

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 Sponsored by Mount St. Vincent University	Workshop: How to use AI without upsetting professors, supervisors, or editors	Workshop: Building Leader Sustainability and Wellbeing using the Spiritual Self-Leadership Model
15:30-15.45	Coffee Break (CSF Atrium) Sponsored by University of New Brunswick (UNB - Fredericton & St. John)		
PM2 (15.45-17.00)	15.45: McGraw Hill Presentation 16.00: Ivey Workshop: Teaching for Impact: Case Teaching and Writing with Local Context	Workshop: Preparing students for complexity: Integrating systems thinking into business education	Panel: Beyond the CV: Exploring a rethink of success in early academic careers
17.00 - 19.00	Welcome Reception (CSF Atrium) Sponsored by St Francis Xavier University		

Saturday, Sep 19

	BN 1009	BN 1010	BN 2028	BN 3007	BN 3009	BN 4000	BN 4031	BN 4032
AM1 (08:40-10.10)	Marketing 1 (Suzanne Rath)	Finance 1 (Arron Fraser)	Accounting 1 (Luke Phelps/Ryan Stack)	Ethics & Social Issues 1 (Stacey Taylor)	Management Education 1 (Susan Graham)	Operations 1 (Iman Nosoohi)	HR/IR (Erica Chiasson)	
10:10 - 10.30	Coffee Break (RBC Atrium) Sponsored by Crandall University							
AM2 (10.30-12.00)	Marketing 2 (Suzanne Rath)	Finance 2 (Arron Fraser)	Accounting 2 (Luke Phelps/Ryan Stack)	Ethics & Social Issues 2 (Stacey Taylor)	Management Education 2 (Susan Graham)	Operations 2 (Samiul Islam)	Gender & Diversity 1 (Shelley Price)	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 (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 (Sergio Ribeiro)	Theme & Open 1 (Blair Winsor)	Entrepreneurship 1 (Tasha Richard)	Gender & Diversity 2 (Katelynn Carter-Rogers)	Cases (Majid Eghbali-Zarch)

Sunday, Sep 20

	BN 1009	BN 1010	BN 2028	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 (Tasha Richard)	MIS 2 (Sergio Ribeiro)	Management Education 3 (Susan Graham)	Theme & Open 2 (Blair Winsor)	Gender & Diversity 3 (Egbert McGraw)	Tourism (Maria Matthews)