



Atlantic Schools of Business

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Faculty of Business Administration

Memorial University of
Newfoundland and Labrador

St. John's, NL | September 18 - 20, 2026



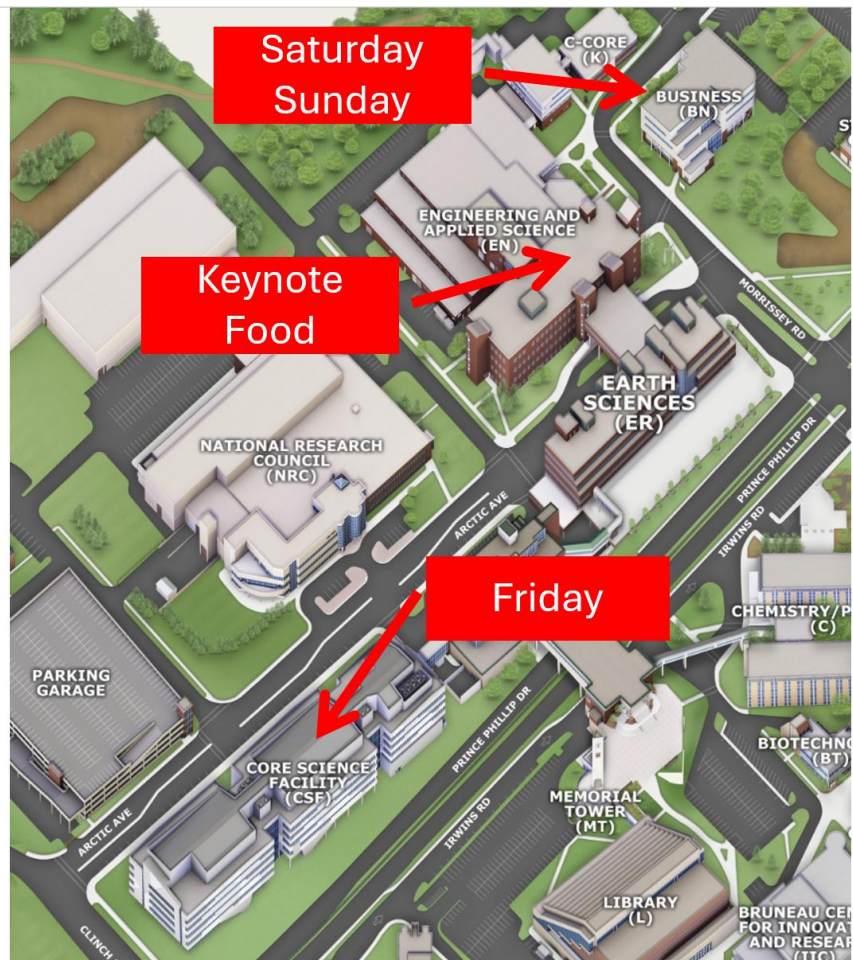
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Campus Map



MUN Campus Map



Schedule at a Glance

ASB 2026 Schedule (with session chairs)

Friday, Sep 18				
	CSF 1302	CSF 1309 A	CSF 1309 B	
12.45-14.15	ASB Executive Meeting			
PM1 (14.15-15.30)	Book Launch	Workshop: How to use AI without upsetting professors, supervisors, or editors	Workshop: Building Leader Sustainability and Wellbeing using the Spiritual Self- Leadership Model	
	Sponsored by Mount St. Vincent University	Coffee Break (CSF Atrium)		
15:30-15.45	Sponsored by University of New Brunswick (UNB - Fredericton & St. John)			
PM2 (15.45-17.00)	15.45: McGraw Hill Presentation	Workshop: Preparing students for complexity: Integrating systems thinking into business education	Panel: Beyond the CV: Exploring a rethink of success in early academic careers	
	16.00: Ivey Workshop: Teaching for Impact: Case Teaching and Writing with Local Context			
17.00 - 19.00	Welcome Reception (CSF Atrium) Sponsored by St Francis Xavier University			
Saturday, Sep 19				
	BN 1009	BN 1010	BN 2028	BN 4032
AM1 (08:40-10.10)	Marketing 1 (Suzanne Rath)	Finance 1 (Arron Fraser)	Accounting 1 (Luke Phelps/Ryan Slack)	HR/IR (Erica Chiasson)
10:10 - 10.30	Coffee Break (RBC Atrium)			
AM2 (10.30-12.00)	Marketing 2 (Suzanne Rath)	Finance 2 (Arron Fraser)	Accounting 2 (Luke Phelps/Ryan Slack)	Operations 1 (Iman Nosoghi)
	Sponsored by Crandall University			
12:00-13.15	Lunch (EN 2004)			
13.15-14.15	Sponsored by Dalhousie University			
14:15-14.45	Keynote (EN 2006)			
	Welcome and awards (EN 2006)			
14:45-15:05	Coffee Break (RBC Atrium)			
	Sponsored by Acadia University			
PM2 (15:05-16.35)	Communications (Karen Grandy)	Strategy & International (Aldou Ouedraogo)	MIS 1 (Sergio Ribeiro)	Entrepreneurship 1 (Tasha Richard)
			Theme & Open 1 (Blair Winsor)	Gender & Diversity 2 (Katelynn Carter-Rogers)
				Gender & Diversity 1 (Shelley Price)
				Operations 2 (Samul Islam)
				Gender & Diversity 1 (Terrence Weatherbee)
Sunday, Sep 20				
	BN 1009	BN 1010	BN 2028	BN 4032
09:00-10:00	Breakfast (EN 2004)			
10:00-10:30	Sponsored by St. Mary's University			
	ASB Annual General Meeting (EN 2006)			
AM 3 10:30-12:00	Marketing 3 (Suzanne Rath)	Indigenous (Katelynn Carter-Rogers)	Entrepreneurship 2 (Tasha Richard)	Theme & Open 2 (Blair Winsor)
			MIS 2 (Sergio Ribeiro)	Gender & Diversity 3 (Egbert McGraw)
				Tourism (Maria Matthews)

Friday, September 18

14.15 – 15.45	
Session	Location
Book Launch 	CSF 1302
<i>A History of Knowledge and Production in Powered Prosthetic Arms</i> David Foord (Discussant Kristin Williams) <i>Navigating Systematic Barriers in Academia</i> Kristin Williams, Paulian Segarra, and Fernanda Filgueiras Sauerbronn (Discussant Nick Deal) <i>Starting Academia Differently</i> Nick Deal and Kristin Williams (Discussant Scott Grant)	
Workshop	CSF 1309 A
<i>How to use AI without upsetting professors, supervisors, or editors</i> by Mark Picco	
Workshop	CSF 1309 B
<i>Building Leader Sustainability and Wellbeing using the Spiritual Self Leadership Model</i> by Shelly Lyons	
15.30 – 15.45 Coffee Break	 
15.45 – 17.00	
Workshop	CSF 1302
15.45: McGraw Hill Presentation 16.00: Teaching for Impact: Case Teaching and Writing with Local Context by Ivey Publishing	
Workshop	CSF 1309 A
<i>Preparing students for complexity: Integrating systems thinking into business education</i> by Annika Voltan, Gillian Morissey and Alyssa King	
Panel	CSF 1309 B
<i>Beyond the CV: Exploring a rethink of success in early academic careers</i> by Nicholas Deal and Kristin Williams	
17.00 – 19.00 Welcome Reception	 

Saturday, September 19

08.40 – 10.10		
Session	Location	Session Chair
Marketing 1	BN 1009	Suzanne Rath
<i>Donate to Get Along: Persuading Messages for Private Information Donation</i> by Trang Mai-Mcmanus and Kelley Main <i>Volunteer Because I Care, Voluntold Because I Can: Care-Based and Capability-Based Pathways in Mandatory Prosocial Labour</i> by Trang Mai-Mcmanus and Kelley Main <i>From “Mine” to “One of Us”: Product Kinship Theory In Classic VW Van Culture</i> by Leslie Wardley and Trang Mai-Mcmanus <i>Meaningful By Association: Volunteer Experience Quality, Charitable Giving, and Engagement Among Atlantic Canada’s Formal Volunteers (2018–2023)</i> by Titobiloluwa Olutayo, Thanh Mai Linh Nguyen, Honeesha Jeeha, and Trang Mai-Mcmanus		
Finance 1	BN 1010	Arron Fraser
<i>Which Effect Prevails? The Case of Inflation and Credit Risk-Weighted Assets</i> by Alexandre Savoie-Comeau and Tania M. Morris <i>Governing Capital: Indigenous-Led Fiscal Institutions, Nationbuilding, and the Next Generation of Economic Sovereignty</i> by Tiffany McDougall-Brennan <i>L’Influence de la Simulation Boursière sur les Intentions Comportementales D’Investissement Boursier</i> by Ninzata Bakayoko and Tania M. Morris		
Accounting 1	BN 2028	Luke Phelps, Ryan Stack
<i>Understanding Fraud in the Non-Profit Health Sector: A Case Study of the IWK Expense Scandal</i> by Andrea Clarke, Ashton Clarke and Ryan Stack, Acadia <i>The View from the Edge: Legitimacy and Prestige in a Peripheral Accounting Field</i> by Bertrand Malsch and Ryan Stack, Acadia <i>Animating Accounting: The Use of Technology to Foster Student Engagement in Introductory Accounting</i> by Andrea Stapleton and Nader Wans		
Ethics & Social Issues 1	BN 3007	Stacey Taylor
<i>Mother Tree Businesses as Anchors of Scaling Sustainability</i> by Bruno Dyck and M.M. Shourkaei <i>Adding Lives to Years: Community Engagement and the Social Infrastructure of Active Aging in Rural Cape Breton</i> by Bishakha Mazumdar, Maya Giorbelidze and Kevin McKague <i>Co-Creating Sustainable Entanglements: A Posthumanist View on Environmental Sustainability</i> by Mojtaba M. Shourkaei and Bui Petersen <i>Transition to Sustainability Compliance – Exploratory Analysis of Turkish Firms</i> by Kaitlyn Mesics and Stacey Taylor		

<i>Management Education 1</i>	<i>BN 3009</i>	<i>Susan Graham</i>
<i>AI-Mediated Identity Formation in Management Education</i> by Normand Gendron and Nicholous M. Deal (MSVU) <i>Can Business Schools Practice What They Teach? Sustaining Higher Education: Case Study Tourism and Hospitality Programs in Canada and New Zealand</i> by Tracy Harkison and Maria Matthews <i>Academic Culture Shock in Business Education: An Exploratory Study of Student Adjustment in a Canadian Business School</i> by Golam M. M. Aurup		
<i>Operations Management 1</i>	<i>BN 4000</i>	<i>Iman Nosoohi</i>
<i>Sustainable Supplier Selection for Dental Hospitals: A Fuzzy Multi-Criteria Decision-Making Approach</i> by Fatemeh Hamta Safarian and Meysam Shaverdi <i>An Integrated Decision Framework for UAV-Assisted Urban Policing</i> by Ginger Y. Ke, Jiahong Zhao, Dongdan Zhang and Hui Fu <i>Improving Inventory Management in a Science Laboratory: The Case of Ethanol</i> by River Drefers, Josh Reimer and Iman Nosoohi		
<i>Human Resources/Industrial Relations</i>	<i>BN 4031</i>	<i>Erica Chiasson</i>
<i>Examining the Perceptions and Attitudes of Organizational Leaders About Remote Work: A Scoping Review and Model for Future Research</i> by Erica Chiasson and Wendy R. Carroll <i>Happy and Rural: Three Paths to Bliss Among Workers in Modest Jobs</i> by Gordon B. Cooke <i>Employment and Human Rights – An Empirical Analysis of Decisions Rendered by the Nova Scotia Board of Inquiry and a Typology of Legal Decision Terminology</i> by Stefan Litz, Haoze Chen and Hannah Roberts <i>From Gender Pay Transparency to Intersectionality Pay Transparency: Toward a Conceptual Model</i> by Denise Hinds, Heidi Weigand, Constance Elizabeth Bygrave and Wendy R. Carroll		
10.10 – 10.30 Coffee Break  Crandall University Graduate School of Management		
10.30 – 12.00		
<i>Marketing 2</i>	<i>BN 1009</i>	<i>Suzanne Rath</i>
<i>The Virtual Sales Handshake: Toward an Understanding of Trust Formation in the Digital B2B Selling Environment</i> by Joy Audu, Gregory Fleet and Peter Kerr <i>Advertising Involvement Among English-And French-Canadian Bilinguals: Neural, Affective, and Evaluative Perspectives</i> by Golam Aurup, Michel Laroche and Marie-Odile Richard <i>Chatbot-Mediated Service Recovery on Hospitality and Tourism: An S-O-R Study of Emotions and Consumer Responses</i> by Jean-Michel Latulippe		

<i>Finance 2</i>	<i>BN 1010</i>	<i>Arron Fraser</i>
<i>Understanding The Role of ESG Criteria in Firm Performance: Evidence from Canadian Companies</i> by William Veale and Vijay Kumar Vishwakarma <i>Credit Default Swaps and Corporate Social Responsibility</i> by Chunrong Wang, Thomas Walker and Harjeet S. Bhabra <i>Actual Use of The FHSA: Barriers to Participation for Eligible Households Seeking Home Ownership</i> by Zighbly Guy Fulgence Gbalou, Vicky Therrien and Tania M. Morris <i>The Stock Return Performance of Family-Owned Firms on the Toronto Stock Exchange: Some Evidence from the S&P 500/TSX Composite</i> by Richard Watuwa and Kaitlyn Mesics		
<i>Accounting 2</i>	<i>BN 2028</i>	<i>Luke Phelps, Ryan Stack</i>
<i>Fundamental Accounting Variables and Stock Returns on the Ghana Stock Exchange: Evidence from Two and a Half Decades of Market Maturation (2000–2025)</i> by Joseph Abekah and Afua Asante <i>Fraud in Film</i> by Jonathan Grenier, Luke Phelps, and Ryan Stack <i>How Artificial Intelligence and Analytics Reconfigure Accountability, A Governmentality Perspective</i> by Elham Zahraeisalehi and Davar Rezanian		
<i>Ethics & Social Issues 2</i>	<i>BN 3007</i>	<i>Stacey Taylor</i>
<i>Poverty Begets Poverty (La Pauvreté Engendre la Pauvreté)</i> by Egbert McGraw and Yves Robichaud <i>Rhetoric as a Vehicle of Delegitimation</i> by Wafa Ben Yedder <i>Rethinking CSR for Sustainable Value Creation: Why Does Managerial Time Orientation Matter?</i> by Mariem Chouchene		
<i>Management Education 2</i>	<i>BN 3009</i>	<i>Susan Graham</i>
<i>From Field Visits to Local Application: Designing Short-Term International Courses in Business Education</i> by Tina Saksida and Melissa James <i>From Augmentation to Concealment: Cognitive Delegation, Transparency, and Academic Integrity In Students' Generative-AI Use - Evidence Tourism and Hospitality Education</i> by Maria Matthews <i>Using Artificial Intelligence as an Interactive Learning Partner: Lessons from Dupont Analysis in Strategic Management</i> by Shripad Pendse		
<i>Operations Management 2</i>	<i>BN 4000</i>	<i>Samiul Islam</i>
<i>Capacity Analysis for Emergency Department Fast Track Care</i> by Adam Forward, Gizem Koca and Peter VanBerke <i>From Generative AI Integration to Human-AI Collaboration: Two Years of Learning and Assessment Redesign In Logistics Education</i> by Hao Yu Norway UiT <i>Machine Learning Supported Framework to Minimize Downstream Supply Disruptions</i> by Samiul Islam, Tasquia Mizan, and Golam M.M. Aurup		

Gender & Diversity 1	BN 4031	Shelley Price
Workshop: Is it Hot in Here?: Reconceptualizing Menopause in Academic Careers by Susan Graham and Wendy Carroll		
Business & Organizational History	BN 4032	Terrence Weatherbee
A Historiography of Sociotechnical Transitions in Electric Power by David Foord J. J. Macdonell: A Life in Drama - A Work-In-Progress by Brent White Archive: A Forthcoming Chapter of The Elgar Encyclopedia of Historical Organisation Studies (2026) by Sandi Stewart The Weight of Felt History: Historical Aesthetic Plausibility and the Experiential Mediation of Organizational Pasts by Terrance G. Weatherbee		
12.00 – 13.15 Lunch  DALHOUSIE UNIVERSITY FACULTY OF MANAGEMENT		
13.15 – 14.15 Keynote		
14.15 – 14.45 Welcome and Awards		
14.45 – 15.05 Coffee Break  ACADIA UNIVERSITY FRED C. MANNING SCHOOL OF BUSINESS		
15.05 – 16.35		
Communications	BN 1009	Karen Grandy
Cognitive Offloading in Leader and Managerial Communication: A Theoretical Framework by Binod Sundararajan Technology Podcast Interactions: Four Types of Media Interviews in one Conversation by Karen Grandy		
Strategy and International Business	BN 1010	Alidou Ouedraogo
Licence Sociale pour Opérer dans le Secteur Minier en Afrique De L'Ouest : Quelles Stratégies pour les Minières Canadiennes? by Alidou Ouedraogo and Gilles Marcoux Designing Policy for Born Regionals in Turbulent Times: The Helix Corridor Model by Jonathan Dredge		
Case Study Competition	BN 2028	Reuben Domike

<i>Management Information Systems 1</i>	<i>BN 3007</i>	<i>Sergio Ribeiro</i>
<i>Citizen Acceptance of AI in Municipal Decision-Making: The Influence of Decision Characteristics and Leadership Style</i> by Yuhan Tang Crandall and Sergio Silva Ribeiro <i>AI-Enabled Clearance Decisions for Data-Scarce Retail SMEs: Few-Shot Inventory Digitization and Markdown Optimization</i> by Ashish Deshmukh Crandall and David Iremadze <i>Identifying and Managing Requirements Debt In AI-Based Systems: A Systematic Literature Review</i> by Gisela M. Q. M. Archela, Sergio Silva Ribeiro and Ana C. V. de Melo <i>The Coast is Clear? Producer Purpose and the Expertise Ceiling in Coastal Image Analytics</i> by Trang Mai-McManus and Anh Tuan Dang		
<i>Theme and Open 1</i>	<i>BN 3009</i>	<i>Blair Winsor</i>
<i>From Community-Supported to Community-Led: Addressing Food Insecurity with a Greenhouse in Shelburne, Nova Scotia</i> by Annika Voltan <i>Developing a Concourse for Q Methodology: Ethical Perspectives on Artificial Intelligence in Management and Organizations</i> by Hélène Delerue, Sarra Dahmani, Mantiaba Coulibaly and Raissa Yerbanga <i>Conceptualizing a Framework of Transition Governance: On Understanding Trajectory and Managing Future Change</i> by Taylor Gray and David Foord		
<i>Entrepreneurship 1</i>	<i>BN 4000</i>	<i>Tasha Richard</i>
<i>From Climate Ambition to Green Ventures: Young Entrepreneurs' Career Intentions in Canada and the UAE</i> by Nada Rabie and Ayman Moustafa <i>Overcoming the Home Bias of Venture Capital Firms; Evidence from Newfoundland And Labrador</i> by Philip Piercey, Colin Mason, Jacqueline Bartlett and Blair Winsor		
<i>Gender & Diversity 2</i>	<i>BN 4031</i>	<i>Katelynn Carter-Rogers</i>
<i>Reading the Room: Exploring the Effects and Experiences of ADHD Disclosure on Career Possibility and Professional Identity</i> by Claire Bradley and Katelynn Carter-Rogers <i>Navigating the Diagnostic Shock: Working Parents of Neurodivergent Children</i> by Sohana Siddiqua and Alyson Byrne <i>Dreams Deferred: Lived Realities of Black Immigrants in Navigating Work and Inclusion in the Northwest Territories</i> by Henry Dimingu, Idowu Mary Mogaji and Abukari Kwame		
<i>Cases and Cases in Progress</i>	<i>BN 4032</i>	<i>Majid Eghbali-Zarch</i>
<i>Tidal Training Club: Buy the Building or Stay a Tenant?</i> by Patrick Mann and Edith Callaghan <i>Exstream Multimedia Inc.: An Integrated Audit Planning Case on Risk, Governance, and the Thoughtful Use of Artificial Intelligence</i> by Ryan Stack and Michael Kennedy		

Sunday, September 20

09.00 – 10.00 Breakfast  Sobey School of Business Saint Mary's University		
10.00 – 10.30 ASB Annual General Meeting		
10.30 – 12.00		
Session	Location	Session Chair
<i>Marketing 3</i>	<i>BN 1009</i>	<i>Suzanne Rath</i>
<i>Mark(Eting) Your Calendar: Toward A Historical Theory of Temporal Performativity by Terrance Weatherbee and Donna Sears</i> <i>Christmas in October and Halloween in August? How Time Styles Affect Consumers' Reactions to Holiday Creep by Suzanne Rath</i>		
<i>Indigenous Business, Economics, and Reconciliation</i>	<i>BN 1010</i>	<i>Katelynn Carter-Rogers</i>
<i>Biographical Methods in Research with Marginalized Groups: Potentials, Practices, and Challenges by Helen Cordeiro Marquezini) and Katelynn Carter-Rogers</i> <i>Young Indigenous Women Entrepreneurs: An Emerging Source of Economic Development in Atlantic Canada by Mary Oxner</i>		
<i>Entrepreneurship 2</i>	<i>BN 2028</i>	<i>Tasha Richard</i>
<i>Entrpreneurialism, Freedom, and Utopia: A Palimpsest Approach at Grand Falls, Newfoundland by Ryan MacNeil</i> <i>Future-Proofing SMEs in the Age of Compound Shocks: Rethinking BR+E Programs by Nada Rabie and Ayman Moustafa</i>		
<i>Management Information Systems 2</i>	<i>BN 3007</i>	<i>Sergio Ribeiro</i>
<i>Can Healthcare Chatbots Replace Human Interaction? Naturalness, Adoption, and Privacy in Canadian Healthcare by Feyishina Esther Ojomo and Jennifer Jewer</i> <i>Applicant-Side AI Agents and the Redistribution of Agency in Algorithmic Labor Markets: A Design Science Study of Job Search Automation and CSR in Recruitment by Aparajit Sridharan</i>		
<i>Management Education 3</i>	<i>BN 3009</i>	<i>Susan Graham</i>
<i>Tactical Personal Finance and Moving Away from Taboo: Exploring Factors that Enhance Personal Financial Well-Being by J. Scott Grant</i> <i>Challenges and Resources in International Student Adaptation: Evidence from International Students at a Nova Scotia University by Golam M.M. Aurup, Samiul Islam and Tasquia Mizan</i>		

Theme & Open 2	BN 4000	Blair Winsor
<i>Ethical Capital and Cybersecurity Behaviour in Large Language Model-Enabled Environments: Some Empirical Findings</i> by Adebimpe Ayeni Dalhousie and Binod Sundararajan <i>Measuring Purpose: The Institutionalization of ESG</i> by Taylor Gray, David Foord, Thomas Cooper, Ryan Stack, and Neal Willcott <i>Project Future Closure: Circuits of Power in the Muskrat Falls Megaproject</i> by Mohammad H. Dinpajoo and Davar Rezaia		
Gender & Diversity 3	BN 4031	Egbert McGraw
<i>Workplace Identity Disclosure and Wellbeing Across Occupations: Evidence from Canada</i> by Daniel Keays and Maryam Dilmaghani <i>Identity Disclosure and Employability: 2SLGBTQIA+ Newcomers' Experiences During the Job Application Process In Newfoundland And Labrador</i> by Mher Mardoyan <i>Is It Hot In Here?: Reconceptualizing Menopause in Academic Careers</i> by Susan Graham and Wendy Carroll <i>Understanding Entrepreneurial Barriers Through the Push-Pull Framework: Evidence from Canada and the United States</i> by Yves Robichaud and Egbert McGraw		
Tourism & Hospitality	BN 4032	Maria Matthews
<i>Sustainability and a Green Airport in Westmorland Parish Jamaica</i> by Brent McKenzie <i>Indigenous Tourism in Transition: Opportunities, Tensions and New Directions</i> by Eleanor Anderson		

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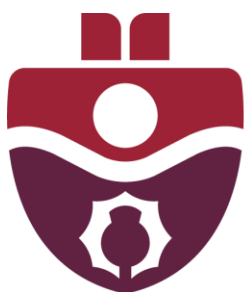
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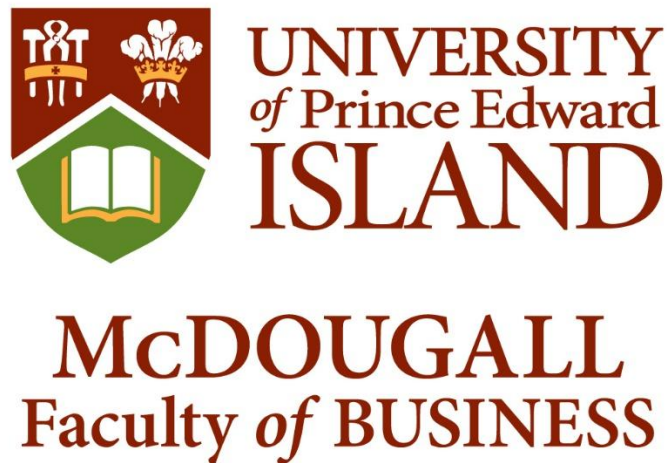
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