

ASB 2026 Schedule (with session chairs)

Friday, Sep 18

	CSF 1302	CSF 1309 A	CSF 1309 B	TBD
PM1 (14.15-15.30)	Workshop: How to use AI without upsetting professors, supervisors, or editors	Panel: Beyond the CV: Exploring a rethink of success in early academic careers	Workshop: Building Leader Sustainability and Wellbeing using the Spiritual Self-Leadership Model	ASB Executive Meeting
15:30-15.45	Coffee Break (CSF Atrium) Sponsored by University of New Brunswick (UNB - Fredericton & St. John)			
PM2 (15.45-17.00)	McGraw Hill Presentation Workshop: Beyond the Textbook: Using and Writing Local Business Cases to Create Engaging Learning Experiences	Book Launch Sponsored by Mount St. Vincent University	Workshop: Preparing students for complexity: Integrating systems thinking into business education	ASB Executive Meeting
17.00 - 19.00	Welcome Reception (CSF Atrium) Sponsored by St Francis Xavier University			

Saturday, Sep 19

	BN 1009	BN 1010	BN 2018	BN 3007	BN 3009	BN 4000	BN 4031	BN 4032
AM1 (08:40-10.10)	Marketing 1 (Suzanne Rath)	Finance 1	Accounting 1	Ethics & Social Issues 1	Management Education 1 (Susan Graham)	Operations 1 (Iman Nosoochi)	HR/IR (Erica Chiasson)	Cases
10:10 - 10.30	Coffee Break (Faculty of Business, RBC Atrium) Sponsored by Crandall University							
AM2 (10.30-12.00)	Marketing 2 (Suzanne Rath)	Finance 2	Accounting 2	Ethics & Social Issues 2	Management Education 2	Operations 2 (Samiul Islam)	Gender & Diversity 1	Business & Org History (Terrence Weatherbee)
12:00-13.15	Lunch (EN 2004) Sponsored by Dalhousie University							
13.15-14.15	Keynote (EN 2006)							
14:15-14:45	Welcome and awards (EN 2006)							
14:45-15:05	Coffee Break (Faculty of Business, RBC Atrium) Sponsored by Acadia University							
PM2 (15:05-16.35)	Communications (Karen Grandy)	Strategy & International (Alidou Ouedraogo)	Case Study Competition Presentations (via Teams)	MIS 1	Theme & Open 1 (Blair Winsor)	Entrepreneurship 1	Gender & Diversity 2 (Katelynn Carter-Rogers)	

Sunday, Sep 20

	BN 1009	BN 1010	BN 2018	BN 3007	BN 3009	BN 4000	BN 4031	BN 4032
09:00-10:00	Breakfast (EN 2004) Sponsored by St. Mary's University							
10:00-10:30	ASB Annual General Meeting (EN 2006)							
AM 3 10:30-12:00	Marketing 3 (Suzanne Rath)	Indigenous (Katelynn Carter-Rogers)	Entrepreneurship 2	MIS 2	Management Education 3	Theme & Open 2 (Blair Winsor)	Gender & Diversity 3 (Egbert McGraw)	Tourism (Maria Matthews)