



48th Annual
Atlantic Schools of Business Conference

2018 Conference Program

Université de Moncton
School of Business
Moncton, September 28th-30th



ASB Conference Chairs (Presidents) and Locations

YEAR	CONFERENCE CHAIR (PRESIDENT)	UNIVERSITY SPONSOR
2018	Alidou Ouedraogo (2018-2019)	Université de Moncton
2017	Donna Sears (2017-2018)	Acadia University
2016	Albert J. Mills Jean Helms Mills (2016-2017)	Saint Mary's University
2015	Basu Sharma (2015-2016)	University of New Brunswick
2014	William C. Murray Anthony Yue (2014-2015)	Mount Saint Vincent University
2013	Gabrielle Durepos (2013-2014)	St. Francis Xavier University
2012	John Rumsey (2012-2013)	Dalhousie University
2011	Wendy Carroll (2011-2012)	University of Prince Edward Island
2010	Jean Helms Mills (2010-2011)	Saint Mary's University
2009	Gerard Fillion (2009-2010)	Université de Moncton
2008	Lawrence Bauer (2008-2009)	Memorial University
2007	Ian Hutchinson (2007-2008)	Acadia University
2006	Peter Sianchuk (2006-2007)	Mount Allison University
2005	Basu Sharma (2005-2006)	University of New Brunswick [Held in Halifax]
2004	Ann MacGillivray ¹ (2004-2005)	Mount Saint Vincent University
2003	Nancy Chesworth	Mount Saint Vincent University
2002	Neil Maltby	St. Francis Xavier University
2001	Paul Dixon	Saint Mary's University
2000	Alex Faseruk	Memorial University

¹The position of president was not introduced until following the 2004 conference, making Ann MacGillivray the association's first president.

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President's Welcome

Welcome to the 48th Annual Atlantic Schools of Business Conference. We are excited to be at the School of Business, Université de Moncton, for this annual event.

The theme of this year's conference is "**Diversity and Management.**" This year's theme speaks to the role of diversity for businesses and entrepreneurs in the time of globalization. The goal of the theme was to encourage a range of papers that expands our knowledge of diversity and to explore the relationships between diversity and Management. We are excited to present this program which, we believe, represents this broad goal very well.

We look forward to a great weekend of sharing and learning, with a generous side-order of socializing and fun!

Donna Sears
2017-2018 ASB President

Message from the Conference Chair

I warmly welcome you to the 48th Atlantic Schools of Business Conference hosted by the Université de Moncton.

I hope you will enjoy staying here and that ASB Conference will be a successful one for each of you. This conference is the forty-eighth Atlantic Schools of Business (ASB) annual meeting. The mission of ASB is to support and encourage the exchange of ideas in higher education throughout Atlantic Canada and worldwide. The theme for this year's conference, *Diversity and Management* is particularly appropriate for a meeting in Moncton, a dynamic, vibrant and multicultural city, we hope that each of you will find concepts and ideas, which you can use in a variety of areas. We encourage you to venture outside your disciplines and learn about the work of your peers from different disciplines. We also encourage you to sample the food and fun, which is abundantly available in Moncton, one of the top ten places to live in Canada. I am thankful to the conference organizing committee members, the track chairs, the session chairs, and the numerous volunteers, without whose generous contributions this conference would not have set the number of presentations and number of participants. We also appreciate the generous support of our sponsors.

Most of all, I thank you, the participants, for enriching this annual conference by your presence. As is a tradition with ASB conferences – I hope you will enjoy the content, renew old friendships, make new friends, get new ideas, and above all, have a good time.

Thank you to each of you and have a great conference!

Alidou Ouedraogo
ASB 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. Some of these ASB papers were subsequently published in the *Canadian Journal of Administrative Studies* (CJAS), including Genoe McLaren and Mills (2008); Long, Pyper and Rostis (2008); and MacNeil and Mills (2015). Last year SMU 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

- Genoe McLaren, Patricia, & Mills, Albert J. (2008). "I'd Like to Thank the Academy": An Analysis of the Awards Discourse at the Atlantic Schools of Business Conference. *Canadian Journal of Administrative Sciences*, 25(4), 307-316.
- Long, Brad, Pyper, Rhonda, & Rostis, Adam. (2008). Constructing a Legitimate History: Crisis, Legitimacy, and the Atlantic Schools of Business Conferences. *Canadian Journal of Administrative Sciences*, 25(4), 295- 306.
- MacNeil, Ryan T., & Mills, Albert J. (2015). Organizing a precarious black box: An actor-network account of the Atlantic Schools of Business, 1980-2006. *Canadian Journal of Administrative Sciences*, 32(3), 203-213.

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.

Conference Team

The 48th Atlantic Schools of Business Conference has been coordinated by the following team:

Conference Chair:	Alidou Ouedraogo
Proceedings Chair:	Gérard Fillion/Alidou Ouedraogo
Program Chair:	Gérard Fillion/Alidou Ouedraogo
Conference Web Master:	Ian Feltmate (Acadia University)
Awards Chair:	Miguel Rojas
Treasurer:	Vicky Therrien/Miguel Rojas
Local Organizing Committee Members:	Hamadou Boubacar and Mohamed Zaher Bouaziz

Track Chairs

Accounting	Mohamed Zaher Bouaziz (UdeM)
Business Communications	Patricia A. Post (UNB)
Business and Organizational History	Gabrielle Durepos (MSVU)
Cooperatives/Solidarity Economy	Jim Grant, (Acadia University)
Embryo and Case Track	Robert MacDonald (Crandall U.)
Entrepreneurship	Vivi Koffi (UdeM)
Ethics and Social Issues	Brigitte Prud'Homme (UdeM))
Finance	Hamadou Boubacar (UdeM)
Gender & Diversity	Kelly Dye (Acadia University)
HR/IR	Stéphanie Maillet (Ude M)
Leadership	Chantal Hervieux (SMU)
Management Education	Conor Vibert (Acadia University)
MIS	Jean-Pierre Booto Ekionea (UdeM).
Marketing	Brigitte Prud'Homme (Ude M)
OB/OT	John Fiset (MUN)
Open Stream	Terrance Weatherbee (Acadia U.)
Strategy	Mark Fuller (StFx University)
Student Case Competition	Monique Levesque (UdeM) /Daphne Rixon (SMU)
Doctoral Consortium	Terrance Weatherbee (Acadia U.) / Gabrielle Durepos (MSVU)

ASB Executive 2017-2018

ASB President	Donna Sears (Acadia U.)
Past President	Jean Helms Mills, Albert J. Mills (SMU)
2018 Conference Chair	Alidou Ouedraogo (UdeM)
2019 Conference Co-Chairs	MaryJane Morrison, Mary Beth Doucette (CBU)
Secretary	John Fiset (MUN)
Vice President Communications	Terrance G. Weatherbee (Acadia U.)
Executive Director	Gabrielle Durepos (MSVU)
Treasurer	Daphne Rixon (SMU)
Web Master	Ian Feltmate (Acadia U.)
Member at Large	Shamsud Chowdhury (DAL U.)
Member at Large	Gary Evans (UPEI)

Conference Awards

This year there will be five awards presented at the Awards Dinner on the Saturday Evening:

- **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.]
- **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 new 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]. The first recipient of the award is Ann MacGillivray of Mount Saint Vincent University. The second recipient is Peter Sianchuk of Mount Allison University (see page 9). Subsequently one award of excellence will be presented at the annual conference.

ASB AWARD OF EXCELLENT RECIPIENTS

Ann MacGillivray – Mount Saint Vincent University (first award winner)

Ann has been a participant in Atlantic Schools of Business (ASB) conferences since the early 1980s. Over the years she presented a number of papers at ASB (often co-authored with colleagues). Her papers include:

- “Selection Criteria for an optional co-operative education programme” (1988, U de M).
- “Accounting Students: Examining Relationships Between Cognitive Styles and Cognitive Skills and Cognitive Styles and Task Preferences” (2000, MUN)
- “Managing commercialization within the academy: a case study at Mount Saint Vincent University” (2001, SMU)
- “Ownership and the Accounting Classification of Member Shares: Characteristics of Canadian credit union member-owner shares” (2008, MUN)
- “Practicing Lawyers in Nova Scotia: Cognitive Style and Preferences for Practice” (2012, DAL).
- “Provincial government financial reporting” (2015, UNB).

As well as presenting papers, Ann has consistently played a leadership role in ASB. In 1984 she co-hosted (with John Pliniussen) the 14th annual conference – held at Mount Saint Vincent University. At the 1988 (U de M) conference she was one of the people thanked in the proceedings for contributions made for “organizing paper sessions and the general activities of the conference or offering their service as chairpersons.” In the 1992 conference proceedings (StFx) Ann is thanked for reviewing but it was in the new century, twenty years after she first hosted a conference that Ann served again as the conference chair of the 2004 conferences.

Indeed, it is not only her long service to ASB that inspired us to present her with the Award of Excellence but the fact that her willingness to host the 2004 conference in the face of dwindling interest may well have saved ASB from sudden death. It was at that 2004 conference that Ann went on to embrace the development of a standing coordinating body for the conference – formalizing the ASB into an Association. Following that decision, Ann went on to serve as the association’s first President from 2004 to 2005, and the its Past President the following year.

Peter Sianchuk – Mount Allison University (2016 award winner)

Peter's journey with ASB began in the late 1980s. He has since played several roles in the association over time, including presenter (e.g., 2000, MUN; 2009, U de M), reviewer (e.g., 1991 – SMU; 1993 – UNB/ UNBSJ; 2001 – SMU) and leadership roles at various conferences. Peter's presentations include:

- The Fear Factor in High Technology Product Usage, Proceedings of Atlantic Schools of Business (ASB) 23rd Annual Conference, Saint John, New Brunswick, November, 1993, pp. 291-298.
- Gender Based Perceptual Differences in Evaluating the Credibility of Celebrity Athlete Product Endorsers, with Jill Sadler, Proceedings of Atlantic Schools of Business Conference, St. John's, NF, November 9 - 11, 2000, pp. 165 - 174.
- Integrating e-marketing into the Business Curriculum, invited panelist at the Atlantic Schools of Business Conference, Saint Mary's University, Halifax, NS, November 16, 2002.
- Product Evaluations and Shopping Involvement as Antecedents of Service Quality, with Gordon Fullerton, Saint Mary's University, Proceedings of Atlantic Schools of Business Conference, Université de Moncton, Moncton, New Brunswick, October 2009, p.633.
- Bulk Barn in Moncton, with Gordon Fullerton, Saint Mary's University, Presentation at Atlantic Schools of Business Conference, Saint Mary's University, Halifax, Nova Scotia, October 2010.
- The Changing Role of the Record Label – Future Directions for Musicians and the Companies Who Market Their Work, with Rachael Anderson, Presentation at Atlantic Schools of Business Conference, Mount Saint Vincent University, Halifax, Nova Scotia, October 2014.

In 2004 Peter joined the newly established ASB Executive and, with Ann MacGillivray (MSVU) and Basu Sharma (UNB), helped to anchor the fledgling executive; offering experience and deep knowledge of the association. Peter also played a key role in supporting the idea of a standing committee of ASB and in 2006 went on to serve as conference chair. The following year he became the association's third president. Peter served on the ASB Executive for eleven years until 2015, offering advice and help to no fewer than 11 incoming conference chairs.

The Doctoral Consortium

Date: 28 September 2018

Time: 1:30:4:00pm (Room 307, Jean-Cadieux Building)

Invited Speaker: Dr. Gabrielle Durepos, Faculty of Professional Studies, Mount Saint Vincent University

Moderator: Terrance G. Weatherbee

Attendees

Keshav Krishnamurty, University of Massachusetts

Dr. Stephen Maclean, Acadia University

Michael Kennedy, Acadia University

Rene Arsenault, Saint Mary's University

Chris Whynacht, Boston University

Nicholas Deal, Saint Mary's University

Megan Baker, Mount Saint Vincent University

Keynote Speaker: Michel Cormier

Executive Director, News and Current Affairs Canadian Broadcasting Corporation

In thirty-five years of journalism, Michel Cormier has been a correspondent for the CBC and Radio-Canada in Ottawa, bureau chief at the Quebec National Assembly, correspondent in Moscow, Paris and Beijing. Before taking over as Executive Director of News and Current Affairs for Radio-Canada in Montreal, Michel Cormier was briefly director of Radio-Canada Acadie. He holds a bachelor's degree in Journalism from Carleton University and a master's degree in Political Science from Université Laval. He is the author of five books, three of which are about his experiences as correspondent. "La Russie des illusions" was finalist for the Governor General Award. His most recent, "Les révolutions inachevées", focuses on the aftermath of 9/11 in Europe and the Middle East. Michel Cormier teaches journalistic ethics at Université de Montréal.



Ex-Directeur-général de l'information Société Radio-Canada

En trente-cinq ans de journalisme, Michel Cormier a été correspondant de la CBC et de Radio-Canada à Ottawa, chef de bureau à l'Assemblée nationale du Québec, correspondant à Moscou, Paris et Beijing. Avant de prendre la direction générale de l'information de Radio-Canada à Montréal, Michel Cormier a été brièvement directeur de Radio-Canada Acadie. Il détient un baccalauréat en journalisme de l'Université Carleton et une maîtrise en science politique de l'Université Laval. Il est l'auteur de cinq livres, dont trois sur ses expériences de correspondant. « La Russie des illusions » a été finaliste pour le Prix du Gouverneur général. Son plus récent, « Les révolutions inachevées », porte sur les suites des attentats du 11 septembre en Europe et au Moyen-Orient. Michel Cormier enseigne la déontologie journalistique à l'Université de Montréal.

Events at a Glance

Friday, September 28

12:00-6:00 pm	Registration Desk <i>Jean- Cadieux Building Hall</i>
2:00-5:30 pm	Doctoral Consortium <i>Room: 307</i>
3:00-3:30 pm	Nutrition Break <i>Jean-Cadieux Building Room: 273</i>
4:00 -5:30 pm	ASB Executive Meeting <i>Room: 240</i>
2:00-5:00 pm	Case Competition (Friday) and Saturday all day <i>Bar Le Coude (Students Center)</i>
6:00-8:00 pm	Conference Welcome Reception <i>Acadian Museum</i>

Saturday, September 29

8:15am – 5:00pm	Registration Desk <i>Jean-Cadieux Building Hall</i>					
8:15 - 9:00 am	Buffet Breakfast <i>Jean-Cadieux Building, Room: 273</i>					
9:00-10:30 am	Case	Business and Organizational History Session I	Accounting Session I	Symposium Strategy	Management Education	Gender & Diversity Session I
	R. MacDonald <i>Room 301</i>	G. Durepos <i>Room 351</i>	M. Bouaziz <i>Room 206</i>	M.Fuller <i>Room 307</i>	A. Roy <i>Room 207</i>	S. Maillet <i>Room 205</i>
10:30 -11:00 am	Nutrition Break <i>Jean-Cadieux Building, Room: 273</i>					
11:00 -12:15 pm	Open Session	Business and Organizational History Session II	MIS	No session	Symposium Management Education	Marketing Session I
	T. Weatherbee <i>Room 207</i>	G. Durepos <i>Room 205</i>	J.P Booto Ekionea <i>Room 301</i>		M. Baker <i>Room 206</i>	B. Prud'Homme <i>Room 351</i>

Saturday, September 29

12:15 - 1:30 pm **Buffet Luncheon & Keynote Speaker – Michel Cormier**
Restaurant “Le 63” (Students Center)

1:30 - 2:45 pm	No session	Tourism	Worshop sur la gestion des coopératives	Finance	Accounting Session II
		M. B. Doucette <i>Room 206</i>	I. Guihur <i>Room 301</i>	<i>H. Boubacar</i> <i>Room 351</i>	M. Bouaziz <i>Room 207</i>

2:45 - 3:15 pm **Nutrition Break**
Room: 273 (Jean-Cadieux Building)

3:15 - 4:45 pm	Cooperatives & Communications	Entrepreneurship Session I	Gender & Diversity Session II	Symposium Business and Organizational History Session III	Symposium Gouvernance
	J. Grant <i>Room 205</i>	V. Koffi <i>Room 207</i>	S. Maillet <i>Room 205</i>	G. Durepos <i>Room 351</i>	T. Morris <i>Room 307</i>

6:00 - 7:00 pm **Evening Reception**
Room: 157 (Taillon Building)

7:00 - 9:00 pm **Awards Dinner**
Room: 157 (Taillon Building)

Sunday, Sunday 30

8:00 - 10:15 am **Registration Desk**
Jean-Cadieux Building Hall

8:00 - 9:00 am **Buffet Breakfast & Annual General Meeting (8:30)**
Room: 273 (Jean-Cadieux Building)

9:00 -10:15 am	Business and Organizational History Session IV	Entrepreneurship Session II	Marketing Session II
	G. Durepos <i>Room 205</i>	V. Koffi <i>Room 206</i>	B. Prud’Homme <i>Room 208</i>

10:15-10:45 am **Nutrition break**
Room: 273 (Jean-Cadieux Building)

10:45-12:00 pm	Strategy	Human Resource/Industrial Relations	Business and Organizational History Session V
	M. Fuller <i>Room 205</i>	S. Maillet <i>Room 206</i>	G. Durepos <i>Room 207</i>

Saturday, September 29 (9:00-10:30)	
Business and Organizational History Session I (Chair- Gabrielle Durepos)	
Is history a non-corporeal actant; a review	Chris Hartt
Worms, cheese and other actants: the cosmos of a 20th century historian	Albert Mills
Unifying legitimacy using history	Keshav Krishnamurty
Gender and Diversity Session I (Chair, Stéphanie Maillet)	
The impact of intersecting identities and context on student evaluations of teaching effectiveness: A critical review	Firat K. Sayin
Bold vision: Gender diversity stick in transition	Gary Evans
L'étude du comportement des femmes entrepreneures face au financement de leur entreprise	Yves Robichaud, Egbert McGraw, Jean Charles Cachon
Accounting Session I (Chair – Mohamed Zaher Bouaziz)	
The Market Relevance of Green House Gas Emission Disclosure by Canadian Firms	Caroline Pomare, David Lont, Paul Griffin
The Future of Undergraduate Accounting Education in an Increasing Complex World	Michael Kennedy
Unification of the Canadian Accounting Profession: the Future Outlook of the Disciplinary Process in Ontario	Leslie J. Wardley, Derrick Hayes, C. Seonaid Macneill
Valorisation boursière de la comptabilité en juste valeur au Canada : examen critique	Mohamed Zaher Bouaziz
Symposium: Strategy (Chair –Mark Fuller)	
New approaches to undergraduate teaching of strategic management	Mark Fuller, Chantal Hervieux, Shansud Chowdhury
Management Education (Chair –Andrée Roy)	
Examining the knowledge production processes of business studies in Canada: Atlantic Schools of Business Conference	Nicholous M. Deal, Rene Arseneault, Albert J. Mills, Jean Helms Mills
A graduate student research autobiography	Megan Y. H. Baker
Problematizing commercialization of higher management education: Productive innovation or delegitimization	Cathy Driscoll, David Wicks, Margaret McKee, Wendy Carroll
Case (Chair - Robert A. MacDonald)	
Pinecone construction (A): getting it together Investigating forms of business ownership	Robert A. MacDonald
Pinecone construction (B): Making it work Exploring the breakeven analysis	Robert A. MacDonald
Pinecone construction (C): Keeping it going Understanding human resource management	Robert A. MacDonald

The hole truth: Building Mrs. Dunster's donuts into a regional baking powerhouse via acquisition strategy Robert A. MacDonald, Heather Steeves

Two are better than one? Multi-site models and the challenges of implementing an acquisition strategy Robert A. MacDonald, Noah Lohnes
 (A) The Journey Church considers Riverview Baptist Church HE
 (B) Riverview Baptist Church considers the Journey Church

Saturday, September 29 (11:00-12:15)

Open Session (Chair – Terry Weatherbee)

Love Search Strategy with Dynamic Programming Liufang Yao, Andrew Carrothers

Circular Economy in Nova Scotia: Study of Plastic Films Sahand Ashtab, Gemma Whyte

Missing something important? The state of work and employment in economic and social policy in the Atlantic provinces Rachele Pascoe-Deslauriers, Brianna Eagles Eaton

Marketing Session I (Chair – Brigitte Prud'Homme)

A Person-Centered Approach to Customer Commitment Gordon Fullerton

What should Canada export under The CETA? An Examination of the Canada-European trade agreement for The aircraft Sector Lovika Soral, Hsin-Chen Lin

Are Avoidable and Unavoidable Dissociative Groups Equally Negative? Social Distance to a Dissociative Group and Consumer Choice Wenxia Guo, Na Wen

Management Information Systems (Chair – Jean-Pierre Booto-Ekionea)

Integrating ICT into Higher Education: Onsite and Online students' Perceptions in a Large Vs a Small Gérard Fillion, Jean-Pierre Booto-Ekionea, Kathy Gonye, Aurelia Nicole Nguejo

Testing an extension to the model of acceptance of technology in household with undergraduate and graduate students of four universities in three global countries Gerard Fillion, Jean-Pierre Booto-Ekionea, Kathy Gonye, Aurelia Nicole Nguejo

Management Education Symposium (Moderator, Megan Baker)

Setting up for success: A thoughtful discussion on teaching assistants in Canadian Academia **Panelists:**
 Jean Helms Mills
 Christopher M. Hartt
 Ellen C. Shaffner
 Nicholous M. Deal

Business and Organizational History Session II

Paper development workshop and information session (Co-Chairs: Trish McLaren and Gabrielle Durepos)

The upcoming Academy of Management Learning and Education Special Issue: New Histories of Business Schools and How They May Inspire New Futures

Saturday, September 29 (1:30-2:45)**Finance (Chair – Hamadou Boubacar)**

Alternative Asset Holdings by US Pension Funds Since the 2008 Financial Crisis	Stephen J. MacLean
Changing attitudes toward executive perquisites: Indications from TARP	Andrew Carrothers, Liufang Yao
Evolution des critères d'investissement des business angels : de la pré-sélection des projets à l'investissement final	Annie Bellier, Abdoukarim Idi Cheffou
Comparée des déterminants de la qualité du portefeuille a risque des IMF : le cas des pays de la zone UEMOA	Ndiouma Ndour

Tourism (Chair, Mary Beth Doucette)

First thoughts on an event: What do they tell us? Preliminary findings from a project on the First World War	Mallika Das, E. Wanda George
The Wolfville Magic Winery Bus: A Grounded Theory Approach to Understanding the Consumer View of the Winescape	Jenna Robertson, Donna Sears, Terrance Weatherbee
Motivational Dynamics: Understanding the Perceptions of Self and Others in the Canadian Lodging Industry	William C. Murray

Workshop: La coopérative comme organisation différente (Chair : Izold Guihur)

La diversité des formes organisationnelle et le rôle de la coopérative dans une société juste	Dominic Martin
Les enjeux distinctifs de la gouvernance coopérative	Myriam Michaud
Diversité du genre sur les conseils d'administration : Le paradoxe des perceptions	Hanen Khemakhem
L'avantage coopératif auprès du capital humain	Marie-Claude Beaudin

Accounting Session II (Chair- Mohamed Zaher Bouaziz)

« L'adoption de la nouvelle réforme de l'acte uniforme relatif au droit comptable et à l'information financière face aux normes IFRS : mimétisme ou réalisme ? »	Donatien Avelé, Vincent Tachouola
« Accounting and Accountability in Workfare Programs »	Akhila, Chawla
“Can Efficiency and Equality Have Both”	Grace Lei Zhou
“The relationship between Corporate Governance and Dividend Payouts in Canada”	Ken MacAuley, Mary Oxner

Saturday, September 29 (3:15-4:45)**Cooperatives and Communications (Chair – Karyne Gélinas)**

Economic impact of New Brunswick's social enterprise sector	George Karaphillis
Determinants of the growth of credit unions in Costa Rica, 1996-2017	Miguel Rojas, Sébastien Deschênes, Philip Merrigan, Hanen Khemakhem
Volkswagen – Identity and plausibility in social media	Amy Thurlow

Entrepreneurship Session I (Chair – Vivi Koffi)

A third wave for entrepreneurship research: Mending the split between causation and effectuation through complexity	Rick Nason, Albert James
Processus de succession et problèmes de pérennité des entreprises familiales : cas des « Nanas Benz » du Togo	Vivi Koffi, Sassou Atisso
Emergence of women's entrepreneurship in local development processes: What are the key factors to consider in rural areas?	Ayi Gavriel Ayayi Chantale Dali Théophile Serge Nomo
L'entreprenariat et l'innovation en management	Amira Aimen

Gender and Diversity Session II (Chair, Stéphanie Maillet)

Embodiment of intersecting differences: Immigrant women's narratives of work	Hui (Vivi) Zhang
Employee resource groups in the workplace: Their prevalence, composition, and concerns	Keshav Krishnamurty, Maureen Scully, Edward J. Carberry
Restoring Activism and Precarious Work through the Story of Denise Cole's Dedication to protecting Labrador lands and Waters	Alexandra Barnes, Gerald Schwartz
"You are just a temp" Intersectional experiences of temporary help agency workers in Nova Scotia	Ellen C. Shaffner

Symposium: Business and Organizational History Session III (Chair –Gabie Durepos)

Canadian pluralism an institutional logic in CJAS	Mary E. Beth Doucette
What should business and management history look like in Canada? On the virtues of broad historiography	Jason Russell

Symposium: Governance (Chair- Tania Morris)

Gouvernance transversale et gestion du changement	Sandy Gingras
Qualité de la gouvernance d'entreprise et performance financière des sociétés anonymes camerounaises	Ndongo Obama Jean
Stock-units based compensation and its impact on risk: A Canadian study	Alexandre Savoie-Comeau, Tania M. Morris, Amos Sodjahin, Hamadou Boubacar
La structure de propriété influence-t-elle la représentation féminine au sein des conseils d'administration?	Tania M. Morris, Amos Sodjahin, Hamadou Boubacar

Sunday, September 30 (9:00-10:15)**Symposium: Business and Organizational History (Session IV)**

Academic career trajectory and historic contemplations of the loneliness of living as an academic	Trish McLaren, Gabrielle Durepos, Deryk Stec, Caterina Bettin
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Entrepreneurship Session II (Chair- Vivi Koffi)

Findings from the Atlantic Entrepreneurial Ecosystem Study	Kevin McKague, Ellen Farrell, Nathan Denison
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Les changements dans les modèles d'affaires : Exploration et exploitation	Hélène Delerue, A. Ouedraogo, P. Picard, Michel Boyer
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The Impact of Wellbeing on Entrepreneurial Exits	Matthew Pauley
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Entrepreneuriat et diversité des territoires : l'opposition rural / urbain	Chantal Dali
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Marketing Session II (Chair – Brigitte Prud'Homme)

Towards a better understanding of consumer coping behavior: Ressources required for coping with shopping stress and constraints to using available resources	Elaine MacNeil, Peter MacIntyre
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Place-based paradox and regenerative organisations	Natalie Slawinski, Blair Winsor, John Schouten, Daina Mazutis, Wendy Smith
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Thematic Content analysis of food waste phenomenon	Ashley MacDonald, Christopher M. Hartt
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Of hockey stars, movies producers, singers, and wine: celebrity, wine, and conspicuous production	Donna Sears, Terrance Weatherbee
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Sunday, September 30 (10:45 – 12:00)**Strategy (Chair – Mark Fuller)**

L'influence d'une diversité d'acteurs sur la conduite d'un changement	Stéphanie Collin
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Mobilizing for change in large-scale systems: a social movements approach	Judith Holton
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Strategic positioning of Niger agricultural products on the agricultural world market	Hamadoun Sidibé
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Diaspora involvement in the socio-economic development of the homeland: case of Jamaica	Indianna Minta-Coy, Maria Elo, Elie Chrysostome
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Human Resource/Industrial Relations & Leadership (Chair – Stéphanie Maillet)

Les enjeux et les défis de l'immigration économique au Nouveau-Brunswick : Une analyse préliminaire	Gilles Marcoux
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A differentiated, hydraulic model of work regulation	David Jacobs
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Gestion différenciée de la diversité et niches d'emplois en Acadie du N.-B.	Leyla Sall
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Abusive Visions: The Effect of Vision Content and Abusive Supervision on Followers	John Fiset, Melanie Robinson, Ma Carolina Saffie-Robertson
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Symposium: Business and Organizational History Session V (Gabie Durepos)

Organizational historicising: the need for the new to be old	Terrance Weatherbee, Donna Sears
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An information session on the Canadian History Business Association (CBHA): Origins, Purpose and Future	Jason Russell, Andrew Smith
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