

Time	Session(s)
8:30am - 8:45am	<p>Conference Opening</p> <ul style="list-style-type: none"> • Opening Welcome from Interim Dean, Dr. Tarek Mady • Land Acknowledgement with Senator Brian Francis • "Beneath the Path of The Crows" by Tara MacLean • PEI Welcome from Possibly Phillip Brown • UPEI Welcome from Dr. Kathy Gotschall-Pass
8:50 am - 10:00am	<p>Track Session 1a: Cases in-progress/Embryo</p> <p>1. "Mi'Kmaq and the Clearwater Acquisition"</p> <ul style="list-style-type: none"> • Ryan Stack, Acadia University • Marybeth Doucette, Cape Breton University • Bertrand Malsch, Queen's University <p>2. "Leadership and Making Sense of the Rwandan Genocide"</p> <ul style="list-style-type: none"> • James D. Grant, Acadia University <p>3. "Maritime Bus: To Leave or Stay Amid a Pandemic"</p> <ul style="list-style-type: none"> • Matt Pauley, UPEI • Donald Wagner, UPEI • Xiao Chen, UPEI
	<p>Track Session 2a: Gender and Diversity</p> <p>1. "Gender Diversity and Sustainable Performance: Evidence from Egypt"</p> <ul style="list-style-type: none"> • Neveen Nouredin, Faculty of Business, Ain Shams University <p>2. "Diversity and Inclusion in Unions: An Exploratory Study"</p> <ul style="list-style-type: none"> • Tina Saksida, UPEI • Rachel Aleks, University of Windsor <p>3. "What Women Want: The Voice of Female Students in Business Education"</p> <ul style="list-style-type: none"> • Amy MacFarlane, UPEI • Susan Graham, UPEI <p>4. "Welcoming Newcomer Women in Northwestern Ontario: A Feminist Approach"</p> <ul style="list-style-type: none"> • Julia Whitney, Lakehead University • Kathy Sanderson, Lakehead University
	<p>Track Session 3a: Marketing</p>

	<p>1. "Shop signs and the habitus of consumption under COVID-19"</p> <ul style="list-style-type: none"> • Terrance Weatherbee, FC Manning School of Business, Acadia University • Donna Sears, FC Manning School of Business, Acadia University • Amy Thurlow, Mount Saint Vincent University <p>2. "Let Me Entertain You: Musical Theatre Performance During COVID-19"</p> <ul style="list-style-type: none"> • Jillian Neufeldt, Ryerson University • Joanne McNeish, Ryerson University <p>3. "The Thought Behind the Marketing of Memorable Consumer Experiences: 100 Years Before Memorable Consumer Experiences Made It Into Marketing Thought"</p> <ul style="list-style-type: none"> • Donna Sears, FC Manning School of Business, Acadia University • Terrance Weatherbee, FC Manning School of Business, Acadia University <p>Track Session 4a: Open Track</p> <p>1. " On Organizational Paradox; An Economies of Worth Perspective"</p> <ul style="list-style-type: none"> • Francis Desjardins, HEC Montreal <p>2. " Born at the Wrong Time?: Examining the Relative Age Effect in Usports Men's Hockey"</p> <ul style="list-style-type: none"> • Ashley Ta, Saint Mary's University • Terry Wagar, Saint Mary's University <p>3. "The Impact of COVID-19 on Operational and Financial Performance in the Transportation Sector"</p> <ul style="list-style-type: none"> • Andrew Carrothers, UPEI • Yao Liufang, UPEI
10:15am - 11:00am	<p>Keynote Address:</p> <p>Dr. Rongo H. Wetere and Kelly J. Lendsay</p>
11:00am	<p>Mental Health and Wellness <i>Stress Reduction and Mindfulness Techniques through Pandemic Recovery</i></p> <p>Jill Stewart and Nancy LeBlanc</p>
12:00 - 1:00	Lunch
1:00pm - 2:30pm	<p>Track Session 1b: HR/OB/ Retail</p> <p>1. "Trait Activation Theory and Personality-Feedback Interventions: An Emerging Integration"</p> <ul style="list-style-type: none"> • R. Blake Jelley, UPEI

2. "Visualizing Strategies for Curbing the COVID Spread in a VUCA World: Integrating Economics and Organizational Behavior Perspectives"

- Xiao Chen, UPEI
- Frank Lorne, New York Institute of Technology-Vancouver

3."Frontline Retail Workers' Response to Increased Retailance During the COVID-19 Pandemic"

- Nada Elnahla, Sprott School of Business, Carleton University
- Leighann C. Neilson, Sprott School of Business, Carleton University

4. "Artificial Intelligence (AI) Applications in Retail Marketing in India"

- Ayse Ersy, Cape Breton University

Track Session 2b: Business and Organization History

1. "The Constitutive Histories of 'Company Towns': An Atlantic Canadian Catalogue and Research Agenda"

- Ryan MacNeil, Acadia University
- Melissa Grandberg, Cooperative Council of New Brunswick

2."Cold War Interests and Harvard's Role in Developing Indian Business Education"

- Keshav Krishnamurty, UMass Boston

3. "More Than 'Extracting' Assets from the Past: Critical Public Historiography in a Former Mining Town"

- Ryan MacNeil, Acadia University
- Erika Bout, Acadia University

Track Session 3b: Management Education

1."Kingston Student Housing Co-operative – Budgeting and Governance in a Global Crisis"

- Ryan Stack, Queen's University

2. "Attempting to Disrupt the Hetero- and Cis-Normative Narrative in Business Schools Through Marketing Education"

- Susan Graham, UPEI
- Amy MacFarlane, UPEI

3. "Blended Learning Adoption Policy Framework in Uganda"

- Isaac Katono, Uganda Christian University
- Stephen Kyakulumbye, Uganda Christian University

Track Session 4b: Open Track

	<p>1. "Cloud Manufacturing with Fuzzy Inference Systems: A Supply Chain Approach to Post COVID-19 Economy"</p> <ul style="list-style-type: none"> • Sam Kolahgar, UPEI • Mohammad Nateghi, Independent • Azadeh Babaghaderi, Odette School of Business, University of Windsor <p>2. "Exploring Entrepreneurial Identity of Women in an Agriculturally Intensive Small Island Economy"</p> <ul style="list-style-type: none"> • Victoria Dimick, Dalhousie University • Tasha Richard, Dalhousie University <p>3. "Uses and Challenges of Photography in Management Studies"</p> <ul style="list-style-type: none"> • Alex Stewart, Memorial University of Newfoundland
2:30pm - 3:00pm	Team Trivia
3:00pm - 4:00pm	<p>Panelist Discussion: <i>"Where from here? Thriving in a COVID VUCA World"</i></p> <ul style="list-style-type: none"> • Alan Hillburg, <i>President and CEO of Hillburg Associates</i> • Craig Smith, <i>Group President, International for Marriott International, Inc.</i> • George Fertitta, <i>President and CEO of Bloomberg Associates</i> • Vincent Mai, <i>Chairman and CEO of Cranemere, LLC</i>
4:15pm - 4:30pm	<p>Closing Remarks Conference Co-Chairs; Dr. Xiao Chen and Dr. Suzanne Rath</p>
4:30pm - 5:30pm	<p>HAPPY HOUR: Trivia Results Prize to be awarded</p>