



Atlantic Schools of Business 2025 Conference
September 26-28, 2025

"Beyond the Calls: Strategic Action for Inclusive Futures"

Hosted by the Gerald Schwartz School of Business
at St. Francis Xavier University
Antigonish, Nova Scotia



StFX
UNIVERSITY

GERALD SCHWARTZ
SCHOOL OF BUSINESS

ASB 2025: Executive Director Welcome

Welcome to the 2025 Atlantic Schools of Business Conference, hosted by the Gerald Schwartz School of Business at St Francis Xavier University. With over 120 registrants, and a packed conference schedule, the 26th to 28th of September weekend promises to be exciting, thought provoking and energizing.

The Atlantic Schools of Business community has a long tradition of being developmental and supportive. There is a longstanding collective belief that what sustains our community is the quality of engagement we experience at these conferences. Each year, participants come to Atlantic Schools of Business Conference and make it a welcoming space. It's an ethos that we enact, collectively. And in doing so, we support one another in building new relationships and developing existing ones. For me, that is the richness of the Atlantic Schools of Business Conference. It is one of many reasons I look forward to the conference at St Francis Xavier University.

On behalf of the ASB community, I extend a tremendous thanks to Katelynn Carter-Rogers and Mary Oxner, the co-chair of the 2025 Atlantic Schools of Business conference. There is much passion and enthusiasm that informs the conference theme, "Beyond the Calls: Strategic Action for Inclusive Futures." It is certain to surface rigorous conversations around how we, as academics, can mobilize our emancipatory agendas such that a positive impact is felt in the day-to-day lives of people. And this is especially the case for those persons who, historically, have been marginalized. The conference theme, for me, pushed me to consider that it is time to move beyond talking and writing about social, organizational, and economic inequities and injustices. Action is needed to build inclusive futures. In reading the Atlantic Schools of Business 2025 conference schedule, I am confident that in attending the sessions, we will learn about the types of actions needed, as well as best practices to engage in them.

As the executive director of Atlantic Schools of Business conference, I also want to thank Donna Sears who took over as acting executive director from June to September 2025. Not only did she secure sponsorship for the conference in a challenging financial climate, but she also supported Katelynn and Mary, the conference co-chairs, as they developed the conference.

Here is to a fantastic weekend,



Executive Director
Atlantic Schools of Business

ASB 2025: Conference Co-Chairs' Welcome

Welcome to the Atlantic Schools of Business Conference hosted by the Gerald Schwartz School of Business at St. Francis Xavier University from September 26 to September 28, 2025.

The theme of this year's Conference is "Beyond the Calls: Strategic Action for Inclusive Futures". The theme reflects our current context in which creating opportunities for inclusivity is an obligation we all share. Although the language Calls to Action might suggest the Calls to Action identified in the Truth and Reconciliation Commission (TRC) Report, our collective calls to action are much broader in scope. As a developmental conference, ASB's legacy of collegiality, innovation, and groundbreaking thought allows researchers in our region to explore inclusivity in that broader context.

This conference is more than a gathering of amazing academics; it is a showcase of the innovative teaching and research produced in Atlantic Canada. Our Atlantic region features academics who push boundaries, explore new ideas and advance knowledge to have a lasting impact in our regional and global communities.

This year's conference has many highlights that we hope you will enjoy. Connected to this year's Conference, we welcome Indigenous Scholars and community leaders from across Canada who will convene a roundtable discussion on campus on the Friday of the Conference. Also on Friday, an all-conference workshop will feature two established and well recognized editors, Dr. Roy Suddaby and Dr. Bill Foster, who will share their advice and insights on publishing in today's academic environment. On Friday evening, join us for the movie premiere of *Nechako: It Will be a Big River Again* with Director Lyana Patrick in attendance and sponsored by the National Film Board. On Saturday, Addy Stickland, a live illustrator, will be illustrating the conference as it occurs, Ivey Publishing is delivering a case publishing workshop, and our luncheon guest speaker is François Bastien, Associate Professor, Associate Dean, Indigenous, Academic Director, MBA in Advancing Reconciliation at the University of Victoria, who will speak about inclusivity from his own lived experience. Sunday offers the ASB Annual General Meeting (AGM), interesting workshops, and two self-serve bars – oatmeal at breakfast and popcorn for the morning nutrition break. Be sure to enjoy our lovely campus, town and county by visiting some local businesses and establishments for which we have included a few examples at the end of this program.


The planning and delivery of a conference requires the support of many people for whom thank you's are necessary. Thanks is extended to track chairs who facilitated the review process, the many reviewers who thoughtfully provided constructive comments to authors, the authors who submitted their work to share with others, the ASB Executive Committee who provided oversight on Conference program planning, the sponsors who allow the ASB Conference to be affordable for attendees, the STFX ASB planning committee who provided logistics oversight and suggestions, and the trio of Donna Sears, Nick Deal and Gabi Durepos who shared their experience and expertise with us on an ongoing basis.

Welcome to the ASB Conference 2025 at St. Francis Xavier University where we will build on the rich tradition of ASB and showcase the incredible talent and potential we have within our Atlantic region. We look forward to seeing everyone in Antigonish!

Sincerely,



Katelynn Carter-Rogers
ASB 2025 Conference Co-Chair



Mary Oxner
ASB 2025 Conference Co-Chair

ASB 2025: Conference Chairs and Locations

| Year | Conference Chair(s) | Host |
|------|---|---|
| 2025 | Katelynn Carter-Rogers & Mary Oxner | Gerald Schwartz School of Business, St. Francis Xavier University |
| 2024 | Wendy Carroll & Gabrielle Durepos | Sobey School of Business, Saint Mary's University |
| 2023 | Ellen Shaffner & Gabrielle Durepos | Mount Saint Vincent University |
| 2022 | Donna Sears & Terrance Weatherbee | F. C. Manning School of Business, Acadia University |
| 2021 | Gary Evans | University of Prince Edward Island |
| 2020 | Suspended due to COVID-19 | |
| 2019 | Mary Beth Doucette & Mary Jane Morrison | Cape Breton University |
| 2018 | Alidou Ouedraogo | Université de Moncton |
| 2017 | Donna Sears | F. C. Manning School of Business, Acadia University |
| 2016 | Albert J. Mills & Jean Helms Mills | Saint Mary's University |
| 2015 | Basu Sharma | University of New Brunswick, Fredericton |
| 2014 | William C. Murray & Anthony Yue | Mount Saint Vincent University |
| 2013 | Gabrielle Durepos & Monica Diochon | St. Francis Xavier University |
| 2012 | John Rumsey | Dalhousie University |
| 2011 | Wendy Carroll | University of Prince Edward Island |
| 2010 | Jean Helms Mills | Saint Mary's University |
| 2009 | Gerard Fillion | Université de Moncton |
| 2008 | Lawrence Bauer | Memorial University |
| 2007 | Ian Hutchinson | F. C. Manning School of Business, Acadia University |
| 2006 | Peter Sianchuk | Mount Allison University |
| 2005 | Basu Sharma | University of New Brunswick, held in Halifax |
| 2004 | Ann MacGillivray | 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 |

ASB 2025: Conference Schedule

Friday, September 26, 2025

| | |
|-------------|--|
| 1:00-6:00pm | Registration, SCHW Entrance |
| 9:00-5:00pm | Indigenous Scholars Roundtable Discussions, SCHW 285 |
| 2:00-3:00pm | ASB Executive Committee Meeting, SCHW 454 |
| 2:30-3:00pm | Nutrition Break - SCWH 2nd Floor Alcoves |
| 3:00-5:00pm | All Conference Workshop - Meet the Editors with Bill Foster and Roy Suddaby, |
| 1:00-6:00pm | Opening of Indigenous Art Exhibit in MacNeil Gallery, SCHW 210 |
| 5:00-6:30pm | Welcome Reception, 2nd Floor SCHW (Remarks at 5:30pm) |
| 6:30-8:30pm | Premiere: <i>Nechako: It Will Be a Big River Again</i> (2055) with Lyana Patrick, SCHW 205 |

Saturday, September 27, 2025

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|---------------|--|----------------------|-----------------------|-----------------------|--------------------------|-----------------------|
| 8:00am-4:00pm | Registration, SCHW Entrance | | | | | |
| 8:00-9:00am | Breakfast, McKenna Centre | | | | | |
| 9:00-10:30am | Accounting SCHW 205 | Strategy SCHW 215 | Case SCHW 290 | Ethics SCHW 289 | Entrepreneur SCHW 152 | Education SCHW 156 |
| 10:30-11:00am | Nutrition Break - SCWH 2nd Floor Alcoves | | | | | |
| 11:00-12:30pm | Case Comp SCHW 205 | History SCHW 215 | Marketing SCHW 290 | Diversity SCHW 289 | Indigenous SCHW 152 | OB/IR/HR SCHW 156 |
| 10:30-4:00pm | Atlantic Schools of Business Deans' Meeting, SCHW 285 | | | | | |
| 12:30-2:00pm | Luncheon with Guest Speaker, Francois Bastien, McKenna Centre | | | | | |
| 2:00-3:00pm | Luncheon for Case Competition Students, SCHW 330 | | | | | |
| 2:00-3:30pm | Case Comp SCHW 205 | History SCHW 215 | Open SCHW 290 | Marketing SCHW 289 | Indigenous SCHW 152 | Ethics SCHW 156 |
| 3:30-4:00pm | Nutrition Break - SCWH 2nd Floor Alcoves | | | | | |
| 4:00-5:30pm | Case SCHW 205 | Book SCHW 215 | Education SCHW 290 | Finance SCHW 289 | OB/IR/HR SCHW 152 | Diversity SCHW 156 |
| 6:30-8:30pm | Awards Banquet, McKenna Centre (4th Floor SCHW) (Dinner at 7:00pm) | | | | | |

Sunday, September 28, 2025

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| 8:00-10:00am | Registration, SCHW Entrance | | | | | |
| 8:00-9:00am | Breakfast, McKenna Centre | | | | | |
| 8:30-9:00am | ASB Annual General Meeting, SCHW 205 | | | | | |
| 9:00-10:30am | Indigenous SCHW 205 | Open SCHW 215 | Accounting SCHW 290 | History SCHW 289 | Information SCHW 152 | Open SCHW 156 |
| 10:30-11:00am | Nutrition Break - SCWH 2nd Floor Alcoves | | | | | |
| 11:00-12:30pm | Marketing SCHW 205 | Education SCHW 215 | Tourism SCHW 290 | Open SCHW 289 | Case SCHW 152 | Finance SCHW 156 |

Legend:

Book - Book Launch

History - Business & Organization History

Case - Cases & Cases in Progress

Ethics - Ethics and Social Issues

Indigenous - Indigenous Business, Economics and Reconciliation

OB/IR/HR - Organizational Behaviour, Industrial Relations and Human Resources

Diversity - Gender and Diversity

Information - Management & Information Systems

Education - Management Education

Tourism - Tourism & Hospitality

Saturday, September 27, 2025, 9:00-10:30am

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| Track: Accounting Location: SCHW 205 Chair: Luke Phelps and Ryan Stack Saturday, September 27, 2025, 9:00-10:30am | |
| Does the Market React to Greenwashing? The Impact of Alignment Between ESG Disclosure and ESG Performance on Capital Markets | Kevin Gauch - Technical University of Darmstadt, Kevin McMeeking - Brunel University, Carol Pomare - Mt A |
| Automation, Trust, and Compliance: How AI Tax Tools Could Reshape Filing Behaviors in Young Canadians | Christopher Camerson (Student) - STFX, Rhonda McIver (PhD Student) - STFX |
| The St. James Street Rules: Do We Really Need an Auditor General? | Brent White - Mt A |

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| Track: Strategy Location: SCHW 215 Chair: Mark Fuller and Alidou Ouedraogo Saturday, September 27, 2025, 9:00-10:30am | |
| Strategizing in a Dynamic Public Sector Environment: A Strategy-as-Practice Examination of a Canadian Economic Development Agency | Ryan Friars - Mt A, Mohammad Naghavi, Mt A, Moe Hashemi - Mt A |
| L'intelligence artificielle et la régulation interne des entreprises: Une comparaison Canada-France | Gilles Marcoux - U de M, Alidou Ouedraogo - U de M |
| Surviving the Incursion of Multinationals: Strategic Responses of SMEs in an Emerging Economy | Arron M. Fraser - MSVU |
| Orpaillage illégal et gestion durable des ressources minières en afrique de l'ouest : une analyse basée sur la théorie de la gouvernance des biens communs | Alidou Ouedraogo - U de M, Gilles Marcoux - U de M |


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| Track: Cases and Cases in Process Location: SCHW 290 Chair: Daniel Doiron Saturday, September 27, 2025, 9:00-10:30am | |
| Moncton City Council and the Menorah Decision | Robert MacDonald - Crandall, Amy Lean MacArthur - Crandall, Ben Wilson - Crandall |
| Sun Day Red | Gordon Fullerton - SMU |
| Fredericton Christian Academy | Robert MacDonald - Crandall, Deney Taylor - Crandall, Stephanie MacDonald - Crandall |

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| Track: Ethics & Social Issues Location: SCHW 289 Chair: Brad Long Saturday, September 27, 2025, 9:00-10:30am | |
| Who Gets Left Behind? Climate Responsibility and the Uneven Ethics of Emergency Response | Kate Kish - CBU, Mary Beth Doucette - CBU |
| Not Left Behind for Sure: Towards Sustainable Holistic Inclusion of the Marginalized Through Work Integrated Social Enterprises (WISE) | Priti Thapa (Student) - MUN |
| Ethical Capital and Large Language Model (LLM) Use: Exploring Cybersecurity Behaviour in Organizations | Adebimpe Ayeni (PhD Student) - DAL, Binod Sundararajan - DAL |

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| Track: Entrepreneurship Location: SCHW 152 Chair: Mary Oxner Saturday, September 27, 2025, 9:00-10:30am | |
| Sustainable Food Entrepreneurship in Canada: Circular Innovation and Inclusive Growth in the Culinary Entrepreneurship Ecosystem | Nada Rabie - UNB and Khalifa University |
| Development of a Regional Venture Capital Firm in Prince Edward Island | Reuben Domike - UPEI, Katie Arsenault - Island Capital Partners |
| Returnee Entrepreneurship: Navigating Returnee Liabilities for Forced and Voluntary Returnees in Ethiopia | Toli Amare (PhD Student) - McMaster |
| Digital Voices of Canadian Female Entrepreneurs: A Natural Language Processing Analysis of LinkedIn Posts through the Lens of Entrepreneurship Ecosystem Model | Maya Giorbelidze - CBU, Enayat Rajabi - CBU, Feng Wang (Student) - CBU |

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| Track: Management Education Location: SCHW 156 Chair: Susan Graham Saturday, September 27, 2025, 9:00-10:30am | |
| Higher Education and Political Pressure: Historical Parallels Between the Cold War, Trumpism, and Houstonian Nova Scotia | Terrence Weatherbee - Acadia, Donna Sears - Acadia |
| Committee to Death: A Dystopian Chronicle of Academic Service Work | Nicholous M Deal, MSVU, Maria Matthews - MSVU |
| Late Bloomers in the Academic Arena: Reflections on Navigating Motherhood, PhD Studies and Early Career Academic - A Tenure Trek Like No Other! | Helle C. Haven Petersen - MSVU, Maria Matthews - MSVU |

Saturday, September 27, 2025, 11:00-12:30pm

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| Track: Student Case Competition - Presentations Location: SCHW 205 Chair: Rueben Domike Saturday, September 27, 2025, 11:00-12:30PM | |
| Teams from Atlantic Canadian Universities compete showcasing their case analysis and presentation skills to a group of industry professional judges | Sponsored by  |

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| Track: Business & Organization History Location: SCHW 215 Chair: Terrance Weatherbee Saturday, September 27, 2025, 11:00-12:30PM | |
| Does Governance Matter in Dealing with Global Shocks in a "New" Industry? A Natural Experiment Among India's IT Outsourcing and Consulting Firms | Matthias Kipping - York University, Keshav Krishnamurty - Acadia |
| From Telegraphs to Telephones: Tracing the Socio-Technical Transition in Canadian Telecommunications From 1846-1980 | David Foord - Acadia, Daniel Rosenbloom - Carleton, Cameron Roberts - Carleton |
| Living Ontological Politics at the Nova Scotia Museum of Industry' | Gabrielle Durepos - MSVU |

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| Track: Marketing Location: SCHW 290 Chair: Suzanne Rath Saturday, September 27, 2025, 11:00-12:30PM | |
| Marketing the Body Intimate: Taboo, Stigma, Discourse, and the Dimensionality of Embarrassing Products | Terrance Weatherbee - Acadia, Donna Sears - Acadia |
| Consumer Impression of Media Production | Mikaela O'Regan - DAL, Mohammed El Hazzouri - Dal, Justin F. McManus - DAL |
| A Meta-Analytical Assessment of the Big Five Personality Traits and Technology Acceptance | Omar H. Fares - UNB, Jenna Jacobson - Toronto Metropolitan University |
| Cross Cultural Study on Environmental Knowledge, Attitudes, and Behaviour of International and Local Resident Students in Canada | Golam M.M Aurup - CBU |

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| Track: Gender and Diversity Location: SCHW 289 Chair: Chiedza Chigumba Saturday, September 27, 2025, 11:00-12:30PM | |
| Empowering Women and Girls | Kristin S. Williams - Acadia, Nina Winham - Langara College |
| A Feminist Critical Discourse Analysis of Personal Finance: A Historical Examination of Popular Press. | J. Scott Grant (PhD Student) - SMU |
| Toward Climate Change Resiliency for Women in the Informal Economy | Brad Long - STFX, Yogesh Ghore - STFX, Sydney Anthony (Student) - STFX, Emma Jewkes (Student) - STFX |

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| Track: Indigenous Business, Economics & Reconciliation Location: SCHW 152 Chair: Mary Beth Doucette Saturday, September 27, 2025, 11:00-12:30PM | |
| Whose Knowledge Counts?: Reconciling How Indigenous Knowledge is Valued in the Western World | Crystal Dorey (PhD Student) - MSVU |
| A Review of Indigenous Women's Experiences in Business Education | Braelyn Spencer (Student) - STFX, Katelynn Carter-Rogers - STFX |
| Strength through Supportive Ecosystems: Uncovering Indigenous Business Success Factors | Ruben Burga - University of Guelph, Tasha Brooks - Royal Roads University |

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| Track: Organizational Behaviour/Industrial Relations/Human Resources Location: SCHW 156 Chair: Diljot Soin Saturday, September 27, 2025, 11:00-12:30pm | |
| Effect of Employer Branding Orientation on Talent Development Approaches and Recruitment and Retention of Employees | Iryna Kalynychenko - UPEI, James Chowhan - York, Gordon Cooke - MUN, Sara Mann - UGuelph |
| Employment Support for Immigrants with Disabilities in Nova Scotia: An Exploratory Study | Firat K. Sayin - SMU, Tammy Bernasky - CBU, Daniel Keays (PhD Student) - SMU |
| Rehabilitated but Rejected: The Labour Market Cost of a Criminal Record | Katherine Wilson (Student) - STFX, Katelynn Carter-Rogers - STFX, Courtney McKay (PhD Student) - SMU |

ASB 2025: Saturday, September 27, 2025 2:00-3:30pm

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| Track: Student Case Competition - Presentations Location: SCHW 205 Chair: Rueben Domike Saturday, September 27, 2025, 2:00-3:30pm | |
| Teams from Atlantic Canadian Universities compete showcasing their case analysis and presentation skills to a group of industry professional judges | Sponsored by  |

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| Track: Business and Organization History Location: SCHW 215 Chair: Terrence Weatherbee Saturday, September 27, 2025, 2:00-3:30pm | |
| Reflexive Histories: Tracing the Halifax School, the Historic Turn, and the Legacy of Management and Organizational History | Nicholous M. Deal - MSVU, Albert J. Mills - SMU, Jean Helms Mills - SMU |
| Playing the Market: Monopoly, History, and the Rhetorics of Play | Terrence Weatherbee - Acadia, Donna Sears - Acadia |
| Futures Discussion: Emergence of New Forms of Organization and the Implications for Business Historiography | Terrence Weatherbee - Acadia |


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| Track: Open Location: SCHW 290 Chair: Melanie McCaig Saturday, September 27, 2025, 2:00-3:30pm | |
| Exploring Inclusivity for Youth at Work | Kristin Williams - Acadia, Becca Mian - Acadia |
| Validating ICD-10 Algorithms for Identifying Patient Safety Indicators | Guosong Wu - CBU, Jie Pan - University of Calgary, Danielle A. Southern - University of Calgary, Cheliger Cheliger - Alberta Health Services, Yuan Xu - University of Calgary, Cathy A. Eastwood - University of Calgary, Hude Quan - University of Calgary |
| Public Funding on Canadian Charities: A Study Examining Pro-Life and Pro-Choice Groups | Alan Chan - Crandall, Donald Moore - Crandall, David Murrell - UNB |

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| Track: Marketing and Communications Location: SCHW 289 Chair: Suzanne Rath Saturday, September 27, 2025, 2:00-3:30pm | |
| Passive Observers and Their Effects on Engagement in Live-Streaming Platforms: A literature Review | Hadi Eslami - SMU, Rebbeca Hill - SMU |
| Tim Hortons, Technology, and The Death of Authenticity | Donna Sears - Acadia, Terrence Weatherbee - Acadia |
| Corporate Communications Strategy During Collective Bargaining - An AI Based Assessment | Adebimpe Ayeni - DAL, Binod Sundararajan - DAL |
| Why Do Some People's Consumer Preferences Matter More than Others? | Justin F. McManus - Dal, Alexandria L. West - Dal, Sergio W. Carvalho - Dal, Gavan J. Fitzsimons - Duke |

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| Track: Indigenous Business, Economics and Reconciliation Location: SCHW 152 Chair: Mary Beth Doucette Saturday, September 27, 2025, 2:00-3:30pm | |
| Indigenous Financial Sovereignty in Canada: A Scoping Review of Gaps, Barriers, and the Promise of Development Finance | Tiffany McDougall-Sack (EDBA Student) - SMU |
| Merit on Our Own Terms: Mi'kmaq Women Navigating and Transforming Colonial Workplaces | Cassidy Khattar (Student) - STFX, Katelynn Carter-Rogers - STFX |
| Indigenous Institutional Entrepreneurship: Making Space in Business Schools | Mick Elliott-Keewatin (PhD Student) - University of Calgary |
| Learning to Unlearn: A Faculty Intervention for Reconciliation in Business Schools | Rachel McGeer (Student) - SMU, Andrea Cea Alvarado (Student) - STFX, Katelynn Carter-Rogers - STFX |

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| Track: Ethics and Social Issues Location: SCHW 156 Chair: Brad Long Saturday, September 27, 2025, 2:00-3:30pm | |
| Effective Evaluation or Ineffective Assent? How SDG Stamping Undermines Effective Evaluation of Environmental CSR Efforts and Board Diversity in the Mining industry | Courtney McKay (PhD Student) - SMU, Steven Smith - SMU, Vurain Tabvuma - SMU Katelynn Carter-Rogers - STFX |
| The Role of Sensemaking in the Adoption of On-Farm Environmental Sustainability Farming Practices | Anne Grant Bennett - DAL, Christopher Hartt - DAL |

ASB 2025: Saturday, September 27, 2025 4:00-5:30pm

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| Track: Case Publishing Workshop Location: SCHW 205 Chair: Daniel Doiron Saturday, September 27, 2025, 4:00-5:30pm | |
| This interactive workshop introduces the essentials of effective case writing. Participants will explore what makes a great case, including clarity of purpose, decision focus, and classroom relevance. The session will review different types of cases and their applications, followed by a practical overview of a standard case outline. Special attention will be given to the opening paragraph, the most critical element in engaging readers and setting up the decision problem. Through a guided checklist and hands-on exercise, participants will practice crafting compelling openings that draw students in and establish context. By the end of the workshop, attendees will leave with practical tools and strategies to strengthen their own case writing. | Sponsored by Ivey Publishing  <hr/> Presenter: Violetta Gallagher |

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| Track: Book Launch Location: SCHW 215 Chair: Gabrielle Durepos Saturday, September 27, 2025, 4:00-5:30pm | |
| Elgar Encyclopedia on Gender in Management | Jean Helms Mills - SMU, Albert Mills - SMU, Kristin S Williams - Acadia, Regine Bendl - Vienna University of Economics and Business |
| Management Education in Canada: Historical Reflections | Kristin S Williams - Acadia, Albert Mills - SMU., Heidi Weigand - Dal |
| Archival Research in Historical Organisation Studies: Theorising silences | Gabrielle Durepos - MSVU, Amy Thurlow - MSVU |

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| Track: Management Education Location: SCHW 290 Chair: Susan Graham Saturday, September 27, 2025, 4:00-5:30pm | |
| Experimenting with AI-Generated Feedback in a Marketing Cases Course: Early Insights from a Classroom Pilot | Susan C. Graham - UPEI, Reuben Domike - UPEI |
| Should or Should Not? The Professoriate and Use of AI | Terrence Weatherbee - Acadia, Donna Sears - Acadia |
| Are the Government's Vocational Training Programs Contributing to Economic and Social Development? Perspectives from Former Students | Abede Mack - STFX |
| Enhancement and outcome Evaluation of Career Development Education Intervention for Student Success | Tanya Bilsbury (PhD Student) - SMU, Steven Smith - SMU |

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| Track: Finance Location: SCHW 289 Chair: Arron Fraser and Mohammad Siddiquee Saturday, September 27, 2025, 4:00-5:30pm | |
| The Management of Outreach and Poverty Reduction in Microfinance Institutions in South Asia | Lutfun Nahar - Istanbul University |
| Effect of Foreign Direct Investment, Foreign Direct Assistance, and Remittances on Economic Growth in Ghana | Afua Asante - UNB, Joseph Abekah - UNB, Dinesh Gajurel - UNB |
| Rethinking Investment Risk | Mohammad Siddiquee - MSVU |

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| Track: Organizational Behaviour/Industrial Relations/Human Resources Location: SCHW 152 Chair: Diljot Soin Saturday, September 27, 2025, 4:00-5:30pm | |
| Hybrid Work and Employee Self-Determination: An Exploration of Psychological Need Satisfaction and Frustration among Atlantic Canadian Healthcare Workers | Hannah E. Bertrand (Student) - UPEI, Laura V. Young (Student) - UPEI, Scott Cassidy - UPEI |
| The Impact of Emotional Intelligence and Stress Management on Leaders' Capabilities and Success | Osedebame Ehi-Omoike (Student) - DAL, Binod Sundararajan - DAL |
| AI & HR: Professional and Ethical Stance | Diljot Kaur Soin - U Canada West |

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| Track: Gender & Diversity Location: SCHW 156 Chair: Chiedza Chigumba Saturday, September 27, 2025, 4:00-5:30pm | |
| Institutional Forces and Disability: How External Pressures Shape Workplace Accommodation within Organizations | Daniel Keys (PhD Student) - SMU |
| L'Impact du Genre de L'Entrepreneur et de Son Emplacement Géographique sur les Déterminants de la Performance | Yves Robichaud - Université Laurentienne, Egbert McGraw - U de Moncton |
| TMI? Exploring the Experiences and Implications of ADHD Disclosure in the Workplace | Claire Bradley (Student) - STFX, Katelynn Carter-Rogers - STFX |

ASB 2025: Sunday, September 28, 2025 9:00-10:30am

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|---|---|
| Track: Indigenous Business, Economics & Reconciliation Location: SCHW 205 Chair: Mary Beth Doucette Sunday, September 28, 2025, 9:00-10:30am | |
| Symposium: Discission of How to Restore a River: Reconciling with Industry in a Time of Environmental and Political Crisis. This symposium discusses the film "Nechako: It Will be a Big River Again." The director and writer of "Nechako" will discuss the making of the film over five years, how industrial activities over the last 70 years impacted the lands and waters of First Nations in the north interior of British Columbia, and how they have sought to restore a key waterway in their territories. Key to this story is the resilience and determination of the nations to pursue stewardship over their lands and waters and engage with industry in spite of devastation and harm | Panelists: Lyana Patrick - Simon Fraser University, Mary Beth Doucette - CBU |

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|---|---|
| Track: Open Location: SCHW 215 Chair: Mary Oxner Sunday, September 28, 2025, 9:00-10:30am | |
| Workshop: Getting Started with Meta-Anaysis in Management Research | Facilitator: Omar H. Fares - UNB |

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| Track: Accounting Location: SCHW 290 Chair: Luke Phelps and Ryan Stack Sunday, September 28, 2025, 9:00-10:30am | |
| Balancing the Books and Building Careers: Perceptions of the CPA Profession | Jennifer Alex (PhD Student) - STFX, Jane Fraser (PhD Student) - STFX |
| Indigenous Youth and Financial Literacy: Challenges and Strategies | Claire Shea (Student) - STFX |
| Top-Level Trials: Women's Challenges at the Top In Public Accounting Firms | Rhonda McIver (PhD Student) - STFX, Jennifer Alex (PhD Student) - STFX |
| Too Smart to be Scammed? The Impact of Overconfidence in Financial and Digital Literacy on Phishing Scam Detection. | Ace MacDonald (Student) - STFX, Katelynn Carter-Rogers, STFX |

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| Track: Business and Organization History Location: SCHW 289 Chair: Terrence Weatherbee Sunday, September 28, 2025, 9:00-10:30am | |
| Workshop Panel: Critical Biography | Panelists |
| In advance of the 2026 publication of the Critical Biography Issue of the Journal of Management History, we have assembled a panel to preview the purpose and contents of this issue. We believe that management history is brought to life by studies of thinkers, practitioners, and workers on all levels of organizations. These studies illuminate the values, roles, identities, context, and contributions of individuals and reveal their guiding assumptions about hierarchy and collaboration. These biographies assembled constitute competing narratives of elite formation and humanist, participatory experimentation. | Nicholous M. Deal - MSVU, David Jacobs University of Southern California, Keshav Krisnamurty - Acadia, Kristin Williams - Acadia |

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|---|---|
| Track: Management & Information Systems Location: SCHW 152 Chair: Enayat Rajabi Sunday, September 28, 2025, 9:00-10:30am | |
| Workshop: International Workshop on Digital Transformation, Management Innovation & Sustainability | Panelists: Sergio Ribeiro - Crandall, Halima Suleiman - Crandall, Ruhhi Midha - Crandall, Sumana Podder - Crandall, Thiago Spiri-Ferreira - State University of Londrina, Rodrigo Lobo - Montana State Billings University |
| The workshop brings together diverse research on smart and sustainable cities, ranging from integrated urban foundation models to robotics for waste management. Case studies include assessments of Moncton, Fredericton, Halifax, and Brazilian capitals through various global sustainability frameworks. Broader discussions also address ESG and total cost of ownership (TCO) in sustainable supply chains, highlighting the interconnectedness of technology, governance, and community development. | |

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| Track: Open Location: SCHW 156 Chair: Melanie McCaig Sunday, September 28, 2025, 9:00-10:30am | |
| Disconnected Fields: Understanding the Barriers to IoT Adoption Among Canadian Horticulture Farmers | Mackenzie Frank (Student) - STFX, Melanie McCaig - STFX |
| Farmers, Teach and Wellness Navigating a Digital Era | Samantha Benoit (Student) - STFX, Melanie McCaig - STFX |
| Research as Leisure: Critical Autoethnographic Reflections on Wine Tourism | Donna Sears - Acadia, Terrance Weatherbee - Acadia |

ASB 2025: Sunday, September 28, 2025 11:00-12:30pm

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|---|---|
| Track: Marketing Location: SCHW 205 Chair: Suzanne Rath Sunday, September 28, 2025, 11:00-12:30pm | |
| Buying Canadian? National Identity, Patriotism, and Ethnocentrism in Gen Z's Purchase and Boycott Intentions | Bobbi Morrison - STFX, Todd Boyle - STFX, Lauren Hiltz (Student) - STFX |
| Colourism and Self-Perception: How South Asians See Themselves in North American Advertising | Zarin Tassnim - Dal, Thomas K.B Koo - Dal, Valerie Trifts - Dal |
| Sports Sponsorship and Firm Stock Return: The Role of Technology Capability | Haoze Chen - STFX |

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| Track: Management Education Location: SCHW 215 Chair: Susan Graham Sunday, September 28, 2025, 11:00-12:30pm | |
| Workshop: Whose Management? Exploring the Construction of Canadian Management Thought | Facilitators: Nicholous M Deal - MSVU, Mary Beth Doucette - CBU |

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| Track: Tourism & Hospitality Location: SCHW 290 Chair: Maria Matthews Sunday, September 28, 2025, 11:00-12:30pm | |
| From Projection to Reception: Toward A Demand-Side Ontology And Epistemology of Business Models in Wine Tourism | Terrence Weatherbee - Acadia, Donna Sears - Acadia, |
| More Than Just Tips: Exploring Food Servers Lived Experiences and Perceptions of Bias and Prejudice in Halifax's Hospitality Sector | Helle C.Haven Peterson - MSVU, Maria Matthews - Acadia |

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| Track: Open Location: SCHW 289 Chair: Melanie McCaig Sunday, September 28, 2025, 11:00-12:30pm | |
| Creating Transparency in Markets with Quality Differentiation | Iman Nosoohi - MUN, Jenny Chen - DAL |
| What Are the Mechanisms That Support Healthcare Professionals to Adopt Artificial Intelligence Into Practice? A Rapid Realist Review | Christopher McCaig (PhD Student)- University of Guelph, Davar Rezaia - University of Guelph Daniel Gillis - University of Guelph |
| Bottleneck Coarse Tolling under the Existence of Overtaking Behaviour | Da Xu - CBU, Xiaolei Guo - University of Windsor, Kevin W. Li - University of Windsor, Guoqing Zhang - University of Windsor |

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|---|---|
| Track: Cases and Cases In Process Location: SCHW 152 Chair: Daniel Doiron Sunday, September 28, 2025, 11:00-12:30pm | |
| Bell Island Community Cooperative: Planning for the Next 40 Years | Brad Long - STFX, Fiona Duguid - SMU, Daphne Rixon - SMU |
| The Bambuda Lodges | Stephen Litz - STFX, Mark Fuller - STFX |
| Burning Bright: Weighing Opportunities for C 'Est La Vie Candle Company | Jennifer Alex (PhD Student) - STFX, Rhonda McIver (PhD Student)- STFX |

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|---|---|
| Track: Finance Location: SCHW 156 Chair: Arron Fraser and Mohammad Siddiquee Sunday, September 28, 2025, 11:00-12:30pm | |
| Credit Default Swaps and Corporate Social Responsibility | Chunrong Wang - MtA, Thomas Walker - Concordia, Harjeet S. Bhabra - SMU |
| The Environmental, Social, and Financial Performance of Micro-Finance Institutions: The Moderating Role of Board Gender Diversity and Board Orientation | Lutfun Nahar - Istanbul University, Adem Esen - Istanbul University, M. Kabir Hassan - University of New Orleans, Salina Kassim - International Islamic University Malaysia |
| Green Finance and Sustainable Development: A Meta-Regression Analysis of Economic, Environmental, and Social Outcomes | Amar Anwar - CBU, Colin F. Mang - McMaster |
| Does Labor Market Flow Help or Hurt Firm Innovation? Evidence from OECD Countries | Douglas Cumming - Atlantic University, Jin Lei - Brock University, My Nguyen - RMIT University, Yen Ngoc Nguyen - STFX, Yan Wang - Brock University |

ASB 2025: Track Chairs

| Track | Name |
|--|---|
| Accounting | Luke Phelps and Ryan Stack |
| Book Launch | Gabrielle Durepos |
| Business & Organization History | Terrance Weatherbee |
| Cases & Cases-in-Progress | Daniel Doiron |
| Communication | Karen Grandy |
| Entrepreneurship | Tasha Richard and Mary Oxner |
| Ethics & Social Issues | Brad Long |
| Finance | Arron Fraser and Mohammad Siddiquee |
| Gender & Diversity | Chiedza Chigumba |
| Human Resources/Industrial Relations | Scott Cassidy |
| Indigenous Business, Economics, and Reconciliation | Mary Beth Doucette |
| Management & Information Systems | Enayat Rajabi |
| Management Education | Susan Graham |
| Marketing | Suzanne Rath |
| Open | Melanie McCaig |
| Organizational Behaviour | Scott Cassidy |
| Strategy | Mark Fuller (English) and Alidou Ouedraogo (French) |
| Tourism & Hospitality | Maria Matthews |

ASB 2025: Reviewers

Thank You to Our Many Dedicated Peer Reviewers!

| | | |
|------------------------|------------------------|---------------------|
| Jennifer Alex | Daniel Keays | Rob Moir |
| Denton Anthony | Peter Kerr | Geneviève Morin |
| Amar Anwar | Kate Kish | Bobbi Morrison |
| René Arseneault | Zac Konings | Robert Murray |
| Golam M. Aurup | Sam Kolahgar | Anne Neal |
| Adebimpe Ayeni | Keshav Krishnamurty | Iman Nosoohi |
| Azadeh Babagadheri | Opal Leung | Mary Oxner |
| Katelynn Carter-Rogers | Stefan Litz | Bhavik Parikh |
| Alan Chan | Jeff Loli | Helle Petersen |
| Haoze Chen | Brad Long | Sumana Podder |
| Nicholas Deal | Abede Mack | Carol Pomare |
| Dann Downes | Neil Maltby | Shelley Price |
| Hadi Eslami | David Marshall | Shilpa Rajan |
| Omar H Fares | Maria Matthews | Ellen Schaffner |
| David Foord | David Mattie | Donna Sears |
| Arron Fraser | Melanie McCaig | Diljot Soin |
| Jane Fraser | Christopher McCaig | Binod Sundararajan |
| Gordon Fullerton | Tiffany McDougall-Sack | Terrence Weatherbee |
| Iryna Kalynychnko | Egbert McGraw | Kristin S. Williams |
| Karen Grandy | Rhonda McIver | Brent White |
| J. Scott Grant | Courtney McKay | Guosong Wu |
| Jordyn Hrenyk | Justin McManus | Da Xu |
| David Jacobs | Robert McNutt | Ashraf Zaman |

ASB 2025: Saturday Luncheon Speaker - François Bastien

François Bastien (he/him) is an Associate Professor; Associate Dean, Indigenous; Academic Director, MBA in Advancing Reconciliation, University of Victoria

François Bastien's story begins in Wendake. He is a member of the Huron-Wendat First Nation. He and his family now reside on the traditional lands of the WSÁNEĆ Peoples and are grateful for the opportunity to live and learn from those who have stewarded and protected the lands on which they now reside since time immemorial. He has worked for, lived in, played and developed relationships with many Indigenous Peoples and communities which have all contributed to his learning journey. While doing so, he has observed various incongruities between Indigenous ways of organizing and contemporary colonial models. Throughout his academic work in various Western post-secondary institutions, he has also noticed a shared struggle to decolonize and Indigenize. Reconciliation for him means embarking on a mutually beneficial co-constructed journey of transformation and collaboration between Western and Indigenous worldviews; a road that is built and shared as opposed to being static and owned.



ASB 2025: Conference Live Illustrator - Addy Strickland

Addy Strickland (she/her) is an artist, writer, and facilitator based in Antigonish, Nova Scotia. Addy graduated from StFX with a degree in development studies in 2021, and has worked at the intersections of youth engagement, community development, and art since. She is the owner of Illustrations by Addy, a small business offering live illustration services for conferences and events alongside more traditional studio-based work, and loves being able to bring art and whimsy into facilitated spaces.

<https://www.addystrickland.com/>



ASB 2025: Saturday Awards Dinner 6:30pm Saturday, September 27th

Awards:

- Best Paper Award
- Best Student Paper Award
- University with the Highest Number of Paper Submissions
- University with Highest Ratio of Submissions to # of Faculty
- University with the Highest Number of Conference Attendees
- Gift Basket Draw: "Antigonish Basket"

ASB 2025: All Conference Workshop – Meet the Editors

Dr. Roy Suddaby <https://www.uvic.ca/gustavson/faculty-and-research/faculty/profiles/suddaby-roy.php>

Roy Suddaby is the Francis G. Winspear Chair of Management at the Peter B. Gustavson School of Business, University of Victoria. He also is a visiting professor of entrepreneurship at the Carson College of Business, Washington State University and professor of organizational theory at Liverpool University Management School, UK. He is also an adjunct professor at IAE Business School, Argentina, and distinguished visiting professor at the Haskayne School of Business, University of Calgary and at the Telfer School of Business, University of Ottawa.

Professor Suddaby is an internationally regarded scholar of organizational theory and institutional change. His work has contributed to our understanding of the critical role of symbolic resources—legitimacy, authenticity, identity and history—in improving an organization’s competitive position. His current research examines the changing social and symbolic role of the modern corporation and the intersection of craft and science in innovation.

Roy is currently an Associate Editor at Academy of Management Perspectives and an Associate Editor, theory, at Human Resources Management Journal. Roy is a past editor of the Academy of Management Review and is or has been an editorial board member of the Academy of Management Journal, Administrative Science Quarterly, Organization Studies, Journal of Management Studies, Organization Theory, and the Journal of Business Venturing. Roy is a Director of the Quest Health Institute based in Winnipeg, Manitoba.

Dr. Bill Foster <https://www.indigenousmanagement.org/author/william-foster>

Bill Foster is a Professor of Management at the University of Alberta. His primary research interests include rhetorical history, collective memory and decolonizing the business school. He has been published in journals such as Academy of Management Journal, Journal of Management, Strategic Management Journal, Academy of Management Annals, and Organization Studies. He is the former Editor-in-Chief of Academy of Management Learning and Education and serves on the Editorial Review Boards of Organization Studies, Academy of Management Review, Journal of Management Studies, Human Relations and Business History. He is also a council member for the Society for the Advancement of Management Studies (SAMS).

ASB 2025: McNeil Gallery Indigenous Art Exhibit

Strategic Practices: Indigenous Art from the StFX Art Gallery Collection
McNeil Gallery, Schwartz School of Business, room 210 Sept. 26 – Nov. 15, 2025

The StFX Art Gallery, in partnership with the Schwartz School of Business, is pleased to present this exhibition featuring artworks in a wide range of media, created by Indigenous artists from across the land now known as Canada. Together, these works affirm the collection’s role as part of a living continuum—always present, always evolving—with artistic creativity and professional practice at its core. *Strategic Practices* celebrates Indigenous art practices as they have been since time immemorial: dynamic, innovative, enduring, and forward-looking.



Hours During Conference

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|---------------|----------------|----------------|----------------|
| Fri. Sept. 26 | 1:00pm-6:00 pm | Sun. Sept. 28 | 9:00am -2:00pm |
| Sat. Sept. 27 | 10:00am-6:00pm | Tues. Sept. 30 | 12:00 -7:00 pm |

ASB 2025: Premiere - “Nechako: It Will be a Big River Again” with Lyana Patrick

Nechako is a crucial documentary that follows two Indigenous Nations fighting for our collective future. When the Kenney Dam was built in the 1950s, the Nechako River was forever changed. The Stelat’en and Saik’uz Nations embarked on a groundbreaking legal proceeding against the Canadian government and Rio Tinto Alcan that lasted over a decade—a battle that continues today. Following community members living day to day on the river while they take on powerful institutions, *Nechako* is an urgent call to action to restore a river and a way of life. <https://www.nechakoriver.ca/>

Lyana Patrick is an award-winning, Vancouver-based director, writer and researcher from the Stelat’en First Nation. Committed to elevating Indigenous stories, she studied film at the Native Voices Program, University of Washington. Her acclaimed short films *A Place to Belong* and *The Train Station* have been showcased at prestigious festivals like Hot Docs, DOC NYC and the Vancouver International Film Festival, earning her recognition for her powerful, community-centred storytelling.

Join Lyana Patrick and Facilitator, Mary Beth Doucette, for a Symposium at 9:00am on Sunday September 28, 2025. The symposium features a “Discussion of How to Restore a River: Reconciling with Industry in a Time of Environmental and Political Crisis”. This symposium discusses the film “Nechako: It Will be a Big River Again.” The director and writer of “Nechako” will discuss the making of the film over five years, how industrial activities over the last 70 years impacted the lands and waters of First Nations in the north interior of British Columbia, and how they have sought to restore a key waterway in their territories. Key to this story is the resilience and determination of the nations to pursue stewardship over their lands and waters and engage with industry in spite of devastation and harm perpetrated over many decades.

Movie shown with Permission from: National Film Board of Canada <https://www.nfb.ca/>



ASB 2025: Platinum Conference Sponsors



StFX
UNIVERSITY

GERALD SCHWARTZ
SCHOOL OF BUSINESS

Saturday Luncheon

ASB 2025: Gold Conference Sponsors



**Saturday Afternoon
Nutrition Break**

**FACULTY OF
BUSINESS ADMINISTRATION**



UNIVERSITY
of Prince Edward
ISLAND

McDOUGALL
Faculty of **BUSINESS**

ASB 2025: Gold Conference Sponsors



**Shannon
School of
Business**

Luminary (Indigenous Works) Travel



MOUNT
SAINT VINCENT
UNIVERSITY

**Business Administration and
Tourism and Hospitality Management**

MSVU
**BUSINESS
& TOURISM**

Friday Afternoon Nutrition Break

ASB 2025: Gold Conference Sponsors



Crandall
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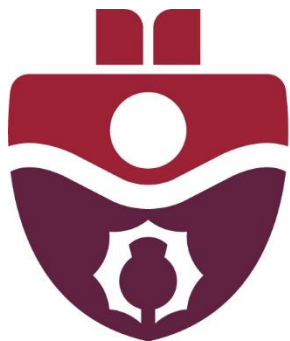
Saturday Morning Nutrition Break

ASB 2025: Gold Conference Sponsors



Business Saint John

Saturday Morning Nutrition Break



**Sobey School
of Business**

Saint Mary's University

Welcome Reception

ASB 2025: Gold Conference Sponsors



DALHOUSIE
UNIVERSITY

FACULTY OF
MANAGEMENT

Sunday Morning Nutrition Break

ASB 2025: Silver Conference Sponsors



Book Launch



UNIVERSITÉ DE MONCTON
CAMPUS DE MONCTON

Faculté d'administration



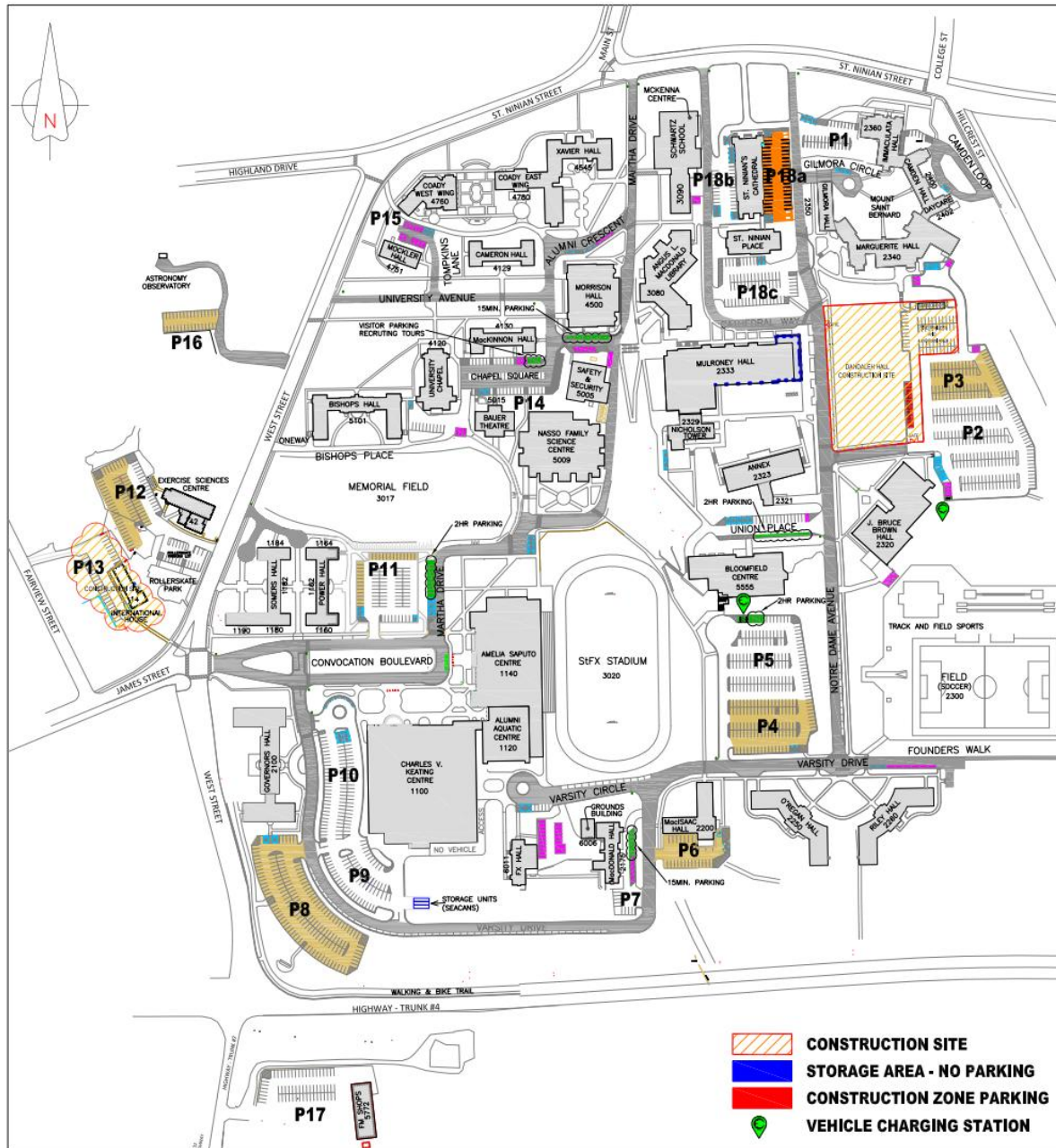
ASB 2025: Bronze Conference Sponsor



ASB 2025: Parking on Campus

Parking on campus on Friday until 6:00pm requires a Parking Pass. Parking after 6:00pm on Friday and all Weekend is free. For parking on Friday, you will receive a parking pass at registration to place on your car's dash.

St. Francis Xavier University Parking Map








NOTE:

- 1) PARKING NOT PERMITTED IN St. NINIAN'S CATHEDRAL LOTS P18b & P18c DURING FUNERALS AND ANY OTHER POSTED PARISH EVENTS.
- 2) PARKING NOT PERMITTED IN LOT P18a AT ANYTIME (St. NINIAN'S CATHEDRAL).

LAST UPDATE: AUGUST 6, 2025
DIGITAL FILE: StFX Parking Plan 2025-08-06 Rev0.dwg

ASB 2025: Explore Antigonish

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| Antigonish Farmers' Market  | <p>The Antigonish Farmers Market is a non-profit organization representing our community since 1993. We proudly hold 50+ vendors every week – year-round. We are open from 8:30 AM – 1:00 PM every Saturday!</p> <p>https://www.antigonishfarmersmarket.ca/</p> |
| STFX Alumni Aquatic Centre  | <p>The Alumni Aquatic Centre is a 25-metre, six-lane swimming pool, located in the Amelia Saputo Centre at StFX. The facility is open to both the StFX and Antigonish community members. We offer a variety of Membership & Drop-In options to meet your aquatic needs.</p> <p>https://www.stfx.ca/student-services/recreation-active-living/alumni-aquatic-centre</p> |
| Peace by Chocolate  | <p>If you are in the Antigonish area, be sure to visit our retail shop, located at 344 Main Street!</p> <p>Store Hours 7 days per week Winter Hours: 10:00 AM - 5:00 PM</p> <p>https://peacebychocolate.ca/pages/our-storefront</p> |
| Candid Brewery  | <p>We're Candid—a small, family-run brewery in Antigonish, Nova Scotia with big dreams and even bigger heart. Every batch is brewed by Bryan, a pro with international training and serious chops from larger breweries. No hobby setups here. Rooted in small-town charm, we believe in celebrating everyday moments—the ones that turn into stories. Whether you're grabbing cans for a chill night in or hitting up our taproom for something lively, you're part of something special.</p> <p>Our core lineup includes a crisp light lager, a smooth rice lager, two bold IPAs (northeast & northwest), a juicy patio sipper, and a rich red ale—plus rotating seasonals for the curious.</p> <p>https://candidbrewing.ca/</p> |
| The Townhouse  | <p>The Townhouse is a proper “local,” a community supported restaurant, and a place to enjoy the renaissance of handmade cocktails, craft beer and local food.</p> <p>https://antigonishtownhouse.com/</p> |

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| STFX Athletics'  ST. FRANCIS XAVIER UNIVERSITY | Sep 28 3:30 PM ADT ⋮ Men's Soccer  |
| Oak Manor Brewery  | Oak Manor <i>Located at 271 Main Street in Antigonish, Nova Scotia</i> Officially opening in July 2021, Oak Manor Beer Store & Tap Room is a warm, cozy space with seating for 83 featuring a Rooftop Patio in the summer months. https://burnsidebrewing.com/pages/oak-manor |
| GoodLife Fitness  | 26 College Street Antigonish, NS B2G 1X4 (902) 735-8348 Antigonish@goodlifefitness.com |
| Fairmont Walking Trail | Fairmont Ridge Hiking Trails www.trails.gov.ns.ca 4.1/5 (129 Alltrails reviews) · Hiking area in Antigonish Highway 104, Antigonish B2G 2L2 · 9.8 km |
| Antigonish Heritage Museum  | The Antigonish Heritage Museum is a cultural hub of Antigonish Town and County. Established in 1991, it has long been the site of engaging and interesting exhibits and popular community events. Open year-round, our calendar of events includes cultural events, public lectures, book launches, exhibit openings, and much more. https://antigonishheritage.ca/ |
| STFX Varsity Athletics  ST. FRANCIS XAVIER UNIVERSITY | Sep 28 1:00 PM ADT ⋮ Women's Soccer  |
| Stroll the Main St.  | If you're looking for a list of shops, services and tourist amenities available in Antigonish, check out the Antigonish Visitor Information Centre . Our local Visitor Information Centre is here to help you plan your stay in Antigonish. |
| Cameron's Jewellery Store  | Cameron's Jewellery Ltd. was established in 1922. Working with the class of 1942, Cameron's Jewellery designed the original X-Ring, a gold ring featuring a black enamel X within a raised gold square, with the date of graduation flanking the X on its shoulders. |