



Atlantic Schools of Business
Conference 2019

Msit no'kmaq

49th
Annual

Atlantic Schools of Business
Conference

2019
Conference Program

Sydney, Nova Scotia

September 27th - 29th



**Cape
Breton
University**



**Shannon
School of
Business**

Msit no'kmaq “honoring all my relations”

Territorial Acknowledgment

Cape Breton University (CBU) is located in Mi'kma'ki, the ancestral and unceded territory of the Mi'kmaq nation. This territory is covered by the "Treaties of peace and Friendship" which Mi'kmaq and Wolastoqiyik (Maliseet) peoples first signed with the British Crown in 1726. 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 that was to be an ongoing relationship between nations.

Cape Breton University (CBU) est située dans Mi'kma'ki, le territoire ancestral non cédé de la nation des Mi'kmaq. Ce territoire est régi par les "Traités de paix et d'amitié" que les peuples Mi'kmaq et Wolastoqiyik (Maliseet) ont signé à partir de 1726 avec la Couronne britannique. Les traités ne portaient pas sur la reddition des territoires ni des ressources, mais en fait reconnaissaient le titre des Mi'kmaq et des Wolastoqiyik (Maliseet) et établissaient les règles de relations futures entre nations.

Cape Breton University Map

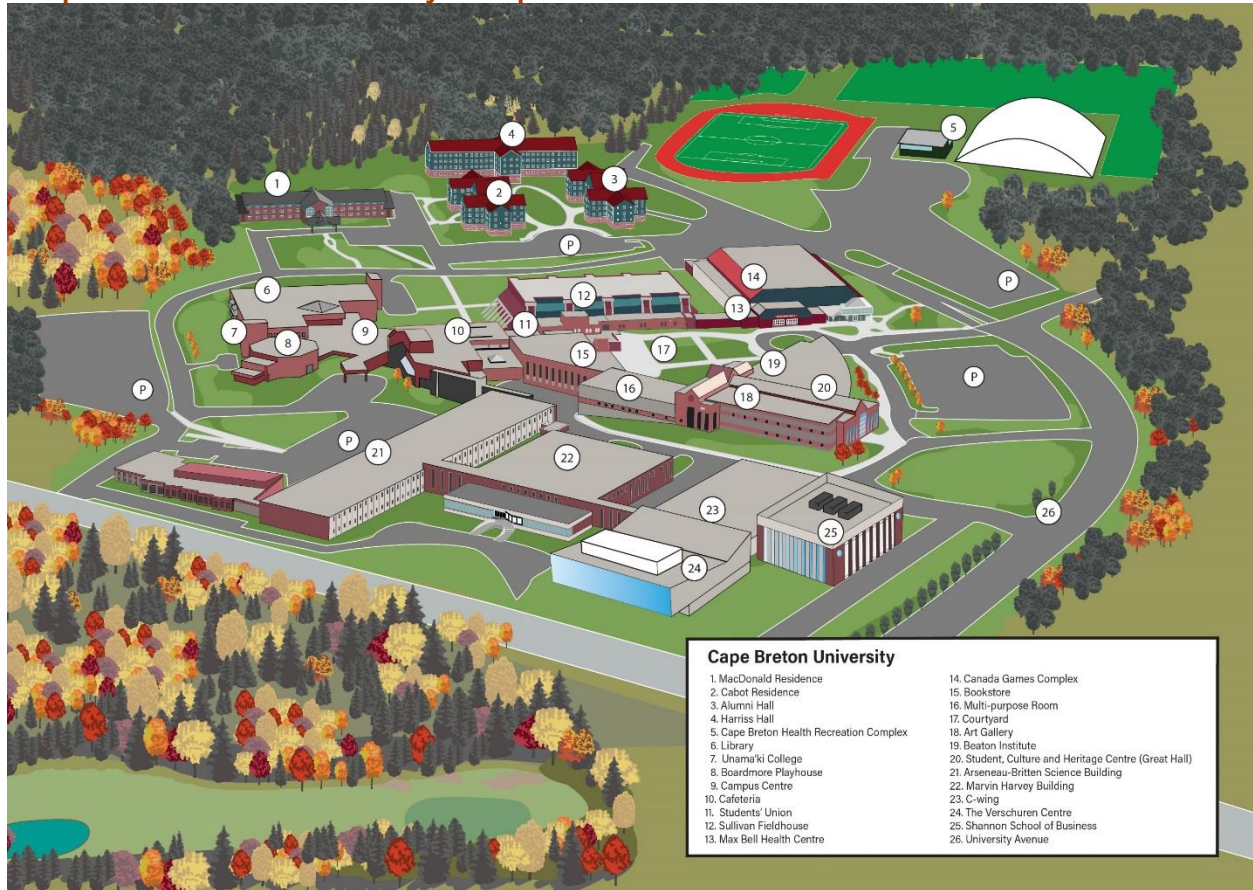


Table of Contents

Contents

Territorial Acknowledgment.....	3
Cape Breton University Map	4
Table of Contents	4
ASB Conference Chairs (Presidents) and Locations	6
ASB President's Welcome	8
Message from the Conference Co-Chairs	9
Introducing the Atlantic Schools of Business	10
Conference Team	12
The 49 th Atlantic Schools of Business Conference has been coordinated by the following team:	12

Track Chairs	12
ASB Executive 2018-2019	14
Conference Awards.....	15
ASB Award of Excellence	16
2019 Award Recipient: Karen Touche Lightstone PhD, CPA, CA	16
All Conference plenary	18
Keynote Speaker: Senator Daniel Christmas.....	18
Keynote Speaker: Fred Bergman.....	18
.....	18
The Doctoral Consortium	20
ASB 2019 Events at a Glance	21
ASB 2019 DETAILED PROGRAM.....	23
List of Reviewers	30
Thanks to our sponsors!.....	32
Platinum Sponsor.....	32
Gold Sponsors	32
.....	32
Silver Sponsors.....	33

ASB Conference Chairs (Presidents) and Locations

YEAR	CONFERENCE CHAIR (PRESIDENT)	UNIVERSITY SPONSOR
2019	Mary Beth Doucette & Mary Jane Morrison (2019 – 2020)	Cape Breton University
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 Carrol (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

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

Msit no'kmaq “honoring all my relations”

ASB President's Welcome

Welcome to the 49th Annual Atlantic Schools of Business Conference. We are excited to be at the Shannon School of Business, Cape Breton University for this annual event.

The theme of this year's conference is "Msit no'kmaq, a Mi'kmaw word which roughly translates to "honouring all my relations." This year's theme speaks to the role of honoring all of our relations within society and recognizing the importance of relationships. The goal of the theme was to encourage a range of papers that expands our knowledge of different relationships and explore and recognize the relationships between people and animate as well as, inanimate objects within our environment. 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!

Alidou Ouedraogo, ASB President

Message from the Conference Co-Chairs

Pjila'si Bienvenue, Failte, Welcome!

Pjila'si Welcome! Beinvenue! Bienvenue, Failte

On behalf of the Shannon School of Business and Cape Breton University, we look forward to welcoming you to the 49th Atlantic Schools of Business Conference (ASB) hosted by the Cape Breton University.

During the past year, we have been busy planning what we hope will be both an excellent conference for colleagues to share your ideas, your work and your research combined with events which will showcase the cultures of Unama'ki (Cape Breton Island). It is also a celebration of 49 years of building relationships with colleagues and new friends while supporting research and scholarship.

The theme for this year's conference is Msit No'kmaq (Honoring all my relations) which is particularly appropriate for a meeting at the Shannon School of Business, a place and space where we're all about relationships. Our relationships with communities and businesses sustain us, and therefore we will showcase many local partnerships throughout the weekend, starting with Membertou a reception in Membertou, presenting music and locally made and sourced products, and a journey into the Eighteenth Century for dinner and a celebration at the Fortress of Louisbourg National Park. We hope to inspire you to reflect on your own relationships whether it be with peers, vendors, communities, or environments.

Although we can't show you everything in a few short days, we have done our best to pack some of the Cape Breton Island magic into our agenda and schedule of events. While you are here, we also encourage you to sample the food and take in the beautiful views of Cape Breton Island. Cape Breton has been ranked as Canada's top island travel destination for the second year by Travel + Leisure Magazine. It is also on the list of the world's top 10 island destinations.

Thank you for the generous support of time and effort from the ASB Executive Committee and SSOB Planning Committee and network of Track Chairs and reviewers. Of course, we also appreciate the generous support of our sponsors.

Most of all, we thank you, the participants, for enriching this annual conference, by honouring our relations and for your contribution to the creation of new knowledge. As is a tradition with ASB conferences – we 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!

Wela'lin, Thank You, Merci, Tapadh leibh

Mary Jane and Mary Beth



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 history², 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 1971³ 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 Sobeys 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.

² 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.

³ 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

Msit no'kmaq “honoring all my relations”

Conference Team

The 49th Atlantic Schools of Business Conference has been coordinated by the following team:

Conference Co-Chairs:	Mary Jane Morrison and Mary Beth Doucette (CBU)
Proceedings Chair:	Laura Syms
Program Chair:	Mary Beth Doucette
Conference Web Master:	Ian Feltmate (Acadia U.)
Awards Co-Chair:	Richard Watuwa and Bishakha Mazumdar
Treasurer:	Mary Jane Morrison
Local Sponsorship Chair:	Keith Brown
Communication Chair:	Stephanie MacPherson
Local Organizing Committee Members:	Bishakha Mazumdar, Jamileh Yousefi, Keith Brown, Stephanie MacPherson, Richard Watuwa, Jennifer Currie, Derrick Hayes, Ida Steeves

Track Chairs

Accounting	Mary Oxner (STFX)
Business Communications	Nick Deal (St. Mary's U)
Business and Organizational History	Gabrielle Durepos (MSVU)
Cooperatives/Solidarity	Doug Lionais (CBU)
Cases and Cases-in-Progress	Robert MacDonald (Crandall U.)
Entrepreneurship	Kevin McKauge (CBU)
Ethics and Social Issues	Brad Long (UdeM)
Finance	Stephen MacLean (Acadia U,)
Gender & Diversity in Organizations	Kelly Dye (Acadia U.)
Human Resources	Stephanie Gilbert (CBU)
Leadership	Terrance Weatherbee (Acadia)
Management Education	Ellen Shaffner (SMU)
Management Information Systems	Yinglei Wang (Acadia U.)
Marketing	Wenxia Guo (Acadia U.)
Organizational Behaviour & Theory	Xiao Chen (UPEI)
Open Stream	Robert Campbell (CBU)

Strategy

Mark Fuller (StFx University)/Alidou Ouedrago (UdeM)

Student Case Competition

Daphne Rixon (SMU) / Karen Lightstone (SMU)

Doctoral Consortium

Ryan MacNeil (Acadia U) / Danielle Mercer-Prowse (Acadia U)

ASB Executive 2018-2019

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

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 honor 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 Excellence

2019 Award Recipient: Karen Touche Lightstone PhD, CPA, CA

The 2019 Award of Excellence is presented to Karen Touche Lightstone for her outstanding service to Business Scholarship through her contribution to the Atlantic Schools of Business (ASB) conference.

Case studies are a recognized as an essential part of business and management education. Karen has been running ASB student case competition, sponsored by Grant Thornton, since 2010 regardless of the various ASB host locations with administrative support from Daphne Rixon. The ASB case competition provides our students with much needed exposure and practice which helps them succeed at national level competitions. Each year, roughly ten teams from the Maritime Provinces participated in the competition. In total, over 300 undergraduate students have benefitted from their participation in the ASB case competition.

Throughout her career Karen has emphasized the importance of case study research and the use of cases in the classroom. Karen's belief in case methods shown by her support for the annual ASB Case Competition is further demonstrated by five (5) published teaching cases, including two published by Ivey Publishing with over 4,000 students using them. In addition to publishing case studies, Karen set up a searchable website, accountingcases.ca, to allow faculty access to business cases.

Karen was recently awarded the rank of full professor at Saint Mary's University. She graduated with a B.A., Economics, Queen's University in 1982, articulated with Deloitte (formerly Touche Ross) in Ontario to complete her Chartered Accountant designation in 1995 and completed her PhD in 2005 at the University of Portsmouth. After working in public audit practice, she joined Saint Mary's University in 1996. Her commitment to teaching has been further demonstrated when she received two Excellence in Teaching Awards – one in 2006 and another in 2014 – from Saint Mary's University Students Association.

About the award

ASB award of excellence is presented annually at the ASB conference to one successful nominee in recognition of their outstanding service to Business Scholarship through his/her contribution to the Atlantic Schools of Business.

Nomination Process

Winning nominee chosen by the ASB Executive from nominations from any faculty member from Atlantic Canada Business Schools. Nominations can be submitted to members of the ASB executive by April 1 each year. Award winners are determined by majority vote of ASB Executive at their Spring Meeting.

Eligibility

A person with continuous service to the ASB (*Conference organizer, and/or chair, and/or presenter*); cannot be a member of the ASB Executive at time of nomination.

Msit no'kmaq “honoring all my relations”

All Conference plenary

Date & Time: 28 September 2019; 1:15pm - 2:30pm

Location: Verschuren Centre, CS 104

Keynote Speaker: Senator Daniel Christmas

Mr. Christmas has served in various leadership positions in the Mi'kmaw Nation of Nova Scotia. After serving five years as the Band Manager for the Community of Membertou, Mr. Christmas worked for the Union of Nova Scotia Indians for 15 years - the last 10 as its Director. He was actively involved in the recognition and implementation of Mi'kmaw aboriginal and treaty rights in Nova Scotia. From 1997 to 2016, Mr. Christmas held the position as Senior Advisor with Membertou and had assisted the Chief and Council and its Management Team with the day-to-day operations of the Community of Membertou. Dan also served as elected councilor for Membertou for 18 years. Mr. Christmas has been active in a number of international, national, provincial and local agencies in a wide range of fields including aboriginal & treaty rights, justice, policing, education, health care, human rights, adult training, business development and the environment.



In 2005, Mr. Christmas was awarded an honorary Doctor of Laws degree from Dalhousie University and an honorary diploma from the Nova Scotia Community College in 2016. In 2008, he was the recipient of the National Excellence in Aboriginal Leadership Award from the Aboriginal Financial Officers Association of Canada. In December 2016, Mr. Christmas was sworn in as an Independent Senator for Nova Scotia. Senator Christmas is the first Mi'kmaw senator to be appointed to the Senate of Canada.

Keynote Speaker: Fred Bergman

Mr. Bergman is a Senior Policy Analyst at the Atlantic Provinces Economic Council (APEC). He was previously the Director of the Economics & Statistics Division, Nova Scotia Department of Finance. Mr. Bergman is an expert in sourcing business statistics and APEC's lead on economic impact analysis. He authored numerous APEC reports, including a Report Card on Atlantic Indigenous Economic Outcomes and Opportunities and a recent research report Highlighting Successful Atlantic Indigenous Businesses. He provided presentations to the Atlantic Policy Congress of First Nation Chiefs Secretariat and the New Brunswick Indigenous Economic Development Roundtable Preparation Session. He was the Nova Scotia Department of Finance project lead on the First Nations Fuel Tax Settlement Agreement. Mr. Bergman is a Chartered Professional Accountant and has a Master of



business Administration degree from Dalhousie University, a Master of Economics degree from the University of Guelph and a Bachelor of Business Administration from St. Francis Xavier University.

The Doctoral Consortium

Date: 27 September 2019

Time: 1:30pm-4:30pm

Location: Verschuren Centre, CS 101

Facilitators: Dr. Ryan MacNeil, Assistant Professor of Entrepreneurship & Innovation at Acadia University, and, Dr. Danielle Mercer-Prowse Assistant Professor of Employment Relations at Acadia University.

Ryan MacNeil graduated from the Sobey PhD program in September 2018. He is currently an Assistant Professor of Entrepreneurship & Innovation at Acadia University. Ryan studies and teaches #postindustrial #entrepreneurship, #innovation, and #econdev (with a #Critical orientation) and he plays a lot of #lego, mostly with his kids.

Danielle Mercer-Prowse graduated from the Sobey PhD program in May 2018. She is currently an Assistant Professor of Employment Relations at Acadia University. She teaches in the areas of Organizational Behaviour/Theory and Human Resource Management, and is passionate about #gender, #leadership, #teams, and #wellbeing. Her proudest accomplishment is her little girl #Olive.

Attendees

- Megan Baker
- Gordon Burns
- Nicholous Deal
- Mary Beth Doucette
- Jade Han
- Blake Kanewischer
- Ashley MacDonald
- Tasha Richard
- Maarif Sohail
- Rachel Starks
- Kristin S Williams

ASB 2019 Events at a Glance

Friday, September 27 th						
12:00 - 5:00 pm	Registration Desk at Shannon School of Business, Cape Breton University					
6:00 – 9:00 pm	Registration Desk at Jenu Room, Membertou Trade and Convention Centre					
12:00 - 1:30 pm	ASB Executive Meeting, Chisholm Board Room, SB 102					
2:00 - 4:30 pm	Doctoral Consortium, CS 101					
	Optional Tour of Membertou					
3:00 - 3:30 pm	Nutrition Break, Verschuren Centre, Atrium					
7:00 - 9:00 pm	Conference Welcome Reception, Membertou Trade and Convention Centre					
7:00 – 7:15 pm	Welcome remarks					
7:15 – 9:00 pm	Ceilidh Reception					
Date: Saturday September 28, 2019						
8:00 - 3:00 pm	Registration Desk <i>Foyer, Shannon School of Business</i>					
8:00 - 9:00am	Breakfast <i>Veschuren Centre (CSEE Atrium)</i>					
9am - 10:15am Concurrent Sessions A	All Conference Symposium	Indigenous Economic Development	GDO 1	Accounting	Strategy	Cases
	Campbell SB100	McKague SB200	Dye SB202	Oxner SB203	Fuller SB204	MacDonald SB209
10:15- 10:45am	Nutrition Break <i>Veschuren Centre (CSEE Atrium)</i>					
10:45am- 12pm Concurrent Sessions B	Indigenous Economy	Mgmt. Ed.	Marketing	Finance I	History	Open Track I
	McKague SB100	Shaffner SB200	Guo SB202	MacLean SB203	Durepos SB204	Campbell SB209
12pm- 1:15pm	Lunch and Conference Awards <i>Veschuren Centre (CSEE Atrium)</i>					
1:15-2:30pm	All Conference plenary Keynote Address: Senator Dan Christmas and Fred Bergman CS102					
2:30-2:45pm	Nutrition Break <i>Veschuren Centre (CSEE Atrium)</i>					

Date: Saturday September 28, 2019						
2:45 - 4:00 pm Concurrent Sessions C	All Conference Symposium	OB/T	Entrepreneurship I:	HR I	Finance 2	GDO 2
	Sears SB100	Chen SB200	McKague SB202	Gilbert SB203	MacLean SB204	Dye SB 209
4:00 - 4:45pm	Break <i>Return to hotel</i>					
4:45 -5:45 pm	Busses Depart for Louisburg Pick up locations at the Membertou Hampton Inn NOTE: Everyone attending dinner reception must travel by bus. Individual parking will not be available at the Fortress of Louisbourg National Historic Site.					
5:45 - 9:00 pm	Evening Reception and Dinner at the Fortress of Louisbourg National Historic Site					
9:00 - 9:30 pm	Busses Return to Membertou Hampton Inn Drop off location at the Membertou Hampton Inn					

Date: Sunday September 29, 2019					
8:00 - 11:00 am	Registration Desk <i>Foyer, Shannon School of Business</i>				
8:00 - 9:00am	Breakfast and Annual General Meeting <i>Veschuren Centre (CSEE Atrium)</i>				
9am - 10:30am Concurrent Sessions D	All Conference Workshop	Finance 3	HR 2	MIS	Open Track 2
	Shaffner <i>SB100</i>	MacLean <i>SB200</i>	Gilbert <i>SB202</i>	Wang <i>SB203</i>	Campbell <i>SB204</i>
10:30- 11:00am	Nutrition Break <i>Veschuren Centre (CSEE Atrium)</i>				
11:00-12:15pm Concurrent Sessions E	All Conference Symposium	Entrepreneurship 2	Ethics & Social	Finance 1 (3)	
	Campbell <i>SB100</i>	McKague <i>SB200</i>	Long <i>SB202</i>	MacLean <i>SB203</i>	<i>SB204</i>
12:15 -1:15pm	Departure				
12:15 -1:15pm	Deans' Meeting and Lunch <i>Chisholm Board Room, Shannon School of Business</i>				

ASB 2019 DETAILED PROGRAM

Saturday September 28, 2019 9:00am-10:15am	
Conference Theme Symposia (Chair – Robert Campbell) SB 100	
Siblings, Story, and Spirit: A Critical Critique of Modern Management, Management Education and Management Theory	Shelley T. Price, Christopher M. Hartt, & Cathy Driscoll
Indigenous Economic Development (Chair- Kevin McKague) SB 200	
Indigenous Works' Framework for Partnership Engagement	Craig Hall, Kelley Lendsay
Pathways to Success: Measuring the Performance of Indigenous Economic Development Corporations	Greg Finnegan, Wallace Lockhart
Gender and Diversity in Organizations I (Chair- Kelly Dye) SB 202	
Using Institutional Ethnography to Introduce Care Ethics to MOS: How Combining Two Feminist Approaches Might Tell New Tales	Nina Winham
Gender Differences in Venture Financing: A Study among Canadian and U.S. Entrepreneurs	Yves Robichaud, Jean-Charles Cachon, and Egbert McGraw
The Gendering of the Administrative Sciences Association of Canada	Blake Kanewischer
Accounting (Chair- Mary Oxner) SB 203	
Attributs Personnels du CEO et Conservatisme Compatible au Canada	Mohamed Zaher Bouaziz, Sebastian Deschenes and Caroline Pomare
The Curious Case of Canadian Corporate Emissions Valuation	Paul A. Griffin, David H. Lont, Caroline Pomare
Auditing the Values in Public Private Partnerships (PPP): A Work in Progress o Auditing PPP in NB	Brent White
Strategy (Chair – Mark Fuller) SB 204	
The CSR-Strategy Parabola: The U-shaped Relationship between Corporate Social Responsibility and Strategic Management in Corporate Reporting	Mark Fuller, William Warren
Résilience et création de valeur : le rôle du modèle d'affaires	Hélène Delerue, Alidou Oueraugu, and Pierre- Yves Boyer
Cases and Cases in Progress (Chair- Robert MacDonald) SB 209	
Escape Outdoor: The Herschel Brand Mix Decision	Sherry Finney, Meghan Finney, and Gemma Whyte
Employment Versus Environment: The Complexities of Managing the Interests of Northern Pulp's Multiple Stakeholders	Mairi McKinnon and Brad Long
Any Given Sunday?	James D. Grant
For Everything there is a Season: New Life Mission's Uncertain Future Managing an NPI through Fundamental Environmental Change in the Midst of Unfocused Governance	Robert A. MacDonald

Msit no'kmaq “honoring all my relations”

Saturday September 28, 2019 10:45 am – 12:00pm	
All Conference Session (Chair- Kevin McKague) SB 100	
Transforming the Indigenous Economy Symposium	Craig Hall, Kelly Lendsay
Institutionalizing indigenous protocols for government-to-government consultation and negotiations	Rachel Starks
Management Education (Chair- Ellen Shaffner) SB 200	
Awakening moments: A video-based analysis of Zen koan pedagogy	Tianyuan Yu, and Albert Mills
Damsels in distress: Discourses of entrepreneurship in Canadian management textbooks	Tasha Richard, Nicholous Deal, and Albert Mills
Developing Foresight Through the Evaluation and Construction of Vision Statements	John Fiset and Melanie A. Robinson
Marketing (Chair- Wenxia Guo) SB 202	
How and Why Do They Use Dietary Supplements? A Literature Review of Dietary Supplements Consumption	Yun Wang, Leighann C. Neilson
Engaged Customers Spend More: A Latent Profile Analysis	Gordon Fullerton
Organizing Complexity: Beginning to Understand the Heterogeneity of Wineries in Wine Business Studies	Donna Sears, Terrance Weatherbee
Finance I (Chair- Stephen MacLean) SB 203	
The Sovereign Wealth Funds Risk Premium: Evidence from the Cost of Debt Financing	Hatem Ghouma and Zeineb Ouni
Housing Finance: Impact of Heavy Interest Income Tax	Igor Semenenko
The Mean Impact Curve: An International Comparison	Saikat Sarkar
Business and Organizational History (Chair- Gabrielle Durepos) SB 204	
Viola Desmond: A fictocritical account	Kristin Williams
Where in the When is Waldo? A Theoretical Physicist, A Futurist, and a Management Historian Walk Into a Bar...	Terrance Weatherbee and Ryan MacNeil
Service clubs as CSR intermediaries: Kiwanis in Sydney 1924- 1984	Robert Campbell and Shuming Ma
Open Track I (Chair- Robert Campbell) SB 209	
Sectors and businesses in the circular economy of Nova Scotia	Sahand Ashtab and Zhu Yiran
The Importance of Sustainability in Canadian home purchases and the relevance of justice motivation theory	Leslie Wardley and John Nadeau
An optimization model to configure a reverse logistics network	Babak Tosarkani and Saman Amin

Saturday September 28, 2019 2:45 pm - 4:00 pm

All Conference Symposium (Chair- Donna Sears) SB 100

The business of place in the 21 st century: Yours, mine, or theirs?	Terrance Weatherbee and Donna Sears
--	-------------------------------------

Organizational Behaviour & Theory (Chair- Xiao Chen) SB 200

Exploring the Role of Vocational Interests in Balancing Work and Family Demands	Yu (Jade) Han and Greg J. Sears
Modelling Envy and Bullying at Work	Zhe Peng and Zhuoyi Zhao
Pharmacists' Perceptions of Error Reporting Systems in Nova Scotia	Chris Hartt
From robots to micro-entrepreneurs: Deciphering Intraplatform ties among ride-hailing drivers in China	Xiao Chen, Wei Chi

Entrepreneurship I (Chair- Kevin McKague) SB 202

Profile Self-Employed Indigenous Workers: What We Can Learn From The 2011 Census of Canada Data	Greg Finnegan
The Entrepreneurial Exit Experience of Micro and Small Business Owners	Mathew Pauley
Développement des innovations de rupture par les petites entreprises, dévoilé par la phénoménographie: le cas des nanotechnologies	Hélène Delerue

Human Resources I (Chair- Stephanie Gilbert) SB 203

Grief At Work: The Complex Reality Of Employee's Experience In The Workplace After Loss	Stephanie Gillbert, Jennifer Dimoff, Jane Mullen, Kevin Kelloway, and Michael Teed
The Legalization Of Recreational Cannabis: A Qualitative Examination Of The Perceived Effects In The Workplace From A Canadian Perspective	Jenna Robertson and Jim Grant
A Working Paper On Challenges Faced By Retirees In Bridge Employment And The Importance Of Achieving A Proper "Fit"	Bishakha Mazumdar and Theresa Corsano

Finance II (Chair- Stephen MacLean) SB 204

Financial Decision Under Stress	Nason, Sundararajan, and Sheehan
Annual Reporting, Agency Costs, and Firm Valuation	Igor Semenenko
Getting Published in Top Journals: Is the Deck Stacked Against Faculty at Smaller Academic Institutions?	Andrew Carrothers and Liufang Yao

Gender and Diversity in Organizations II (Chair- Kelly Dye) SB 209

I Spent a Year Mentoring A Small Group of International Students: This is What I Learned	Dr. Susan C. Graham
He Still Gets the Check, or the Endurance of Implicit Gender Bias in Restaurant Check Placement	Mallika Das
A Critical Discourse Analysis of Women and Leadership in Management Textbooks	Nia MacFarlane

Msit no'kmaq “honoring all my relations”

Sunday September 29, 2019 9:00 am 10:30 am	
Management Education Workshop (Chair - Ellen Shaffner) SB 100	
Wise practices that encourage reconciliation in business classrooms	Mary Beth Doucette, Keith Brown, Wendy Wadden
Finance III (Chair – Stephen MacLean) SB 200	
Corporate Communication as a Governance Mechanism: Evidence from Substitution-Complementary Effect	Kolahgar, Babaghaderi, and Bhabra
Portfolio Choice Under Ignorance: Price-Adjusted Fundamental Indexing	Pysarenko, Alexeev, and Tapon
The Continued Decline of US Public Pension Funds	Stephen MacLean
Human Resources II (Chair- Stephanie Gilbert) SB 202	
The Role Of Managerial Sales Coaching In Customer-Oriented Selling Behaviour	Peter Kerr
Complexity And Management Attributes: A Model For Assessing Manager	Rick Nason
A Multi-Theoretical Approach To Understand Bystanders' Responses To Workplace Cyberbullying	Utkal Baliyarsingh, Monalisa Mahapatra
The Municipal Mistreatment Management Model (The 4m System)	Anne MacDonnell
Management Information System (Chair- Wang) SB 203	
Consumers' Perceptions of Online Influencers' Commercial Social	Jenna Evans and Hsin-Chen Lin
Social Networks and Career Discovery: A Report on LinkedIn	Enayat Rajabi
Applications of Complex Adaptive Systems: A Literature Review	Maarif Sohail
Msit no'kmaq – honouring all my relations: An AI perspective	Maarif Sohail
Open Track II (Chair- Robert Campbell) SB 204	
Non-farm employment and poverty reduction in Mauritania	Anwar, Amar, Mughal, Mazhar, and Ba, Mamoudou.
Social media in retail applications	Ayse Ersoy
Distributed Leadership in Decentralized Teams: Learning from Close Calls in Turbulent Environments	Mary Furey, Daphne Rixon,

Sunday September 29, 2019 11:00 am 12:15 pm

All Conference Symposium (Chair- Robert Campbell) SB 100

Enacting the Halifax School: Exploring tensions & strategies	Nicholous Deal, Gabrielle Durepos, Ellen Shaffner and Tianyuan Yu
--	---

Entrepreneurship II (Chair- Kevin McKauge) SB 200

Opportunities and Opportunities Forgone: Economic Impact of Investment in Female Founders by Investors in Atlantic Canada	Ellen Farrell
The Entrepreneurial Propensity of Women Revisited 10 Years Later	Tasha Richard
Social Business: By Any Other Name	Kelly Dye and Bruce Dye

Ethics and Social (Chair- Brad Long) SB 202

But Who Will Pay? The Willingness to Adopt of Dairy Farmers	Ashley Burns, Michael Urso, Gordon Burns, Daniel Crowe
Waste Not Want Not: Where the Consumer sits in the Food Waste Phenomenon	Ashley Burns
Exploring and optimizing energy networks for sustainable growth of small and medium size communities	Hamid Afshari

List of Reviewers

Dr. Donatien Avele	Zhe peng
Utkal Kumar Baliyarsingh	Shelley Price
Dr. Mohamed Zaher Bouaziz	Dr. Enyat Rajabi
Dr. Tom Cooper	Donna Sears
Nicholous Deal	Dr. Robert Sexty
Dr. Cathy Driscoll	Ellen Shaffner
Gabrielle Durepos	Heather Steeves
Bruce Dye	Dr. Conor Vibert
John Fiset	Dr. Zeying Wan
Gordon Fullerton	Dr. Heidi Weigand
Dr. Hatem Ghouma	Dr. Bo Yu
Stephanie Gilbert	Zhuoyi Zhao
Dr. Jim Grant	Igor Semenenko
Wenxia Guo	Jun Yang
Dr. Chris Hartt	Michael Kennedy
Yu (Jade) Han	Stephen MacLean
Harish Kapoor	Dinesh Gajurel
Dr. Karen Lightstone	Saikat Sarkar
Dr. Hsin-Chen Lin	Richard Nason
Amy MacArthur	Andrew Carrothers
Robert MacDonald	Wendy Carroll
Ryan MacNeil	Susan Graham
Kevin McKague	Tianyuan Yu
Dr. Danielle Mercer	Danielle Mercer
Trish McLaren	Michael Sheppard
Rick Nason	David Wicks
Dr. Mary Oxner	Amy Thurlow

Dr. Kevin Veenstra

Dr. Yucheng Zhang

Thanks to our sponsors!

Platinum
Sponsor



Gold Sponsors



BMO  Financial Group
We're here to help.™

The
Purdy Crawford Chair
In Aboriginal Business Studies



Silver Sponsors

