

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

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 Blotnick 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

Session 4: 3:15 – 4:45

Business Education Symposium

Chair: Edith Callaghan
Patterson 206

Business Education for Sustainability Across Functional Areas, How Could We Do Better?

Cont’d - Tidal Energy Symposium

Chair: Shelley MacDougall
Patterson 207

Tidal energy development: Business challenges in a new industry and opportunities for business research

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

Corporate Political Activity In Emerging Industries: Familiar Habits or New Practices?  
by Paul Seaborn

Sunday, October 1st

Breakfast & AGM: 8:00 – 9:00

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
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*

Développment 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

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

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
## ASB Executive 2016-2017

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Past President</td>
<td>Basu Sharma</td>
<td>UNB</td>
</tr>
<tr>
<td>Co-Presidents</td>
<td>Jean Helms Mills</td>
<td>SMU</td>
</tr>
<tr>
<td></td>
<td>Albert Mills</td>
<td>SMU</td>
</tr>
<tr>
<td>2017 Conference Chair</td>
<td>Donna Sears</td>
<td>Acadia</td>
</tr>
<tr>
<td>Executive Director</td>
<td>Gabrielle Durepos</td>
<td>MSVU</td>
</tr>
<tr>
<td>Vice President Communications</td>
<td>Terrance G. Weatherbee</td>
<td>Acadia</td>
</tr>
<tr>
<td>Vice President Finance</td>
<td>Daphne Rixon</td>
<td>SMU</td>
</tr>
<tr>
<td>Web Master</td>
<td>Ian Feltmate</td>
<td>Acadia</td>
</tr>
<tr>
<td>Member at Large</td>
<td>John Fiset</td>
<td>MUN</td>
</tr>
<tr>
<td>Member at Large</td>
<td>Shamsud Chowdhury</td>
<td>DAL</td>
</tr>
<tr>
<td>Member at Large</td>
<td>Alidou Ouedraogo</td>
<td>UdeM</td>
</tr>
<tr>
<td>Member at Large</td>
<td>Gary Evans</td>
<td>UPEI</td>
</tr>
</tbody>
</table>

## 2017 Conference Team

<table>
<thead>
<tr>
<th>Position</th>
<th>Name</th>
<th>Institution</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Chair</td>
<td>Donna Sears</td>
<td>Acadia</td>
</tr>
<tr>
<td>Program &amp; Proceedings Chair</td>
<td>Terrance Weatherbee</td>
<td>Acadia</td>
</tr>
<tr>
<td>Conference Web Master</td>
<td>Ian Feltmate</td>
<td>Acadia</td>
</tr>
<tr>
<td>Awards Chair</td>
<td>Terrance Weatherbee</td>
<td>Acadia</td>
</tr>
<tr>
<td>Treasurer</td>
<td>Daphne Rixon</td>
<td>SMU</td>
</tr>
<tr>
<td>Local Organizing Committee Members</td>
<td>Edith Callaghan</td>
<td>Acadia</td>
</tr>
<tr>
<td></td>
<td>Mike Kennedy</td>
<td>Acadia</td>
</tr>
<tr>
<td></td>
<td>Shelley MacDougall</td>
<td>Acadia</td>
</tr>
<tr>
<td></td>
<td>Ryan MacNeil</td>
<td>Acadia</td>
</tr>
<tr>
<td>Track</td>
<td>Local Chair(s)</td>
<td>International Chair</td>
</tr>
<tr>
<td>-------------------------------------------</td>
<td>--------------------</td>
<td>---------------------</td>
</tr>
<tr>
<td>Accounting</td>
<td>Ian Hutchinson</td>
<td>Abdulla Iqbal</td>
</tr>
<tr>
<td>Business &amp; Organizational History</td>
<td>Gabrielle Durepos</td>
<td>Bill Cooke</td>
</tr>
<tr>
<td>Communication</td>
<td>Judy Roy</td>
<td></td>
</tr>
<tr>
<td>Cooperatives/ Solidarity Economy</td>
<td>Jim Grant</td>
<td>David Jacobs</td>
</tr>
<tr>
<td>Embryo &amp; Case</td>
<td>Robert MacDonald</td>
<td></td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>Ryan MacNeil</td>
<td>David Higgins</td>
</tr>
<tr>
<td>Ethics &amp; Social Issues</td>
<td>Cathy Driscoll</td>
<td>David Jacobs</td>
</tr>
<tr>
<td>Finance</td>
<td>Shelley MacDougall</td>
<td></td>
</tr>
<tr>
<td>Gender &amp; Diversity</td>
<td>Kelly Dye</td>
<td></td>
</tr>
<tr>
<td>Human Resources/Industrial Relations</td>
<td>Morrie Mendelson</td>
<td></td>
</tr>
<tr>
<td>Leadership</td>
<td>Chantal Hervieux</td>
<td>Rosemary McGowan</td>
</tr>
<tr>
<td>Management Information Systems</td>
<td>Danny Silver</td>
<td></td>
</tr>
<tr>
<td>Management Education</td>
<td>Conor Vibert</td>
<td></td>
</tr>
<tr>
<td>Marketing</td>
<td>Karen Blotnickiy</td>
<td>Ardhendu Shekhar Singh</td>
</tr>
<tr>
<td>Open</td>
<td>Terrance Weatherbee</td>
<td></td>
</tr>
<tr>
<td>Organizational Behaviour &amp; Theory</td>
<td>John Fiset</td>
<td></td>
</tr>
<tr>
<td>PhD Student Colloquium</td>
<td>Terrance Weatherbee</td>
<td></td>
</tr>
<tr>
<td>Strategy</td>
<td>Alidou Ouedraogo</td>
<td></td>
</tr>
<tr>
<td>Undergraduate Student Papers</td>
<td>Stephen MacLean</td>
<td></td>
</tr>
<tr>
<td>Business and Sustainability</td>
<td>Edith Callaghan</td>
<td></td>
</tr>
<tr>
<td>Business of Development</td>
<td>Ryan MacNeil</td>
<td></td>
</tr>
<tr>
<td>Business Research in Tidal Energy</td>
<td>Shelley MacDougall</td>
<td></td>
</tr>
</tbody>
</table>
Many thanks to our ASB reviewers!

Megan Baker  Mount Saint Vincent University
Candace Blayney  Mount Saint Vincent University
Karen Blotnick  Mount Saint Vincent University
Stephane Brutus  Concordia University
Kendra Carmichael  Acadia University
Wendy Carroll  Saint Mary's University
Andrew Carrothers  University of Prince Edward Island
Valerie Creelman  Mount Saint Vincent University
Ellen Crumley  Dalhousie University
Andrew Davis  Acadia University
Claudia De Fuentes  Saint Mary's University
Jonathan Dunnett  Crandall University
Gabrielle Durepos  Mount Saint Vincent University
Bruce Dye  University of Leicester
Kelly Dye  Acadia University
John Fiset  Memorial University of Newfoundland
Mark Fuller  Saint Francis Xavier University
Mary A. Furey  Memorial University of Newfoundland
Dinesh Gajurel  University of New Brunswick
Patricia Genoe McLaren  Wilfrid Laurier University
Stephanie Gilbert  Cape Breton University
Ian Glew  Memorial University of Newfoundland
Karen Grandy  Saint Mary's University
Gina Grandy  University of Regina
Jim Grant  Acadia University
Derrick Hayes  Cape Breton University
David Higgins  University of Liverpool
David Jacobs  Morgan State University
Dana Kabat-Farr  Dalhousie University
Dongmin Kim  University of New Brunswick - Saint John
Stefan Litz  Saint Francis Xavier University
Shelley MacDougall  Acadia University
Stephen MacLean  Acadia University
Scott MacMillan  Mount Saint Vincent University
Ryan MacNeil  Acadia University
Stephanie Maillet  Université de Moncton
Gilles Marcoux  Université de Moncton
Rosemary McGowan  Wilfrid Laurier University
Egbert McGraw  Université de Moncton
Margaret McKee  Saint Mary's University
Jeff McNally  University of New Brunswick
Danielle Mercer  Acadia University
Albert Mills  Saint Mary's University
Hassouna Moussa  Acadia University
Alidou Ouedraogo  Université de Moncton
Carol Pomare  Mount Allison University
Patricia Post  University of New Brunswick
Mohammed Rashid  University of New Brunswick
Judy Roy  University of New Brunswick
Hassan Sarhadi  Acadia University
Donna Sears  Acadia University
Igor Semenenko  Acadia University
Elaine Seniuk  Mount Saint Vincent University
Ibrahim Shaikh  University of New Brunswick
Basu Sharma  University of New Brunswick
Michael Sheppard  Acadia University
Donald Shiner  Mount Saint Vincent University
Oksana Shkurska  Dalhousie University
Mohammad Siddiquee  Mount Saint Vincent University
Danny Silver  Acadia University
Binod Sundararajan  Dalhousie University
Amy Thurlow  Mount Saint Vincent University
Conor Vibert  Acadia University
Vijay Vishwakarma  Saint Francis Xavier University
Terrance Weatherbee  Acadia University
Michael Whalen  Mount Saint Vincent University
Jun Yan  Saint Mary's University
Tianyuan Yue  Acadia University
Conference Awards

**Best Paper** – a plaque and a total of $250 will be presented to the author(s) of the paper judged to exemplify the best in business research in terms of clarity of focus and argument, research design and application. [This award is open to any participant]

**Best Student Paper** - a plaque and a total of $250 will be presented to the student author(s) of the paper judged to exemplify the best in business research in terms of clarity of focus and argument, research design and application. [This award is only open to papers authored solely by a student or students.]

**Best Case** - a plaque will be presented to the author(s) of the paper judged to exemplify the best in business case research in terms clarity of the case’s focus and pedagogical value. [This award is open to all case participants].

**Research Excellence Award** – a plaque will be presented to the Dean, Director or designate of a business school that has successfully submitted the largest number of papers, cases, and/or developmental papers. [The award is based on the number of (first or lead) authors on any successful submission from a given business school].

**Best Overall Research Productivity Award** - a plaque will be presented to the Dean, Director or designate of a business school that has successfully submitted the largest ratio of submissions (papers, cases, and/or development papers) per faculty member. [The award is based on the number of (first or lead) authors on any successful submission from a given business school divided by the school or department’s full-time faculty in the year of the award]

**ASB Award of Excellence** – this is a recently introduced ASB award to honour individuals who have demonstrated “outstanding service to business scholarship,” in particular, by playing a leading role in building, developing and/or maintaining the Atlantic Schools of Business. [The award is decided once a year by the ASB Executive at its spring meeting, and awarded at the annual conference. Nominations are open to all recent and past participants in an ASB conference, except serving members of the ASB Executive at the time of the award decision]. One award of excellence is presented at the annual conference.

Peter Siarchuk – Mount Allison University (2016 award winner)
Ann MacGillivray – Mount Saint Vincent University (Inaugural award winner)
Thanks to our sponsors!

Platinum Level

ACADIA UNIVERSITY

Gold Level

DALHOUSIE UNIVERSITY 1818 2018

SAINT MARY’S UNIVERSITY SINCE 1802

SOBEY SCHOOL OF BUSINESS

One University. One World. Yours.
Silver Level
With a special thank you to:

Annapolis Cider Company  
The Landing Studio and Spa  
Lightfoot & Wolfville Winery  
Lily & Associates  
Maritime Beeswax  
Wolfville Magic Winery Bus
<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:30 – 7:30</td>
<td>ASB Fun Run/Walk (Athletic Centre)</td>
<td>Patterson 206</td>
</tr>
<tr>
<td>7:30 – 9:00</td>
<td>Check In – Patterson Lobby</td>
<td></td>
</tr>
<tr>
<td>8:00</td>
<td>Breakfast – Patterson 80 Common (Main Floor)</td>
<td></td>
</tr>
<tr>
<td><strong>Session 1</strong></td>
<td>9:00 – 10:30</td>
<td></td>
</tr>
<tr>
<td>Break</td>
<td>10:30 – 11:00</td>
<td></td>
</tr>
<tr>
<td><strong>Session 2</strong></td>
<td>11:00 – 12:15</td>
<td></td>
</tr>
<tr>
<td>12:15</td>
<td>Luncheon &amp; Keynote – Patterson 80 Common (Main Floor)</td>
<td></td>
</tr>
<tr>
<td><strong>Session 3</strong></td>
<td>1:30 – 2:45</td>
<td></td>
</tr>
<tr>
<td>Break</td>
<td>2:45 – 3:15</td>
<td></td>
</tr>
<tr>
<td><strong>Session 4</strong></td>
<td>3:15 – 4:45</td>
<td></td>
</tr>
<tr>
<td>5:00</td>
<td>Reception – Patterson 80 Common (Main Floor)</td>
<td></td>
</tr>
<tr>
<td>7:00</td>
<td>ASB Awards Dinner – Patterson 80 Common (Main Floor)</td>
<td></td>
</tr>
</tbody>
</table>

**Saturday**

- **ASB Fun Run/Walk** (Athletic Centre)
- **Check In** – Patterson Lobby
- **Breakfast** – Patterson 80 Common (Main Floor)
- **Session 1** (9:00 – 10:30)
  - Marijuana Legalization Symposium
  - The ‘Business’ of Development: Intersections of Higher Education and Economic Development in Atlantic Canada
- **Session 2** (11:00 – 12:15)
  - Undergraduate Student Papers (a)
- **Session 3** (1:30 – 2:45)
  - Understanding the Challenges of Priming for PRME (Principles of Responsible Management Education)
  - Tidal energy development: Business challenges in a new industry and opportunities for business research
- **Session 4** (3:15 – 4:45)
  - Business Education for Sustainability Across Functional Areas, How Could We Do Better?
  - Business & Organizational History (b)
- **Reception** – Patterson 80 Common (Main Floor)
- **ASB Awards Dinner** – Patterson 80 Common (Main Floor)
## Sunday

<table>
<thead>
<tr>
<th>Time</th>
<th>Events</th>
</tr>
</thead>
<tbody>
<tr>
<td>7:30 – 9:00</td>
<td>Check In - Patterson Lobby</td>
</tr>
<tr>
<td>8:00 – 9:00</td>
<td>Breakfast and ASB Annual General Meeting - Patterson 80 Common (Main Floor)</td>
</tr>
<tr>
<td><strong>Session 5</strong></td>
<td>9:00 – 10:30</td>
</tr>
<tr>
<td>HR/IR (a)</td>
<td>Patterson 206</td>
</tr>
<tr>
<td>Strategy (b)</td>
<td>Patterson 207</td>
</tr>
<tr>
<td>OB/OT</td>
<td>Patterson 213</td>
</tr>
<tr>
<td>Accounting (a)</td>
<td>Patterson 214</td>
</tr>
<tr>
<td>Marketing (a)</td>
<td>Patterson 215</td>
</tr>
<tr>
<td>Entrepreneurship</td>
<td>Patterson 216</td>
</tr>
<tr>
<td>10:30 – 11:00</td>
<td>Break - Patterson 80 Common (Main Floor)</td>
</tr>
<tr>
<td><strong>Session 6</strong></td>
<td>11:00 – 12:15</td>
</tr>
<tr>
<td>HR/IR (b)</td>
<td>Patterson 206</td>
</tr>
<tr>
<td>Business &amp; Organizational History (c)</td>
<td>Patterson 213</td>
</tr>
<tr>
<td>Accounting (b)</td>
<td>Patterson 214</td>
</tr>
<tr>
<td>Marketing (b)</td>
<td>Patterson 215</td>
</tr>
<tr>
<td>Finance (b)</td>
<td>Patterson 216</td>
</tr>
</tbody>
</table>