



# Annual Conference

September 22-24, 2023

## "CONNECTING"



**PROUDLY HOSTED BY**





# Atlantic Schools of Business Conference Chairs & Locations

| <b>Year</b> | <b>Conference Chair(s)</b>              | <b>Host Institution</b>                       |
|-------------|---|---|
| 2023        | Ellen Shaffner & Gabrielle Durepos      | Mount Saint Vincent University                |
| 2022        | Donna Sears & Terrance Weatherbee       | Acadia University                             |
| 2021        | Gary Evans                              | University of Prince Edward Island            |
| 2020        | Suspended due to COVID-19 Pandemic      |   |
| 2019        | Mary Beth Doucette & Mary Jane Morrison | Cape Breton University                        |
| 2018        | Alidou Ouedraogo                        | Université de Moncton                         |
| 2017        | Donna Sears                             | Acadia University                             |
| 2016        | Albert J. Mills & Jean Helms Mills      | Saint Mary's University                       |
| 2015        | Basu Sharma                             | University of New Brunswick                   |
| 2014        | William Murray & Anthony Yue            | Mount Saint Vincent University                |
| 2013        | Gabrielle Durepos                       | 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                          | 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                           |



# "CONNECTING"

## Our ASB 2023 Conference Theme

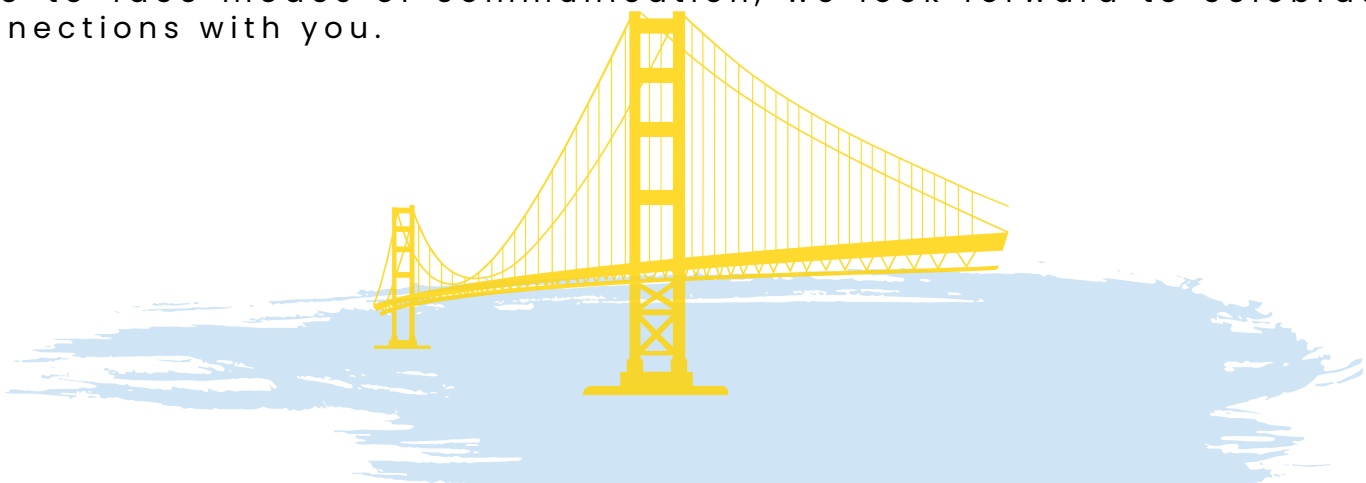
With a focus on connecting, we hope you can recharge and engage with us at ASB 2023.

ASB has a long tradition of being a friendly, developmental conference where new connections are made and old ones rekindled. Sometimes those connections are between people, and sometimes they happen through ideas. Other times, we experience connection with a particular place. Often, these connections enrich and energize us. It is our connections that shape us as colleagues, teachers, researchers, community members, and friends.

Connecting can imply both reconnecting and disconnecting. For example, many of us are eager to reconnect given the social isolation of COVID-19. However, disconnecting can allow us to recharge, which is needed in our plugged-in and fast-paced world. Despite these positive connotations, disconnecting can evoke critical thought. For example, the community of Africville suffered deeply when disconnected from their land and home, a disconnection which simultaneously served to connect the communities of Halifax and Dartmouth through the construction of the Mackay Bridge.

Connecting is enabled by building bridges to different lands and different communities with respective ideologies. Connecting allows us to engage with the Other. There is a dark side to connecting, however. Connections can have a detrimental impact on persons and communities. Policies like the 'Right to Disconnect,' intended to thwart the always connected work ethic, are beginning to appear in organizations across Canada. Connections are also at the basis of ideas which shape our academic endeavors. When we connect with one another, we are open to different ways of thinking and seeing. Connecting can expose us to diversity of thought.

Whether you are coming to ASB to connect with our community for the first time, disconnect from your virtual meetings or reconnect with face-to-face modes of communication, we look forward to celebrating connections with you.



# Welcome to the 51st Atlantic Schools of Business Conference!

The Atlantic Schools of Business Conference (ASB) is where I connect with colleagues, friends, and myself. It's also where I make new connections. Each year, I meet academics across the Atlantic provinces and beyond. Each year at the breakfasts, I slip away by myself to listen to the cacophony of noises and voices. I hear passionate discussions about upcoming presentations, debates and, well... gossip! ASB is where I solve my thorny academic problems and get advice on pedagogy from trusted colleagues. It's where I laugh until I cry. It's where I cry until someone convinces me that I really should laugh more. I am part of a community that is supportive, rigorous and, developmental. I am filled with gratitude.

I sincerely hope you also feel positively connected to the ASB community. Connecting is the glue that binds communities. The ASB 2023 conference schedule is evidence our ASB community is as vibrant as ever. We have 81 papers, 7 workshops and 37 sessions spread across three days. The schedule is packed!

On behalf of the ASB Executive, I thank the Communication Studies Department and Business and Tourism Department of Mount Saint Vincent University for organizing and hosting the 51st gathering of the ASB conference.

Please find me at ASB. I would love to connect with you.

## **gabie**

**Gabrielle Durepos**

**Executive Director, ASB  
2023 Conference Co-Chair**



# A Message from the ASB 2023 Conference Co-Chair

When we developed our theme of “Connecting”, we were inspired by the interplay between connection, reconnection and disconnection. This theme is uniquely tied to an experience that many of us share here at MSVU: time spent gazing from classrooms or offices in the McCain building out over the Bedford Basin and toward the landmark that is the McKay Bridge. The bridge connects Halifax and Dartmouth, and it is a route that many travel every day to connect and reconnect with family, friends, and colleagues. But the McKay Bridge also represents violent disconnection. As many know, the people of Africville were forcibly relocated from their land and homes to make way for the bridge’s construction, and the ramifications of this violent resettlement continue to this day. The symbol of the bridge throughout this program represents connection, reconnection, and disconnection, and is intended to highlight the tension and interplay of these concepts. I hope that as you spend time connecting with old and new friends and colleagues on our campus, that you take some time to gaze toward this landmark and consider connection, reconnection and disconnection in whatever ways speak to you.

Anyone who has organized a conference knows that it takes a lot of work from a lot of people to pull off! Gabie and I are so thankful to our track chairs, who volunteered their time to solicit submissions, manage reviews, and ensure a robust and rigorous program. We are also grateful to our co-organizers, Nicholous Deal and Amy Thurlow, for their support. We also want to thank the many people on campus who made organizing this conference easy! In particular, I am very grateful to Karen Mathieu (Bookstore), Paula Otero (Catering), Jill Hurlbert (Conference Services), and Anthony Cole and Anna Kim (Print Shop) for all their support and assistance. I also want to thank our tremendous student volunteers for their enthusiastic support of the conference.

This is my seventh ASB conference, and my first as a conference co-chair. I am honoured to have worked with Gabie as co-chair and to have had the opportunity to offer something back to ASB. This institution has allowed me to feel uniquely connected to the academic community here in Atlantic Canada, right from my very first conference at UNB in 2015. In my experience, ASB really and truly offers a special opportunity to feel connection and belonging. So, whether you are joining us for the first time or the thirtieth, I look forward to connecting with you this weekend, and I hope YOU feel the joy of connecting at ASB 2023.

## Ellen

**Ellen Shaffner**  
**2023 Conference Co-Chair**



# Conference Overview

## FRIDAY, SEPTEMBER 22

|               |   |
|---------------|---|
| 12:30-8:00 PM | Registration; McCain Atrium   |
| 12:15-1:30 PM | Business Schools Association of Canada Lunch; McCain 302 (BSAC Deans Only)          |
| 2:00-3:00 PM  | ASB Executive Meeting; McCain 303   |
| 2:00-4:40 PM  | Business Schools Association of Canada Dean's Meeting; McCain 302 (BSAC Deans Only) |
| 2:30-3:00 PM  | Nutrition Break; McCain Atrium  |
| 3:00-5:00 PM  | All Conference Workshop on Artificial Intelligence; McCain 105/106                  |
| 5:00 -8:00 PM | Welcome Reception; McCain Atrium  |

## SATURDAY, SEPTEMBER 23

|                     |   |                |                |                              |                             |                     |
|---------------------|---|----------------|----------------|------------------------------|-----------------------------|---------------------|
| 8:00 AM - 5:00 PM   | Registration; McCain Atrium   |                |                |                              |                             |                     |
| 8:00 - 9:00 AM      | Breakfast; Rosaria Multi-Purpose Room   |                |                |                              |                             |                     |
| 9:00 - 10:30 AM     | Accounting<br>MC 301  | B&OH<br>MC 302 | COMM<br>MC 105 | E&SI<br>MC 106               | ME Workshop<br>ROS 401      | HR/OB/IR<br>ROS 404 |
| 10:30 - 11:00 AM    | Nutrition Break; McCain Atrium  |                |                |                              |                             |                     |
| 11:00 AM - 12:30 PM | Accounting<br>MC 301  | ME<br>MC 302   | COMM<br>MC 105 | E&SI +<br>HR/OB/IR<br>MC 106 | Open<br>Workshop<br>ROS 401 | HR/OB/IR<br>ROS 404 |
| 12:30 - 2:00 PM     | All Conference Luncheon Keynote (Be Strong Fitness); Rosaria Multi-Purpose Room |                |                |                              |                             |                     |
| 2:00-3:30 PM        | ENT<br>MC 301   | ME<br>MC 302   | COMM<br>MC 305 | Marketing<br>MC 106          | Open<br>Workshop<br>ROS 401 | HR/OB/IR<br>ROS 404 |
| 3:30-4:00 PM        | Nutrition Break; McCain Atrium  |                |                |                              |                             |                     |
| 4:00 - 5:30 PM      | All Conference Academic Keynote (Dr. Tianyuan Yu); McCain 105/106               |                |                |                              |                             |                     |
| 6:00-7:00 PM        | Pre-Dinner Reception; Rosaria Terrace   |                |                |                              |                             |                     |
| 7:00-9:00 PM        | Dinner, Awards, and ASB Tribute; Rosaria Multi-Purpose Room                     |                |                |                              |                             |                     |



# Conference Overview

**SUNDAY, SEPTEMBER 24**

|                        |  |                   |                      |                       |                          |                    |
|------------------------|--|-------------------|----------------------|-----------------------|--------------------------|--------------------|
| 8:00-9:00 AM           | Breakfast; Rosaria Multi-Purpose Room                  |                   |                      |                       |                          |                    |
| 8:30-9:00 AM           | ASB Annual General Meeting; Rosaria Multi-Purpose Room |                   |                      |                       |                          |                    |
| 9:00 - 10:30 AM        | Finance<br>MC 301                                      | B&OH<br>MC 302    | COMM & G&D<br>MC 105 | Book Launch<br>MC 106 | ME Workshop<br>ROS 401   | Cases<br>ROS 404   |
| 10:30 - 11:00 AM       | Coffee & Tea Break; McCain Atrium                      |                   |                      |                       |                          |                    |
| 11:00 AM - 12:30<br>PM | Open<br>MC 301   | B&OH<br>MC 302    | G&D<br>MC 105        | Marketing<br>MC 106   | ME Workshop<br>MC 401    | Tourism<br>ROS 404 |
| 12:30-1:00 PM          | Grab & Go Lunch; McCain Atrium                         |                   |                      |                       |                          |                    |
| 1:00-2:30 PM           | Open<br>MC 301   | Finance<br>MC 302 | MIS<br>MC 105        | Marketing<br>MC 106   | E&SI Workshop<br>ROS 401 | Tourism<br>ROS 404 |
| 2:30 PM                | End of Conference!                                     |                   |                      |                       |                          |                    |

## Track Acronyms

**B&OH** - Business and Organizational History

**COMM** - Communication

**ENT** - Entrepreneurship

**E&SI** - Ethics & Social Issues

**HR/OB/IR** - Human Resources/Organizational  
Behaviour/Industrial Relations

**G&D** - Gender & Diversity

**ME** - Management Education



# Conference Schedule by Track

**FRIDAY, SEPTEMBER 22, 3:00 - 5:00 PM**

**All Conference Workshop - Artificial Intelligence in Society, Universities and Business Learning and Education**

McCain 105/106

Friday, September 22, 3:00-5:00 PM

**Organizers**

- Nicholous Deal, MSVU
- Kristene Coller, SAIT

**Participants**

- Terrance Weatherbee, Acadia
- Donna Sears, Acadia
- Patricia McLaren, Wilfred Laurier
- Maria Matthews, MSVU
- Sonja Johnston, SAIT
- Blake Kanewischer, SAIT
- Emily Ballantyne, MSVU
- Rhona Dever, Thompson Rivers University

**Workshop Description:** Artificial intelligence (AI) is having a profound impact on the way we organize, view work, and conduct higher education in business schools. This symposium is designed to discuss the benefits and challenges that AI presents at the intersection of business and society. AI is increasingly being used in a variety of ways including ChatGPT, deepfake technology, and search algorithms to influence the presentation of information. Like other institutions, the post-secondary sector is evaluating the impacts of AI but with a focus on pedagogical practice, program evaluation, and academic policy. Business schools have a special interest in addressing AI as they are preparing students for careers in business. Dialogue highlighting key considerations for each of these levels will be addressed.

**SATURDAY, SEPTEMBER 23, 9:00-10:30 AM**

**Track: Accounting; Chair: Ryan Stack**

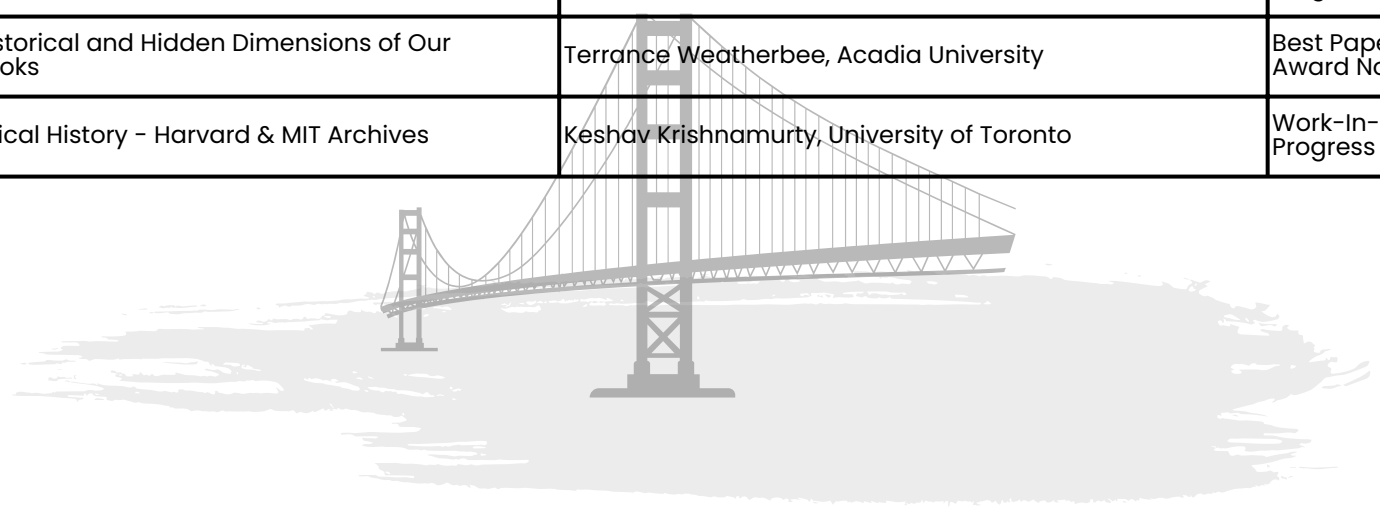
McCain 301

|   |   |                  |
|---|---|------------------|
| Being "Big" in a Smaller Economy: Community Capital and Local Culture in Newfoundland Professional Services Firms | Ryan Stack, Acadia and Queen's University<br>Bertrand Malsch, Queen's University              |                  |
| Diversity, ESG and Financial Performance  | Hanen Khemakhem, ESG-UQAM<br>Paulina Arroyo Pardo, ESG-UQAM<br>Julio Montecinos, ETS Montreal | Work-In-Progress |

**Track: Business & Organizational History; Chair: Terrance Weatherbee**

McCain 302

|   |  |                          |
|---|--|--------------------------|
| Mircea Eliade and the Sacred Archive                  | Keshav Krishnamurty, University of Toronto | Work-In-Progress         |
| The Historical and Hidden Dimensions of Our Textbooks | Terrance Weatherbee, Acadia University     | Best Paper Award Nominee |
| Rhetorical History - Harvard & MIT Archives           | Keshav Krishnamurty, University of Toronto | Work-In-Progress         |





# Conference Schedule by Track

**SATURDAY, SEPTEMBER 23, 9:00-10:30 AM (Cont.)**

|   |  |                  |
|---|--|------------------|
| <b>Track: Communication; Chair: Amy Thurlow</b><br>McCain 105   |  |                  |
| A Global Movement from a Local Perspective: Learnings from Protest-Sign Messages during the "8 m" March in Chile          | Mariana I. Paludi, Universidad Tecnica Federico Santa María; Juan Tapia, Universidad Tecnica Federico Santa María; Fernando Diaz, Universidad Tecnica Federico Santa María | Work-In-Progress |
| Let's Talk: Exploring how Invitational Rhetoric Can Support Connected Conversations in Business Communications and Beyond | Valerie Creelman, Saint Mary's University  | Work-In-Progress |
| Exploring Trust Between Parent Influencers and Parent Audiences on Social Media: Comparing North America and Ghana        | Janice Osei-Essah, Mount Saint Vincent University  | Work-In-Progress |

|   |   |  |
|---|---|--|
| <b>Track: Ethics &amp; Social Issues; Chair: Brad Long</b><br>McCain 106                      |   |  |
| In Search of Impact Research: Position, Strategies and Future Directions                      | Kent Williams, Acadia University  |  |
| No Bridges Burned: Nonprofit Organizations' COVID-19 Response in Highly Diverse Neighborhoods | Moe Hashemi, Mount Allison University<br>Sara-Ann Strong, Mount Allison University<br>Taieb Hafsi, HEC Montreal<br>Hamed Motaghi, University of Quebec in Outaouais |  |

|   |  |                  |
|---|--|------------------|
| <b>Track: Human Resources/Organizational Behaviour/Industrial Relations; Chair: Jeff Young</b><br>Rosaria 404                                     |  |                  |
| <del>The Influence of Empowering Leadership on Work Engagement: Mediating Role of Intrinsic Motivation and Moderating Role of Self-Efficacy</del> | <del>Fatima Ishfaq, University of the Punjab<br/>Muhammad Ali, University of the Punjab</del>  |                  |
| An Analysis of Job Specialization and Task Monotony   | Ana Askari, Memorial University<br>Dianne P. Ford, Memorial University   |                  |
| A Scoping Review of the Current Attitudes Around Hiring Individuals with Criminal Records   | Katia Beales-Salovitch, St. Francis Xavier University<br>Katelynn Carter-Rogers, St. Francis Xavier University & Saint Mary's University<br>Jaeden Link, Saint Mary's University<br>Steven Smith, Saint Mary's University<br>Vurain Tabvuma, Saint Mary's University | Work-In-Progress |

|   |   |  |
|---|---|--|
| <b>Track: Management Education</b><br><b>Workshop: Prospecting the Future of Atlantic Canadian Management Education</b><br>Rosaria 401  |   |  |
| Organizers<br>• Nicholous Deal, MSVU<br>• Kristin Williams, Acadia  | Panelists<br>• Kristin Williams (Director, F.C. Manning School of Business, Acadia University)<br>• Binod Sundararajan (Interim Director, Rowe School of Business, Dalhousie University)<br>• Tarek T. Mady (Dean, Faculty of Business, University of Prince Edward Island)<br>• Trevor C. Brown (Dean, Faculty of Business Administration, Memorial University)<br>• Chiedza Chigumba (PhD Student, Sobey School of Business, Saint Mary's University)<br>• Kirsten Lawrence, BBA Student, F.C. Manning School of Business, Acadia University) |  |
| <b>Workshop Description:</b> The place and role of business education has long been the subject of much debate. Following the global pandemic, issues involving 'doing' management learning differently have exposed questions about the future. While a small yet blossoming area in historical organization studies has begun to etch out a Canadian history of management learning and education, a gap remains about the potential of an Atlantic Canadian context. We believe questions about the future of management education in Atlantic Canada might be different from the rest of the country. This symposium explores this context through dialogue with three perspectives representing business schools across the region: administrative leaders, faculty, and students. Attendees will take part in this exploration. |   |  |

# Conference Schedule by Track

**SATURDAY, SEPTEMBER 23, 11:00 AM - 12:30 PM**

|  |  |                  |
|--|--|------------------|
| <b>Track: Accounting; Chair: Ryan Stack</b><br>McCain 301  |  |                  |
| Economic and Financial Impact of Climate Change on the Forestry Industry in British Columbia, Canada | Quan Cheng, Saint Mary's University & University of the Fraser Valley<br>Alex Ng, Thompson Rivers University | Work-In-Progress |
| The Crippling Effect of Turnover and Turnover Intention in Public Accounting Firms                   | Rhonda McIver, St. Francis Xavier University & Saint Mary's University                                       | Work-In-Progress |

|   |   |                  |
|---|---|------------------|
| <b>Track: Management Education; Chair: Susan Graham</b><br>McCain 302                               |   |                  |
| A Model for Inclusion: Improving Business School Climate Through Co-Curricular Learning             | Katelynn Carter-Rogers, St. Francis Xavier University & Saint Mary's University<br>Vurain Tabvuma, Saint Mary's University<br>Steven Smith, Saint Mary's University<br>E. Kevin Kelloway, Saint Mary's University |                  |
| An Exploration of the Extent to Which the Learning Passport Programme Meets Managerial Competencies | Karen Blotnick, Mount Saint Vincent University<br>Paulette Cormier-MacBurnie, Mount Saint Vincent University<br>Jennifer Guy, Mount Saint Vincent University  | Work-In-Progress |
| Slowing Down for Information Literacy in Undergraduate Business Education                           | Ryan MacNeil, Acadia University<br>Britanie G. Wentzell, Acadia University  | Work-In-Progress |

|   |   |                            |
|---|---|----------------------------|
| <b>Track: Communication; Chair: Amy Thurlow</b><br>McCain 105   |   |                            |
| Investigating the Impact of Electronic Word of Mouth on Attitudes Toward COVID-19 Policies in China   | Yue Guo, Mount Saint Vincent University             | Best Student Paper Nominee |
| Determining the Effectiveness of Situational Crisis Communications Theory in Assessing Personal Political Apologies: A Review of Current Literature | Lena Mallory Basha, Mount Saint Vincent University  | Student Paper              |
| Best Practices in Health Communication: A Case Study of Nova Scotia Press Conferences During the COVID-19 Pandemic                                  | Sarah Alex MacIsaac, Mount Saint Vincent University | Student Paper              |

|  |   |                  |
|--|---|------------------|
| <b>Track: Ethics &amp; Social Issues + HR/OB/IR (Joint Session); Chair: Brad Long</b><br>McCain 106                    |   |                  |
| Stepping Up to the Plate: Investigating the Role of Post-Secondary Institutions in Sustainable Food System Development | Sofia Munoz, Acadia University<br>Edith Callaghan, Acadia University  |                  |
| Exploring Sustainable Development from a Social-Ecological Perspective: A Tri-Nation Study                             | Jan Brown, Liverpool John Moores University<br>Kent Williams, Acadia University<br>Jessica Lichy, IDRAC Business School | Work-In-Progress |
| Culturally Inclusive, Ethically-Based, Holistic Employee Success Management Framework for a VUCA World                 | Binod Sundararajan, Dalhousie University<br>Lin Geng, Dalhousie University<br>Taslima Islam, Dalhousie University       | Work-In-Progress |

# Conference Schedule by Track

**SATURDAY, SEPTEMBER 23, 11:00 AM - 12:30 PM (Cont.)**

|   |  |                          |
|---|--|--------------------------|
| <b>Track: Human Resources/Organizational Behaviour/Industrial Relations; Chair: Jeff Young</b><br>Rosaria 404 |  |                          |
| Bridge Employment: Empirical Evidence of Employers' Perspective   | Bishakha Mazumdar, Cape Breton University<br>Theresa Corsano, Cape Breton University<br>Amy M. Warren, Memorial University<br>Travor C. Brown, Memorial University | Work-In-Progress         |
| Espoused and Enacted Value Divergence Within Sporting Organizations   | Shannon Ouellette, St. Francis Xavier University<br>Mark MacIsaac, St. Francis Xavier University   | Student Work-In-Progress |
| Les enjeux de l'expérience de télétravail des employés en contexte pandémique de COVID-19                     | Gilles Marcoux, Université de Moncton  | Work-In-Progress         |

|   |  |  |
|---|--|--|
| <b>Track: Open</b><br><b>Workshop: Use, Implementation and Design of Open Educational Resources in Post-Secondary Institutions</b><br>Rosaria 401   |  |  |
| Organizers<br><ul style="list-style-type: none"> <li>• Kristene Coller, SAIT</li> <li>• Sonja Johnston, SAIT</li> <li>• Blake Kanewischer, SAIT</li> <li>• Jessica Norman, SAIT</li> </ul>  |  |  |
| <b>Workshop Description:</b> As tuition continues to rise, and students struggle to address increasing cost of living, students are more frequently having to make decisions about whether to dedicate money towards paying for rent and food or to purchase course textbooks. Textbooks, while traditionally viewed as an essential component to a student's education, can add hundreds of dollars each semester, print times create time lags with contemporary topics, and are increasingly becoming a barrier for many students. To improve student outcomes and access to contemporary course materials, the Southern Alberta Institute of Technology has worked to incorporate open educational resources across several of its business programs. This professional development workshop is designed to answer questions that instructors may have about the multiple use cases and implementation of open educational resources in post-secondary courses. |  |  |

**SATURDAY, SEPTEMBER 23, 2:00 - 3:30 PM**

|  |   |                  |
|--|---|------------------|
| <b>Track: Entrepreneurship; Chair: Ryan MacNeil</b><br>McCain 301                                    |   |                  |
| Indigenous Women Business Owners in Nova Scotia: Access to Government Relief Funding During COVID-19 | Candace Blayney, Mount Saint Vincent University<br>Karen Blotnick, Mount Saint Vincent University<br>Sandi Findlay-Thompson, Mount Saint Vincent University |                  |
| The Paradox of Female Entrepreneurship   | Mariana I. Paludi, Universidad Tecnica Federico Santa Maria   | Work-In-Progress |

|  |   |                            |
|--|---|----------------------------|
| <b>Track: Management Education; Chair: Susan Graham</b><br>McCain 302  |   |                            |
| Inclusion in Entrepreneurship Education Cases: Beyond the Woman Protagonist Position   | Tasha Richard, Dalhousie University<br>Nicholous M. Deal, Mount Saint Vincent University<br>Jeffery Muldoon, Emporia State University | Work-In-Progress           |
| Experiential Partnerships in Social Entrepreneurship Education: Incorporating Three Approaches in Undergraduate Management Program | Alex Dandrige, University of New Brunswick<br>Heidi Crummell, University of New Brunswick<br>David Foord, University of New Brunswick | Work-In-Progress           |
| Talking Points: Chatbots in Management Education   | Blake Kanewischer, SAIT & Saint Mary's University   | Best Student Paper Nominee |

# Conference Schedule by Track

**SATURDAY, SEPTEMBER 23, 2:00-3:30 PM (Cont.)**

|  |  |                          |
|--|--|--------------------------|
| <b>Track: Communication; Chair: Amy Thurlow</b><br>McCain 105                                    |  |                          |
| <del>Internal Communication and Employee Satisfaction in the Municipal Sector</del>              | <del>Megan McRae, Mount Saint Vincent University</del> | <del>Student Paper</del> |
| "Talk for Overhearers" Corporate Media Interviews  | Karen Grandy, Saint Mary's University                  | Work-In-Progress         |
| The Art of War: Today's Crisis Communications Landscape Through the Traditional Rules of Sun Tsu | Lena Mallory Basha, Mount Saint Vincent University     | Student Work-In-Progress |

|  |  |                  |
|--|--|------------------|
| <b>Track: Marketing; Chair: Suzanne Rath</b><br>McCain 106   |  |                  |
| A Causal Path Analysis of Bilingual Responses to Advertising Involvement, Brand Attitudes and Behavioural Intentions | Golum Aurup, Cape Breton University<br>Michel Laroche, Concordia University<br>Marie-Odile Richard, State University of New York Polytechnic Institute |                  |
| Wither the Farm?   | Terrance Weatherbee, Acadia University<br>Donna Sears, Acadia University   | Work-In-Progress |
| Personalization Paranoia: Asocial Emotional Consequences of Highly Personalized Advertising                          | Suzanne Rath, University of Prince Edward Island   | Work-In-Progress |

|   |  |                          |
|---|--|--------------------------|
| <b>Track: Human Resources/Organizational Behaviour/Industrial Relations; Chair: Jeff Young</b><br>Rosaria 404 |  |                          |
| Organizational Factors and their Relationship to Burnout in Nova Scotia Physicians                            | Gary Ernest, Saint Mary's University   | Student Work-In-Progress |
| An Exploration of the Role of Leadership in Driving Safety Culture in the Operating Room                      | Patrick Sweet, Saint Mary's University | Student Work-In-Progress |
| Personal Financial Well-Being: Research Proposal  | Scott Grant, Saint Mary's University   | Student Paper            |

|  |  |  |
|--|--|--|
| <b>Track: Open</b><br><b>Workshop: Using Culturally Relevant Gender-Based Analysis to Support the Calls to Action and Justice for Indigenous Women, Girls, and Two-Spirit Persons within Business Environments</b><br>Rosaria 401  |  |  |
| Organizers<br><ul style="list-style-type: none"> <li>• Katelynn Carter-Rogers, St. Francis Xavier University &amp; Saint Mary's University</li> <li>• Mary Beth Doucette, Cape Breton University</li> <li>• Shelley Price, University of Victoria</li> <li>• Courtney McKay, Saint Mary's University</li> </ul>  |  |  |
| <b>Workshop Description:</b> This professional development workshop will encourage the business community to discuss concerns related to Indigenous women, girls, and two-spirit persons as it relates to the TRC's Calls to Action and Calls for Justice from the National Inquiry into Missing and Murdered Indigenous Women and Girls. The Culturally Relevant Gender-Based Analysis (CRGBA) framework (NWAC, 2020, 2022) will be presented as a pragmatic guide for administrators to begin to address issues of social justice in workplaces. |  |  |



# Conference Schedule by Track

**SUNDAY, SEPTEMBER 24, 9:00 - 10:30 AM**

|   |  |                  |
|---|--|------------------|
| <b>Track: Finance; Chair: Arron Fraser</b><br>McCain 301                    |  |                  |
| Readability of ESG Reports and Firm Performance: A Canadian Perspective     | Arron Fraser, Mount Saint Vincent University   |                  |
| CEO Duality and Spinoff Incompletion  | Azadeh Babghaderi, University of Windsor<br>Sam Kolahgar, University of Prince Edward Island | Work-In-Progress |
| Financial Deepening in the Long Term: A Study of the Costa Rican Experience | Miguel Rojas, Université de Moncton<br>Amos Sodjahin, Université de Moncton                  | Work-In-Progress |

|   |  |                            |
|---|--|----------------------------|
| <b>Track: Business and Organizational History; Chair: Terrance Weatherbee</b><br>McCain 302       |  |                            |
| Leisure Jobs: Recreating Family and Social Life in Canadian Electric Utility Marketing, 1920-1970 | David Foord, University of New Brunswick |                            |
| The History of 'Agribusiness'   | Ashley MacDonald, Dalhousie University   | Best Student Paper Nominee |
| Searching for MacDonell: A Work-In-Progress   | Brent White, Mount Allison University    | Work-In-Progress           |

|   |  |                          |
|---|--|--------------------------|
| <b>Track: Communication + Gender &amp; Diversity; Chair: Kelly Dye</b><br>McCain 105                    |  |                          |
| Dismantling Discrimination and Amplifying Voices Through Communications Strategy                        | Nathan Buchanan, Mount Saint Vincent University  | Student Work-In-Progress |
| Understanding the Barriers to Equity, Diversity, Inclusion, and Accessibility in the Financial Industry | Liam Collins, St. Francis Xavier University<br>Katelynn Carter-Rogers, St. Francis Xavier University & Saint Mary's University | Student Work-In-Progress |

|   |   |                |
|---|---|----------------|
| <b>Book Launch; Chair: Gabrielle Durepos</b><br>McCain 106  |   |                |
| A World Scientific Encyclopedia of Business Storytelling: History and Business Storytelling               | Albert J. Mills, Saint Mary's University<br>Nicholous M. Deal, Mount Saint Vincent University | Co-Edited Book |
| Diversity & Business Storytelling   | Jean Helms Mills, Saint Mary's University<br>Amy Thurlow, Mount Saint Vincent University      | Co-Edited Book |
| Historical Female Management Theorists: Frances Perkins, Hallie Flanagan, Madeleine Parent, Viola Desmond | Kristin Williams, Acadia University   | Monograph      |

|   |  |               |
|---|--|---------------|
| <b>Track: Cases; Chair: Conor Vibert</b><br>Rosaria 404   |  |               |
| A Transformative Path for Co-operative Industry Association   | Brad Long, St. Francis Xavier University<br>Daphne Rixon, Saint Mary's University<br>Fiona Duguid, Saint Mary's University |               |
| Dark Side Case: Girlzfabfit – An Examination of Workplace Relationships, Operational Policies and the Reputational Impact of Social Media in the Driven World | Karoleen Comeau, Mount Saint Vincent University<br>Ronalda Walsh, Mount Saint Vincent University                           | Student Paper |
| Dark Side Case: Destroying the Social Fabric - Airbnb's Booming Business  | Molly Cormier, Mount Saint Vincent University  | Student Paper |

# Conference Schedule by Track

## SUNDAY, SEPTEMBER 24, 9:00 - 10:30 AM (Cont.)

|   |  |  |
|---|--|--|
| <b>Track: Management Education</b><br><b>Workshop: Amigos: Connecting Canadian &amp; International Students Through Collaborative Online International Learning (COIL)</b><br>McCain 401  |  |  |
| Organizers <ul style="list-style-type: none"> <li>• Wallace Lockhart, University of Regina</li> <li>• Martin Pantoja, Universidad de Guanajuato</li> <li>• Bruce Anderson, University of Regina</li> <li>• Sara Smit, University of Regina</li> </ul>   |  |  |
| <b>Workshop Description:</b> As minor partners in the world's largest trading block, Canada and Mexico share much in common. Each focuses on USA, so we know little about each other and do minimal direct trade. In addition to broadening student horizons, COIL (Collaborative Online International Education) is an ideal tool for tomorrow's business leaders to build foundations for the future. COIL collaborative projects can be done without cost or major changes to course structures. In this workshop we will describe COIL approach based on AMPEI (Mexican Association for International Education) as a way to engage in curricula internationalization, analyze how COIL positively impacts on students, discuss the successes and challenges of our collaborative projects, and assist participants in conceptualizing COIL projects. |  |  |

## SUNDAY, SEPTEMBER 24, 11:00-12:30 PM

|  |  |                          |
|--|--|--------------------------|
| <b>Track: Open; Chair: Elsie Henderson</b><br>McCain 301                             |  |                          |
| Understanding Youth Empowerment: A Youth Participatory Action Research Approach      | Kristin Williams, Acadia University                                      | Best Paper Award Nominee |
| Cooperation Among Cooperatives: Examining the Canadian and United Kingdom Literature | Sandi Stewart, Dalhousie University<br>Simon Berge, Dalhousie University |                          |
| COVID Parenting: A Canadian Study  | Alan Chan, Crandall University<br>Rachel D. Sharp, Carleton University   |                          |

|  |   |                          |
|--|---|--------------------------|
| <b>Track: Business and Organizational History; Chair: Gabrielle Durepos</b><br>McCain 302              |   |                          |
| Tracing Canadian Doctoral Programs   | Christopher Hartt, Dalhousie University<br>Nicholous M. Deal, Mount Saint Vincent University<br>Ellen C. Shaffner, Mount Saint Vincent University | Best Paper Award Nominee |
| Entrepreneurship on the Other Side of the Tracks: The Chow Family of Grand Falls-Windsor, Newfoundland | Elisabeth Dobson, Acadia University<br>Ryan MacNeil, Acadia University  | Work-In-Progress         |
| Feeling the Past: Toward an Aesthetics of Organizational History                                       | Gabrielle Durepos, Mount Saint Vincent University   | Work-In-Progress         |

|   |  |                  |
|---|--|------------------|
| <b>Track: Gender &amp; Diversity; Chair: Kelly Dye</b><br>McCain 105                          |  |                  |
| Mining Companies and their "Expressed Commitment" to Advance the Calls for Justice            | Courtney McKay, Saint Mary's University<br>Shelley Price, University of Victoria                       |                  |
| An Examination of the Gender Differences of Financial Knowledge and Self-Confidence in Canada | Ashley Doyle, Acadia University<br>Stephen MacLean, Acadia University                                  |                  |
| Pride in Business Education: A Continuation   | Susan Graham, University of Prince Edward Island<br>Amy MacFarlane, University of Prince Edward Island | Work-In-Progress |

# Conference Schedule by Track

**SUNDAY, SEPTEMBER 24, 11:00-12:30 PM (Cont.)**

|  |  |                          |
|--|--|--------------------------|
| <b>Track: Marketing; Chair: Suzanne Rath</b><br>McCain 106   |  |                          |
| A Scoping Review of Biometrics in the Retail Environment   | Nichole Michaud Kuszelewski, Saint Mary's University<br>Katelynn Carter-Rogers; St. Francis Xavier and Saint Mary's University<br>Ramesh Venkat, Saint Mary's University | Work-In-Progress         |
| Unmasking the Paradox: Exploring Trust, Brand Love, and Behavioural Intentions in the Context of the Hockey Canada Scandal | Reid Russett, St. Francis Xavier University<br>Bobbi Morrison, St. Francis Xavier University<br>Charlene Weaving, St. Francis Xavier University                          | Student Work-In-Progress |
| Breaking the Curse of the 4Ps  | Donna Sears, Acadia University<br>Terrance Weatherbee, Acadia University   | Work-In-Progress         |

|  |  |                          |
|--|--|--------------------------|
| <b>Track: Tourism; Chair: Maria Matthews</b><br>Rosaria 404  |  |                          |
| A Review of Developments in Sports Stadium Financing: An Application to Halifax, NS                    | Gordon Fullerton   | Work-In-Progress         |
| Experiences of Healthcare Food Service Workers During the COVID-19 Pandemic: A Qualitative Exploration | Oscar Lam, Mount Saint Vincent University<br>Linda Mann, Mount Saint Vincent University<br>Phillip Joy, Mount Saint Vincent University |                          |
| A Response Stage Model for Licensed Accommodations to AirBnB as a Disrupting Innovator                 | Maria Matthews, Mount Saint Vincent University<br>Ioannis S. Pantelidis, Ulster University<br>Rodrigo Lucena, University of Brighton   | Best Paper Award Nominee |

|   |  |  |
|---|--|--|
| <b>Track: Management Education</b>  |  |  |
| <b>Workshop: Multiple Choice in the Management Classroom?!: What High-Stakes Professional Testing Can Teach Us About Refining Our Question-Writing</b>  |  |  |
| McCain 401  |  |  |
| Organizer<br>• Scott Cassidy, University of Prince Edward Island  |  |  |
| <b>Workshop Description:</b> The use of multiple-choice testing in the undergraduate classroom has proven both ubiquitous and polarizing. Despite over a century of validation research, detractors still argue that this form of testing fails to assess more than students' rote memorization. However, multiple-choice testing continues to be successfully deployed in professional credentialing (including in business and management contexts), where it is trusted to serve a public protection role. In this interactive workshop, a former consulting psychometrician (and current management educator) will share the processes and best practices used in high-stakes professional testing to develop fair, valid, and defensible multiple-choice exams. Attendees are encouraged to bring their draft questions to work through and receive feedback on. |  |  |

**SUNDAY, SEPTEMBER 24, 1:00 - 2:30 PM**

|   |  |                          |
|---|--|--------------------------|
| <b>Track: Open; Chair: Elsie Henderson</b><br>McCain 301  |  |                          |
| Climate Change and Supply Chain Management: A Systematic Review and Research Implications for Sustainable Development Goals     | Angela Akofa Amegboleza, Dalhousie University  |                          |
| When Workers are Entrepreneurs and Entrepreneurs are Workers: Exploring the Concept of Entrepreneurial Work                     | Bui K. Peterson, Saint Mary's University<br>Patrick Sweet, Saint Mary's University<br>Gordon B. Cooke, Memorial University | Work-In-Progress         |
| The Show Must Go On: A Sotry of Mental Illness, Narratives, Discourses and Stigmatization in the Canadian Accounting Profession | David A. Newman, Athabasca University  | Student Work-In-Progress |

# Conference Schedule by Track

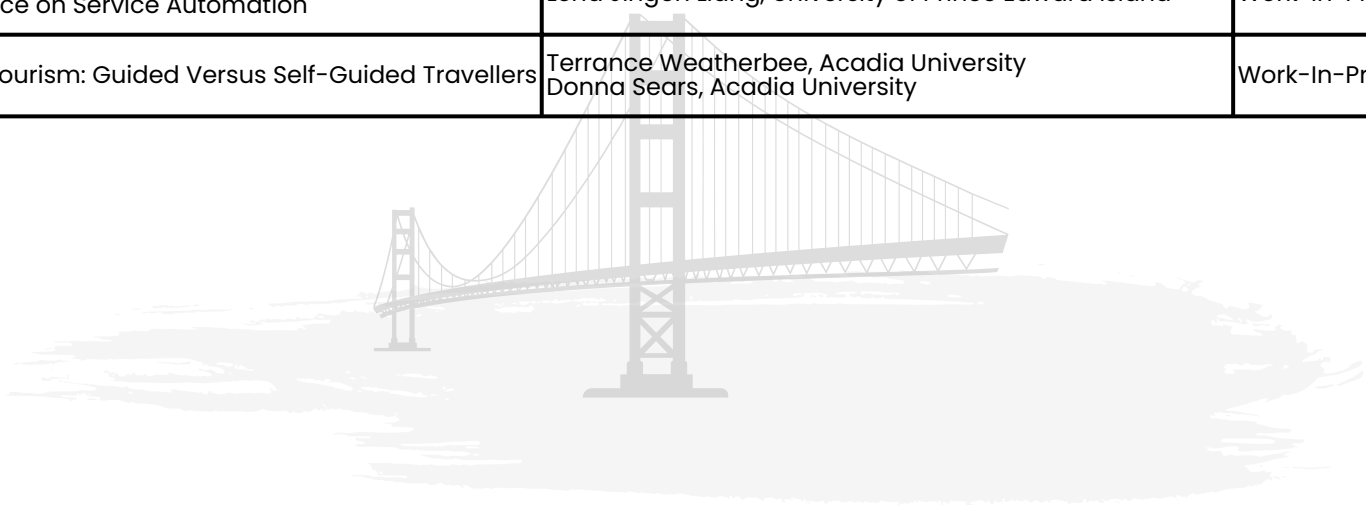
**SUNDAY, SEPTEMBER 24, 1:00 - 2:30 PM (Cont.)**

|  |   |                  |
|--|---|------------------|
| <b>Track: Finance; Chair: Arron Fraser</b><br>McCain 302   |   |                  |
| The Superinvestors of Graham and Doddsville Revisited  | Mohammad Siddiquee, Mount Saint Vincent University                          |                  |
| The Effect of COVID-19 on the Bond Market: Evidence from Canada  | Hui Xiao, Saint Mary's University   |                  |
| Financial Professionals' Perceptions of the Causes of Financial Behaviour in Relation to the Theory of Planned Behaviour | Tania Morris, Université de Moncton<br>Lamine Kamano, Université de Moncton | Work-In-Progress |

|  |   |                  |
|--|---|------------------|
| <b>Track: Management Information Systems; Chair: Scott Grant</b><br>McCain 105   |   |                  |
| Knowledge Graphs for Explainable Artificial Intelligence   | Enayat Rajabi, Cape Breton University   |                  |
| Can Chatbots Perform Better with Emojis? The Role of Emojis in Consumers' Continuance Usage Intention of Customer Service Chatbots | Xiaoxu Wang, Dalhousie University<br>Qi Deng, Carleton University   | Work-In-Progress |
| A Systematic Literature Review of Social Networks for Mental Health  | Fana Abaynew Mandefro, Saint Mary's University<br>Michael Zhang, Saint Mary's University<br>Hai Wang, Saint Mary's University |                  |

|   |   |                          |
|---|---|--------------------------|
| <b>Track: Marketing; Chair: Suzanne Rath</b><br>McCain 106  |   |                          |
| Investigating a Truly Effective Way of Instagram Marketing in Halifax: Beauty Brand as an Example | Peijing Yu, Mount Saint Vincent University  | Student Paper            |
| Consumer Behaviour in Crisis  | Katelynn Carter-Rogers, St. Francis Xavier University & Saint Mary's University<br>Ramesh Venkat, Saint Mary's University | Best Paper Award Nominee |

|   |   |                  |
|---|---|------------------|
| <b>Track: Tourism; Chair: Maria Matthews</b><br>Rosaria 404   |   |                  |
| Understanding Solo Female Travellers: A Two-Factor Analysis of Hotel Satisfaction and Dissatisfaction in Canada Using TripAdvisor Reviews | Feiyan Zhou, Mount Saint Vincent University<br>Shuyue Huang, Mount Saint Vincent University<br>Maria Matthews, Mount Saint Vincent University |                  |
| Beyond Machine: Emotion Recognitions Moderating Influence on Service Automation   | Lena Jingen Liang, University of Prince Edward Island   | Work-In-Progress |
| Wine Tourism: Guided Versus Self-Guided Travellers  | Terrance Weatherbee, Acadia University<br>Donna Sears, Acadia University  | Work-In-Progress |





# Conference Schedule by Track

SUNDAY, SEPTEMBER 24, 1:00 - 2:30 PM (Cont.)

**Track: Ethics & Social Issues**

**Workshop: A Transdisciplinary Approach to Embracing the Complexities of a VUCA World**

McCain 401

Organizers

- Kent Williams, Acadia University
- Ann LaBillios, Dalhousie University

**Workshop Description:** It is more evident than ever before we live in a VUCA world. VUCA being described by the volatility, uncertainty, complexity, and ambiguity of a rapidly changing world—highlighted by the grand challenge of climate change (Stein, 2021). In 2023, Atlantic Canada and the global community are experiencing devastating impacts of fires and floods that are detrimental to communities and economies. With this, in our institutions our students, staff, and faculty are experiencing heightened levels of what the literature describes as eco-anxiety, which is having negative impacts on good health and well-being (SDG#3). This workshop uses an expressive art based method to de-centre participants from the normative ways of 'discussing' the increasing uncertainty and complexity that we are facing in our institutions. Through a dialogic and placebased approach, as a learning community, we share our thoughts on emergent challenges, like climate change, and explore seeds and scenarios that can provide pathways for transformative learning and flourishing futures in the classroom and our interconnected communities. The goal is to give participants seeds/scenarios that have the potential to impact practice/research, enabling an opportunity to get into the rhythm and embrace the changing complexities of our social-ecological world. In the end, participants will be left with the inquiry: how do we cocreate micro impacts for social-ecological systems and relational change in our institutions and beyond (Pedersen & Hvidtfeldt, 2023)

## With Special Thanks to Our ASB 2023 Track Chairs!

- Accounting - Mary Oxner
- Business & Organizational History - Terrance Weatherbee
- Cases & Cases-in-Progress/Embryo - Connor Vibert
- Communication - Amy Thurlow
- Entrepreneurship - Ryan MacNeil
- Ethics & Social Issues - Brad Long
- Finance - Arron Fraser & Mohammad Siddiquee
- Gender & Diversity - Kelly Dye
- HR/OB/IR - Jeff Young
- Management Education - Susan Graham
- Management & Information Systems - Yinglei Wang
- Marketing - Suzanne Rath
- Open - Nicholous Deal
- Strategy - Mark Fuller & Alidou Ouedraogo
- Tourism - Maria Matthews

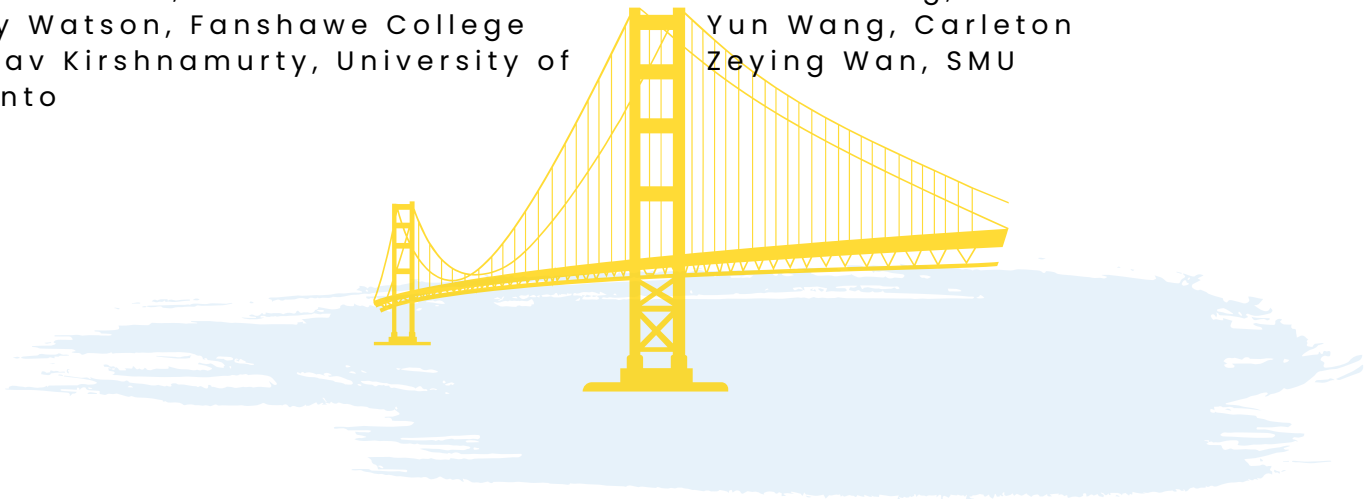


# THANK YOU

## To Our Many, Dedicated Peer Reviewers!

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# LUNCHEON KEYNOTE

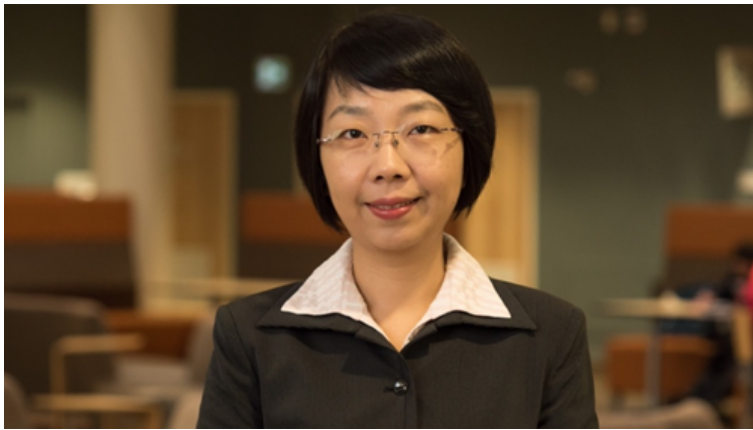
## Connecting Mind-Body-Heart

Embark on a journey of movement and connection with our ASB 2023 Luncheon Keynote titled, 'Connecting Mind-Body-Heart'.

You will immerse yourself in three transformative modules: the mind, where meditation cultivates mindfulness and presence; the body, indulging in gentle stretches and muscle lengthening; and the heart, igniting high-energy, low-impact movements to pump your heart. Join us to awaken this 360° connection! Don't miss this opportunity for holistic transformation!



Presented by:  
Renee Durepos & Andrea Casco of  
**Be Strong Fitness**



# ACADEMIC KEYNOTE

## Connecting the Body to the Spirit: A Zen-Informed Spiritual Research Paradigm

Dr. Yu will introduce a Zen-informed spiritual research paradigm in contrast to the mainstream functionalist paradigm in terms of ontology, epistemology, axiology, methodology, and evaluation criteria.

Zen-informed spiritual research interrogates the researcher's emotional conundrum and makes possible psychological healing and empowerment, enabling actions to promote social justice. Such research opens the "black box" of spiritual transformation through the researcher's holistic engagement with the spiritual research process, direct experience of awakening, and intense introspection

Presented by:  
**Dr. Tianyuan Yu**

Dr. Yu is an Associate Professor at MSU in the Department of Business and Tourism, and an Academy of Management MSR (Management Spirituality & Religion) Fetzer Scholar. Her research focuses on Zen-informed approaches to spiritual research paradigm, feminist leadership, and management education.



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