

**Atlantic Schools of  
Business  
Conference**

**Hosted by  
Saint Mary's  
University  
Halifax**

**20-22 September 2024**



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## Welcome to the 52<sup>nd</sup> Atlantic Schools of Business Conference!

Welcome to ASB 2024 hosted by Saint Mary's University! ASB has a long history of facilitating connections between new and established friends and colleagues. I have been part of this community for 18 years. My experience of ASB has been consistent: it's a place where one can develop, learn, have fun and grow. My sense is that the spirit of ASB is as vibrant now as it has ever been.

The conference weekend looks promising. The program is packed, with over 100 paper presentations, four workshops and one all-conference workshop. A highlight this year is the launch of the **Indigenous Business, Economics & Reconciliation** track.

Each year, I reach out to Deans and Directors across the Atlantic region for conference sponsorship. Each year, I am overwhelmed by their positive, prompt and supportive responses. ASB 2024 is grateful to Dalhousie School of Management, Saint Mary's University Sobey School of Business, St Francis Xavier University Gerald Schwartz School of Business, Cape Breton University Shannon School of Business, Acadia University F. C. Manning School of Business, Mount Saint Vincent University Business and Tourism Department, Crandall University, Memorial University, University of New Brunswick Fredericton and Saint John and Mount Saint Vincent University Communication Department.

On behalf of the ASB Executive, I thank Saint Mary's University for organizing and hosting the 52<sup>nd</sup> gathering of the ASB conference. We are especially grateful to Wendy Carroll for her work as ASB 2024 conference co-chair.

Next year, in 2025, we head to St Francis Xavier University in Antigonish, Nova Scotia. Do you want to host ASB in 2026? If so, please contact me for details.

Looking forward to seeing you at the conference!



Gabrielle Durepos  
Executive Director  
ASB 2024 conference co-chair

## From the 2024 conference co-chair

Welcome to “ASB 2024” at Saint Mary’s University — a simple conference theme that allows ASB’s legacy of collegiality, innovation, and groundbreaking thought to shine. ASB 2024 celebrates the uniqueness and strength of so many talented researchers in our region.

This conference is not just a gathering of amazing academics, but also a showcase of the incredible work and innovation taking place right here in Atlantic Canada. Our region is home to individuals who are pushing boundaries, exploring new ideas, and advancing knowledge in ways that have a lasting impact in our community and beyond.

We are excited to announce that the Book Launch, initiated by Gabrielle Durepos and Ryan MacNeil at MSVU in 2023, will continue at ASB 2024. Additionally, we are pleased to introduce the Indigenous Business, Economics, and Reconciliation track, led by Katelynn Carter-Rogers, Mary Beth Doucette, and Shelley Price. We are also honoured to have two inspirational leaders — Jarvis Googoo and Julie Macfarlane — join us as guest speakers who will share their transformative work and invite us to take action.

As many of you know, conferences are organized by a team of committed and resourceful volunteers; and I am deeply grateful for all those who gave their time and skills to making this conference happen. Special thanks to Gabrielle Durepos, whose leadership, experience, and enthusiasm has been central to the creation of an engaging and informative ASB 2024. Thanks also to Nick Deal for his work in communications, which helped us to spread the word about ASB 2024 and bring together record numbers of participants. We are also deeply grateful for the track chairs who engaged in the often unseen labour of coordinating reviews and finalizing paper acceptances. Thank you to the reviewers, the registration desk staff, the session chairs, and all of you for making this event possible!

As we head into “ASB 2024” at Saint Mary’s University, we look forward to the rich discussions, productive collaborations, and thought-provoking insights that will emerge as we spend these days together.

Welcome to “ASB 2024,” where we will build on the rich tradition of ASB and showcase the incredible talent and potential we have within our Atlantic region.

Sincerely,

Wendy Carroll,  
ASB 2024 conference co-chair

## From the 2025 conference co-chairs

We are excited to invite you all to attend ASB 2025 at the Gerald Schwartz School of Business at St. Francis Xavier University.

We will be making an announcement in October about the date and theme of next year's conference.

We look forward to seeing everyone in Antigonish!

M. Oxner & K. Carter-Rogers  
ASB 2025 conference co-chairs

## ASB Conference Chairs and Locations

Year	Conference Chair(s)	Host
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	Saint Francis Xavier University
2001	Paul Dixon	Saint Mary's University
2000	Alex Faseruk	Memorial University

## ASB 2024 | Conference Overview

### Friday 20 September 2024

12.30pm - 8.00pm	Registration; Sobey Lobby
2.00pm - 3.00pm	ASB Executive Meeting; Loyola 281
2.45pm	Nutrition Break; Sobey Lobby
3.00pm - 5.00pm	All Conference Workshop: Navigating Academic Careers in the 21st Century; Sobey 260
5.00pm - 8.00pm	Welcome Reception & Indigenous Business, Economics, and Reconciliation Track Launch; Sobey Lobby

### Saturday 21 September 2024

8.00am - 5.00pm	Registration; Sobey Lobby						
8.00am - 9.00am	Breakfast; Loyola 290						
9.00am - 10.30am	Accounting Loyola 271	Cases Loyola 273	HR&OB Loyola 274	Communication & Marketing Loyola 275	G&D & Finance Loyola 277	IBE&R Loyola 280	ME Workshop Loyola 281
10.30am - 11.00am	Nutrition Break; Loyola 290						
11.00am - 12.30pm	Accounting Loyola 271	B&OH Loyola 273	HR&OB Loyola 274	Communication Loyola 275	T&H Loyola 277	MIS Loyola 280	Open Loyola 281
12.30pm - 2.00pm	Lunch & Conference Keynote; Loyola 290						
2.00pm - 3.30pm	E&SI Loyola 271	Cases Loyola 273	HR&OB Loyola 274	Communication Loyola 275	Marketing Loyola 277	Open Loyola 280	ME Workshop Loyola 281
3.30pm - 4.00pm	Nutrition Break; Loyola 290						
4.00pm - 5.30pm	B&OH Loyola 271	Cases Loyola 273	Finance Loyola 274	G&D Loyola 275	Marketing Loyola 277	Open Loyola 280	ME Workshop Loyola 281
5.30pm - 7.00pm	Awards Reception; Loyola 290						

### Sunday 22 September 2024

8.00am - 9.00am	Breakfast; Loyola 290						
8.30am - 9.00am	Annual General Meeting; Loyola 290						
9.00am - 10.30am	G&D Loyola 271	HR&OB Loyola 273	Finance Loyola 274	Entrepreneurship Loyola 275	MIS Loyola 277	MED Loyola 281	
10.30am - 11.00am	Nutrition Break; Loyola 290						
11.00am - 12.30pm	MIS & E&SI Loyola 271	Finance Loyola 274	Entrepreneurship Loyola 275	Book Launch Loyola 277		Marketing Workshop Loyola 281	

**Track Acronyms:**

B&OH = Business & Organization History

E&SI = Ethics & Social Issues

IBE&R = Indigenous Business, Economics & Reconciliation

ME = Management Education

HR&OB = Human Resources / Organizational Behaviour / Industrial Relations

G&D = Gender and Diversity

T&H = Tourism & Hospitality

MIS = Management & Information Systems

## ASB 2024 | Program

Friday 20 September | 3.00pm – 5.00pm

<b>All Conference Workshop</b> Location: Sobey 260 Friday 20 September   3.00pm – 5.00pm	
<b>Title:</b> Navigating Academic Careers in the 21st Century: Challenges, Opportunities, and Innovations	<b>Organizer:</b> Nicholous Deal, MSVU  <b>Panelists:</b> Peter McInnis, StFX: Labour Relations Kristene Collier, SAIT: Academic Programs Ellen Shaffner, MSVU: Social Media Shelley Price, Acadia: Knowledge Mobilization Ashley Doyle, Acadia: Industry Spanning Justin McMannus, Dalhousie: Open Science
<b>Workshop Description:</b> The landscape in higher education is rapidly evolving and business academia in Atlantic Canada is at the forefront of these changes. Our workshop explores the terrain of ‘doing’ academic careers in the 21st century, focusing on the unique challenges and opportunities that define academic life in business schools. From the unbundling of academic programs to the disruption of new media and open science innovations, we will hear from panelists about navigating these challenges and equipping us with insights, tools and knowledge needed to excel in an ever-changing context.	

Saturday 21 September | 9.00am – 10.30am

<b>Track: Accounting</b> Location: Loyola 271 Chair: Mary Oxner, StFX Saturday 21 September   9.00am – 10.30am	
Using A Multi-Stakeholder Future Imagining Approach to Develop Work Ready Accounting Graduates in An Emerging Economy	Alfred V. Aaron, University of Guyana Arron M. Fraser, MSVU
Recruitment of Accounting Students in Atlantic Canada	Ashley Doyle, Acadia Ryan Stack, Acadia
Public Accountability Audits: Mapping the Field	Ryan Stack, Acadia Terrance Weatherbee, Acadia

<b>Track: Cases &amp; Cases in Progress</b> Location: Loyola 273 Chair: Conor Vibert, Acadia Saturday 21 September   9.00am – 10.30am	
Environmental Benefits of Hydrogen-Fueled Public Buses: A Life Cycle Assessment Case Study in Halifax, Nova Scotia	Ali Mahmoudi, Dalhousie Hamid Afshari, Dalhousie Armin Jabbardazeh, Université de Quebec Hassan Sarhadi, Acadia

Lactalis: Is It Time to Shift the Strategic Priority from Financial Growth to Environmental Sustainability?	Joanne McNeish, Toronto Metropolitan Jillian Newfeldt, University of Cambridge
The ethics and sustainability of the seafood industry: a critical examination of clearwater seafoods	Courtney Cockerill, Mount Allison

<b>Track: Human Resources, Industrial Relations, Organizational Behaviour &amp; Organizational Theory</b>	
Location: Loyola 274 Chair: Scott Cassidy, UPEI Saturday 21 September   9.00am – 10.30am	
Working through a Collage of Pain: A Systematic Literature Review on Sudden Death Survivors, Their Grieving Processes and Work Experiences	Stefanie Ruel, CBU
Cultural Intelligence and Knowledge Sharing: Unravelling the Mediating Influence of Emotional Intelligence and Moderating Effects of Social Capital in Multicultural Organizations	Noushin Kazeminezhad, Dalhousie Binod Sundararajan, Dalhousie
Application of Technology Affordance in Understanding the Use of AI in Recruiting	Badr-un-nisa (Nisa) Chand, University Canada West Min Bum Kay, University Canada West

<b>Track: Communication &amp; Marketing (joint session)</b>	
Location: Loyola 275 Chair: Amy Thurlow, MSVU Saturday 21 September   9.00am – 10.30am	
The Effects of Commitment to the Endorser on Attitudes and Purchase Intentions for Performing and Supporting Brands	Gordon Fullerton, SMU
Exploring the Development of the Communication Process Model	Boluwatife Andrew Omojuwa, MSVU
A Year in the Interview Life of Google CEO Sundar Pichai	Karen Grandy, SMU

<b>Track: Gender &amp; Diversity &amp; Finance (joint session)</b>	
Location: Loyola 277 Chair: J. Scott Grant, SMU Saturday 21 September   9.00am – 10.30am	
Board gender diversity and corporate spinoff incompleteness	Azadeh Babaghaderi, University of Windsor Sam Kolahgar, UPEI
Quality check: nourishing feminist spaces in the restaurant industry through employee relationships	Claire Robb, SMU
Diversity policy in Chilean companies: an intersectional approach	Mariana I. Paludi, Universidad Técnica Federico Santa María Juan Felipe Espinosa, Universidad Técnica Federico Santa María

<b>Track: Indigenous Business, Economics &amp; Reconciliation</b>	
Location: Loyola 280 Chair: Mary Beth Doucette, CBU Saturday 21 September   9.00am – 10.30am	
Membertou's Journey to Financial Systems Certification	Dan Christmas, CBU
The Story Not Told: Corporate Social Responsibility and Environmental Conflicts in Indigenous Communities	Emily Head, StFX Brad Long, StFX Katelynn Carter-Rogers, StFX & SMU
Indigenous and Non-Indigenous Partnerships: Lessons on Allyship Through Storytelling from a Non-Indigenous Perspective	Courtney McKay, SMU

<b>Track: Management Education</b>	
Location: Loyola 281 Workshop Saturday 21 September   9.00am – 10.30am	
<b>Title:</b> Telling Tales Out of Business School: Exploring Identity Work in Early Academic Careers	<p><b>Organizers:</b> Nicholous M Deal, MSVU Kristin Williams, Acadia &amp; University of Eastern Finland</p> <p><b>Panelists:</b> Gabrielle Durepos, MSVU Ellen Shaffner, MSVU Shelley Price, Acadia Blake Kanewischer, SMU &amp; SAIT Keshav Krishnamurty, University of Toronto Maria Matthews, MSVU Rhonda Dever, Thompson Rivers University Kristene Coller, SAIT</p>
<b>Workshop Description:</b> Early career trajectories face increasing inquiry in management studies due to heightened precarity and external shocks to the business school. Existing literature often lacks problematization of what constitutes early careerism and qualitative insights into the unique challenges of early career academics. This symposium aims to explore narratives from within and beyond those starting academic careers in business schools. We are holding space to share stories of identity work, including pursuing academia alongside parenthood, fulltime professional careers, work practice, and conditions of oppression and marginalization. Presenters share first-voice perspectives in hopes of addressing these systemic issues faced by those starting careers in management education. Attendees will surface challenges and solutions to starting academia differently.	

**Saturday 21 September | 11.00am – 12.30pm**

<b>Track: Accounting</b>
Location: Loyola 271 Chair: Mary Oxner, StFX Saturday 21 September   11.00am – 12.30pm

Empowering Young Adults to Practice Positive Financial Behaviour through Tax Education	Rhonda McIver, StFX Jennifer Alex, StFX
The Exploration of Determinants of Player Valuation and Salaries in Female Professional Soccer	Abigail Steen, StFX Rhonda McIver, StFX Mark MacIsaac, StFX
Bridging Theory and Practice: An Experiential Learning Exercise in Accounting	Jennifer Alex StFX Jane Fraser, StFX Ken MacAulay StFX

<b>Track: Business &amp; Organizational History</b> Location: Loyola 273 Chair: Nicholous Deal, MSVU Saturday 21 September   11.00am – 12.30pm		
Edward Elgar Encyclopedia of Historical Organization Studies: Constructivism	David Foord, UNB Fredericton	
Storying Business Histories: A Canadian Alouette Woman's Spiral Through Space and Time	Stefanie Ruel, CBU	Best paper nominee
The Methodological Legacy of the "Historic Turn": Advancing History-As-Method in Historical Organization Studies	Nicholous Deal, MSVU Gabrielle Durepos, MSVU	

<b>Track: Human Resources, Industrial Relations, Organizational Behaviour &amp; Organizational Theory</b> Location: Loyola 274 Chair: Scott Cassidy, UPEI Saturday 21 September   11.00am – 12.30pm		
We Don't Need Another Hero (Leadership Construct)	J. Scott Grant, SMU	
Technology and the Work of Musicians: A Sociomaterial Exploration	Bui K. Petersen, SMU Gordon B. Cooke, Memorial	
Innovative and Creative Organizational Climate: The Impact of Innovative HR Practices on Performance	Rene Arseneault, Université Laval Grant Wilson, University of Regina Felix Bellesteros-Leiva, Université Laval	

<b>Track: Communication</b> Location: Loyola 275 Chair: Amy Thurlow, MSVU Saturday 21 September   11.00am – 12.30pm		
Fostering Civil Discourse: how to create supportive learning and workplace environments by incorporating invitational Rhetoric into communications courses	Valerie Creelman, SMU	
Reformation: uncovering the sustainability messaging of a fashion brand on Instagram	Taryn Martin, MSVU	

Reversing Student-Teacher Roles and Astute use of AI Tools to address Neurodivergent Needs in the Classroom	Binod Sundararajan, Dalhousie Malavika Sundararajan, Ramapo College of New Jersey
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<b>Track: Tourism &amp; Hospitality</b> Location: Loyola 277 Chair: Maria Matthews, MSVU Saturday 21 September   11.00am – 12.30pm		
The Entanglements of Colonialism, Settler Nations, Politics, and Tourism Demands: A Comprehensive Literature Review	Helle C. Haven Petersen, University of Waterloo & MSVU	Best student paper nominee
Reconceptualizing disruptive innovation: the case of airbnb and an introduction to the egraces model	Maria Matthews, MSVU Ioannis S. Pantelidis, Ulster University Rodrigo Lucena, University of Brighton	Best paper nominee
Wine Tourism the World Over: If It Ain't Broke How Do We Fix It?	Terrance Weatherbee, Acadia Donna Sears, Acadia	

<b>Track: Management &amp; Information Systems</b> Location: Loyola 280 Chair: Claudia De Fuentes, SMU Saturday 21 September   11.00am – 12.30pm		
Dark side of innovation: technology exploitation and the role of governance structures in developing countries	Badr-un-nisa (Nisa) Chand, University Canada West Reena Alias, University Canada West Kiran Thakur, University Canada West	
A Comprehensive Framework for Digital Banking Transformation	Fariba Seyedjafarrangraz, SMU Claudia De Fuentes, SMU	
Antibiotic resistance genes prediction using knowledge graphs	Aravind Krishnan A, Manipal Institute of Technology Yusuff Kazeem, SMU Somayeh Kafaie, SMU Enayat Rajabi, CBU	

<b>Track: Open</b> Location: Loyola 281 Chair: Suzanne Rath, UPEI Saturday 21 September   11.00am – 12.30pm		
Impact of Vertical Integration on Cost Efficiency and Sales Growth – A case study in Poultry Industry	Md Fahad Reza, CBU Samiul Islam, CBU Tasquia Mizan, CBU	
Machine Learning Applications in Sustainable Supplier Selection and Order Allocation Process: A comprehensive literature review	Amritpal Singh, CBU Tasquia Mizan, CBU Samiul Islam, CBU	
Literature Review of Policy Effects on Demographics	Warren Marchant, MSVU	

**Saturday 21 September | 2.00pm – 3.30pm**

<b>Track: Ethics &amp; Social Issues</b> Location: Loyola 271 Chair: Brad Long, StFX Saturday 21 September   2.00pm – 3.30pm	
Public Perceptions of Municipal Solid Waste Among Impacted Communities in Canada and the United States: A Systematic Review and Qualitative Synthesis	Kaitlyn Garrison, Memorial Cory Ochs, Memorial Kristen Romme, Memorial Priyam Saxena, Memorial Atanu Sarkar, Memorial
Academic Hazing: The Effects of Systems of Oppression on Higher Education Faculty	Maria Matthews, MSVU Annamarie D. Sisson, Edinburgh Napier University
Who Is Making Mining More Sustainable? How Board Characteristics Can Advance the SDGs Through ECSR Initiatives	Courtney McKay, SMU Steven Smith, SMU Vurain Tabvuma, SMU Katelynn Carter-Rogers, StFX & SMU Hao Lu, SMU

<b>Track: Cases &amp; Cases in Progress</b> Location: Loyola 273 Chair: Conor Vibert, Acadia Saturday 21 September   2.00pm – 3.30pm	
Acceleron: Value Creation in the Biopharmaceutical Industry	David Foord, UNB Fredericton
Atlantica Cinemas Ltd.	Ryan Stack, Acadia Ashley Doyle, Acadia
The Crowdstrike Conundrum	Neal Wilcott, Memorial Ryan Stack, Acadia

<b>Track: Human Resources, Industrial Relations, Organizational Behaviour &amp; Organizational Theory</b> Location: Loyola 274 Chair: Scott Cassidy, UPEI Saturday 21 September   2.00pm – 3.30pm		
Perceptions of Leadership Emoji Use in Virtual Teams: A Cross-Cultural Study	Rene Arseneault, Université Laval Thomas K.B. Koo, Dalhousie Jialiang Yang, Hefei University of Technology	Best paper nominee
Diversite Culturelle Milieux de Travail: Une Revue de Litterature	Hafsa El Kira, Université de Moncton Gilles Marcoux, Université de Moncton	
Nonstandard Work After Retirement: A Conception Model to Identify the Determinants of Job Quality	Bishakha Mazumdar, CBU	

<b>Track: Communication</b> Location: Loyola 275 Chair: Amy Thurlow, MSVU
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Saturday 21 September   2.00pm – 3.30pm		
Government health communication and the pandemic of 2020	Patricia Green, MSVU	
Framing strategies, eWOM, and audience engagement: Analyzing tweets from nonprofit organizations	Alla Kushniryk, MSVU	Best paper nominee
Exploring trust between parent influencers and parent audiences on social media	Janice Osei-Essah, MSVU	Best student paper nominee

<b>Track: Marketing</b>		
Location: Loyola 277		
Chair: Suzanne Rath, UPEI		
Saturday 21 September   2.00pm – 3.30pm		
The Smaller the Size, the Higher the Price? How Size-range Influences Brand-status Inferences and Willingness to Pay	Trang Mai-McManus, CBU Olya Bryksina, University of Winnipeg Luming Wang, University of Manitoba	
Christmas Decorations in October? How Time Style Affects Consumers' Reactions to Holiday Salience	Suzanne Rath, UPEI	
The Impacts of Covid-19 On Students' Attitude Towards Degree Value, Job Prospects And Financial Concerns: A Study Among Post-secondary Students Across Atlantic	Thi Linh Giang Chu, CBU Krishnakumari Jayakumar, CBU Xiaoshan Zhang, CBU Mizanur Rahman, CBU Trang Mai-McManus, CBU	

<b>Track: Open</b>		
Location: Loyola 280		
Chair: Keshav Krishnamurty, University of Toronto		
Saturday 21 September   2.00pm – 3.30pm		
Drivers and Barriers to the Purchase of EVS Pre and During COVID-19: Insights from New Brunswick (NB) Consumers	Leslie J. Wardley, CBU Amar Anwar, CBU Melanie Langille, NB Lung Association	
Independent directors: what can we learn from Warren Buffett?	Mohammad Siddiquee, MSVU	

<b>Track: Management Education</b>		
Location: Loyola 281		
Workshop		
Saturday 21 September   2.00pm – 3.30pm		
<b>Title:</b> Exploring Management Education in the Atlantic Canadian Region: Challenges and Opportunities for the Future	<b>Organizer:</b> Nicholous Deal, MSVU  <b>Panelists:</b> Susan Graham, UPEI Ellen Shaffner, MSVU Kristin Williams, Acadia & University of Eastern Finland	

	Mary Beth Doucette, CBU Wendy Carroll, SMU Shamsud Chowdhury, Dalhousie
<p><b>Workshop Description:</b> The place and role of business education has long been the subject of much debate. Following the numerous external shocks to our environment - global pandemic, civil unrest, and political instability – issues involving ‘doing’ management learning have exposed questions about the sustainability of business education as currently practiced. While a small yet blossoming area in historical organization studies has begun to etch out a Canadian history of management learning and education, the potential of an Atlantic Canadian context remains unexplored. Challenges in, and opportunities for, management education in Atlantic Canada might be different from the rest of the country. Our symposium brings together these issues in dialogue with those curious about the future in the region.</p>	

### Saturday 21 September | 4.00pm – 5.30pm

<p><b>Track: Business &amp; Organizational History</b> Location: Loyola 271 Chair: Terrance Weatherbee, Acadia Saturday 21 September   4.00pm – 5.30pm</p>	
Henley versus Harvard: Neocolonialism or national development?	Keshav Krishnamurty, University of Toronto Terrance Weatherbee, Acadia
Pass the Elton Mayo Please: Writing in Business Schools and Writing Out Training Within Industry as a Site of Human Relations Training	Keshav Krishnamurty, University of Toronto Terrance Weatherbee, Acadia Ryan MacNeil, Acadia
Missing in Action: The Second World War and the History of Management Thought	Terrance Weatherbee, Acadia Keshav Krishnamurty, University of Toronto

<p><b>Track: Cases &amp; Cases in Progress</b> Location: Loyola 273 Chair: Conor Vibert, Acadia Saturday 21 September   4.00pm – 5.30pm</p>	
Valens Company Ltd.	Ryan Stack, Acadia
From the ashes: preparing financial statements from ground zero	Afua Asante, UNB Fredericton
Beadwork designs Inc.	Jane Fraser, StFX Ken MacAulay, StFX Mary Oxner, StFX

<p><b>Track: Finance</b> Location: Loyola 274 Chair: Mohammad Siddiquee, MSVU Saturday 21 September   4.00pm – 5.30pm</p>	
Unleashing the Importance of Intellectual Capital through Companies’ Life Cycle Stages	Tayyaba Yousaf, Hailey College of Commerce Kiran Shafi, Hailey College of Commerce
Economic conditions, bank profile, and balance sheet management	Alexandre Savoie-Comeau, Université de Moncton Tania M. Morris, Université de Moncton

Insurance perspectives on climate change-induced public health emergencies: a rapid scoping review	Kaitlyn Garrison, Memorial Atanu Sarkar, Memorial Tom Cooper, Memorial
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<b>Track: Gender &amp; Diversity</b> Location: Loyola 275 Chair: J. Scott Grant, SMU Saturday 21 September   4.00pm – 5.30pm	
Underrepresentation of women in business-to-business sales: a scoping review and future research directions	Jonathan F. Stevens, SMU Wendy Carroll, SMU
Donor's name fund to support women in business	Susan Graham, UPEI Amy MacFarlane, UPEI
The Impact of Diversity and Inclusion on Innovation in Small Businesses of Cape Breton	Zainab Almukhtar, CBU Radhika Ramachandran Nair, CBU Gadha Jyothi Prasad, CBU

<b>Track: Marketing</b> Location: Loyola 277 Chair: Suzanne Rath, UPEI Saturday 21 September   4.00pm – 5.30pm	
An Investigation of the Role of Acculturation on Bilingual Responses to the Factors of Ethnic Change	Golam Aurup, CBU Michel Laroche, Concordia Marie-Odile Richard, State University of New York Polytechnic
Leveraging social media for Non-Profit Fundraising: A Systematic Literature Review	Ainsley MacNeil, StFX Bobbi Morrison, StFX Neil Maltby, StFX
The Role of Ethnicity and Language on Materialism, Cosmopolitanism, and Consumer Ethnocentrism Scales: A Study on Canadian Bilinguals in Quebec	Golam Aurup, CBU Michel Laroche, Concordia Marie-Odile Richard, State University of New York Polytechnic

<b>Track: Open</b> Location: Loyola 280 Chair: Nicholous Deal, MSVU Saturday 21 September   4.00pm – 5.30pm	
Towards agentic youth engagement: a youth participatory action research study	Kristin Williams, Acadia & University of Eastern Finland Rebecca Mian, Acadia
A Literature Review of Legal Instruments to Combat Online Hate Content	Matthew McKenna, SMU Michael Zhang, SMU
Advancing AI and ML Applications in Closed-Loop Supply Chains: A Comprehensive Literature Review	Prashantkumar Jani, CBU Tasquia Mizan, CBU Samiul Islam, CBU

<b>Track: Management Education</b> Location: Loyola 281 Workshop	
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Saturday 21 September   4.00pm – 5.30pm	
<b>Title:</b> Using an Andragogical Praxis of Trauma-Informed Intersectional Love within Management Education	<b>Organizers:</b> Shelley Price, Acadia Katelynn Carter-Rogers, StFX & SMU Mary-Beth Doucette, CBU Courtney McKay, SMU
<b>Workshop Description:</b> This professional development workshop will support the business education community to discuss rematriating kincentric spirituality in management education. We will be using an andragogical praxis of trauma-informed intersectional love as a pragmatic guide for attendees to begin centering Critical Collective Curiosity, Knowledge Gardening / Collective Storytelling, Compassionate Self Inquiry, and Relational Accountability in workplaces.	

### Sunday 22 September | 9.00am – 10.30am

<b>Track: Gender &amp; Diversity</b> Location: Loyola 271 Chair: J. Scott Grant, SMU Sunday 22 September   9.00am – 10.30am	
An alternative perspective on the utility of the model of stereotyping through associated and intersectional categories (MOSAIC)	Chiedza Chigumba, SMU Katelynn Carter-Rogers, StFX & SMU
Rose fortune: a thorny history	Kristin Williams, Acadia & University of Eastern Finland
Beyond intersectionality: a Bourdieusian approach to equity, diversity, and inclusion	Blake Kanewischer, SMU

<b>Track: Human Resources, Industrial Relations, Organizational Behaviour &amp; Organizational Theory</b> Location: Loyola 273 Chair: Scott Cassidy, UPEI Sunday 22 September   9.00am – 10.30am		
Does Abusive Supervision Lead to Employee Silence?: A Proposal for a Systematic Review and Meta-Analysis	Wendy R. Carroll, SMU Camilla M. Holmvall, SMU	
Remote Work and Employee Withdrawal Cognitions During the Late Days of the COVID-19 Pandemic: Exploring the Dual Roles of Job Satisfaction and Psychological Strain	Scott A. Cassidy, UPEI Hannah E. Bertrand, UPEI	Best paper nominee
LMX Ambivalence and its Impact on Affective Organizational Commitment and Job Satisfaction	Raqib Mahmud, Carleton University	

<b>Track: Finance</b> Location: Loyola 274 Chair: Mohammad Siddiquee, MSVU & Arron Fraser, MSVU Sunday 22 September   9.00am – 10.30am
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Impact of Foreign Direct Investment and Foreign Direct Assistance on Economic Growth in Africa. A Half Century Analysis	Joe Abekah, UNB Fredericton Afua Asante, UNB Fredericton Dinesh Gajurel, UNB Fredericton
Balancing Risk, Fairness, and Costs: A Framework for Hydrogen Refueling Station Location in Urban Areas	Mina Valaei, Dalhousie Hamid Afshari, Dalhousie Hassan Sarhadi, Dalhousie Muhammad Ahsanul Habib, Dalhousie
Influence of AI on Corporate Social Responsibility: Some Initial Evidence	Reihaneh Kolivandi, SMU Ashraf Al Zaman, SMU

<b>Entrepreneurship</b> Location: Loyola 275 Chair: Claudia De Fuentes, SMU Sunday 22 September   9.00am – 10.30am		
Towards business creation: attitudes and intentions of unemployed youths	Priscilla Bahaw, University of the West Indies, St. Augustine Campus Amrika Baboolal, CTS College of Business and Computer Science Abede Jawara Mack, StFX Katelynn Carter-Rogers, StFX & SMU	Best paper nominee
Development of a pan-university entrepreneurship centre at UPEI	Reuben Domike, UPEI Amy Andrews, UPEI Jeremy Heartz, UPEI Megan MacLean, UPEI Tarek Mady, UPEI Greg Naterer, UPEI	
High tides make good wines. Collaboration in the craft wine industry for rural revitalization	Claudia De Fuentes, SMU Steve Quilley, University of Waterloo Janan Ara Peerally, HEC Montreal Favid Doloreux, HEC Montreal	Best paper nominee

<b>Track: Management &amp; Information Systems</b> Location: Loyola 277 Chair: Karen Grandy, SMU Sunday 22 September   9.00am – 10.30am	
Online Grocery Delivery Services Usage Intention in Canada: An Assessment with an Extended Theory of Planned Behaviorample	Princely Ifinedos, Brock University Anteneh Ayanso, Brock University Md Tanaz Abir (S), Brock University
Supplier selection and order allocation in nova scotia meat industry using fuzzy TFN and linear programming model	Premkumar Kumarasamy, CBU Samuil Islam, CBU Tasquia Mizan, CBU
“Farming is now morphing”: Exploring the Agricultural Revolution with the Internet of Things in Canada - A Thematic analysis of Canadian Farmers, Industry Members, and Government Partners	Melanie McCaig, StFX Davar Rezania, University of Guelph Rozita Dara, University of Guelph

<b>Track: Management Education</b>		
Location: Loyola 281		
Chair: Susan Graham, UPEI		
Sunday 22 September   9.00am – 10.30am		
Preliminary Categories of Reactions to Personality Feedback Interventions	R. Blake Jelley, UPEI Henriette Lundgren, University of Georgia	Best paper nominee
More than meets the eye: the case of the misfired missive	Shripad G. Pendse, SMU	
I Stumbled Upon Stemble: Using AI to Provide Real-Time Feedback in a Marketing Cases Class	Susan C. Graham, UPEI Jason Pearson, UPEI	

**Sunday 22 September | 11.00am – 12.30pm**

<b>Track: Management &amp; Information Systems &amp; Ethics &amp; Social Issues (joint session)</b>		
Location: Loyola 271		
Chair: David Foord, UNB Fredericton		
Sunday 22 September   11.00am – 12.30pm		
The Social Construction of Smart Grids: Policy Mixes in the Maritime Canadian Technology Innovation System, 2009 to 2022	David Foord, UNB Fredericton Maha Tantay, University of Windsor	
Transforming healthcare with knowledge graphs: applications, challenges, and future directions	Geethu Susan Ebby, CBU Enayat Rajabi, CBU Somayeh Kafaie, SMU	
Uncovering high-order drug-drug interactions with machine learning	Naeem Shirmohammady, SMU Somayeh Kafaie, SMU	

<b>Track: Finance</b>		
Location: Loyola 274		
Chair: Mohammad Siddiquee, MSVU & Arron Fraser, MSVU		
Sunday 22 September   11.00am – 12.30pm		
Understanding the financial challenges immigrants encounter in Canada regarding better financial integration: a work in progress	Akoko Agossou, Université de Moncton Tania M. Morris, Université de Moncton Vicky Therrien, Université de Moncton Lamine Kamano, Université de Moncton	
Improving the Financial Well-Being of Canadians: The Role of Stakeholders	Tania M. Morris, Université de Moncton Vicky Therrien, Université de Moncton Akoko Agossou, Université de Moncton	
Fintech and economic performance: a meta-analytical perspective	Amar Anwar, CBU Arshia Khalid, CBU	

<b>Track: Entrepreneurship</b>		
Location: Loyola 275		
Chair: Karen Grandy, SMU		
Sunday 22 September   11.00am – 12.30pm		

Effect of dysfunctional career beliefs and university's environment and support system on university students' entrepreneurial intention	Jay Vyas, Memorial Carlos Bazan, Memorial	
Exploring equity crowdfunding potential in Newfoundland and Labrador	Md Zahid, Memorial	Best student paper nominee
Opportunity recognition as a precursor to the antecedents of entrepreneurial intention	Jacobson Okoro, Memorial	

<b>Track: Book Launch</b> Location: Loyola 277 Chair: Gabrielle Durepos, MSVU Sunday 22 September   11.00am – 12.30pm		
ANTi-History: theorization, application, critique and dispersion	Nicholous Deal, MSVU Christopher Hartt, Dalhousie Albert Mills, SMU	
Observing dark innovation (in Atlantic Canada)	Ryan MacNeil, Acadia	
Businesses' Contributions to Sustainable Development Goal 5	Mariana Ines Paludi, Universidad Técnica Federico Santa María Maria Eugenia Funes, Universidad Torcuato Di Tella	

<b>Track: Marketing</b> Location: Loyola 281 Workshop Sunday 22 September   11.00am – 12.30pm		
<b>Title:</b> Biometrics	<b>Organizers:</b> Nicole Michaud-Kuszelewski, SMU Katelynn Carter-Rogers, StFX & SMU Ramesh Venkat, SMU	
<b>Workshop Description:</b> This biometric workshop will illustrate the mechanisms for gaining insight into consumers' subconscious cognitive processes and will demonstrate methods for capturing emotional responses and predicting decision-making. This workshop will cover how to access, measure and interpret consumer's physiological response through techniques such as electroencephalography (EEG), galvanic skin response (GSR) and eye tracking. This comprehensive approach will enable the business community to delve into consumer behavior and related metrics, enhancing their understanding of the consumer journey and improving their ability to target marketing strategies effectively.		

**A Special Thanks to our ASB 2024 Track Chairs**

<b>Track</b>	<b>Chair</b>
Accounting	Mary Oxner
Book Launch	Gabrielle Durepos and Donna Sears
Business and Organization History	Terrance Weatherbee
Cases & Cases in Progress	Conor Vibert
Communication	Amy Thurlow
Entrepreneurship	Tasha Richard
Ethics and Social Issues	Brad Long
Finance	Arron Fraser and Mohammad Siddiquee
Gender & Diversity	J. Scott Grant
Human Resources, Industrial Relations, Organizational Behaviour & Organizational Theory	Scott Cassidy
Indigenous Business, Economics and Reconciliation	Katelynn Carter-Rogers and Mary Beth Doucette
Management Education	Susan Graham
Management & Information Systems	Yinglei Wang
Marketing	Suzanne Rath
Open	Nicholous Deal
Strategy	Mark Fuller (English) Alidou Ouedraogo (French)
Tourism and Hospitality	Maria Matthews

**ASB 2024 thanks our many dedicated peer reviewers!**

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Annika Voltan, SMU  
Aravind Krishnan A, Manipal Institute of Technology  
Arron Fraser, MSVU  
Ashraf Al Zaman, SMU  
Aurup Golam, CBU  
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Zainab Almkhtar, CBU

## ASB 2024 Luncheon Keynote

**Speaker:** Dr. Julie Macfarlane  
[profjuliemac.com](http://profjuliemac.com); she/her

**Title:** Truth and silence: why removing NDAs is important for universities and businesses



**Description:** The abuse of non-disclosure agreements or NDAs has become ubiquitous. They now appear in 95% of civil settlement agreements, and are used extensively by universities for terminations, investigations, and in sexual violence complaint outcomes. [Can't Buy My Silence](#) (co-founded by Julie Macfarlane with Zelda Perkins, former assistant to Harvey Weinstein) is campaigning for legislative restrictions and also working closely with universities to make a voluntary Pledge (the University Pledge) to stop using NDAs. Legislation has already followed for universities in the UK and in Ontario. What does this mean for your university and your field of work? How do private and public employers use NDAs? What is the impact of NDAs and why is it important to rein them in?

**About Dr. Julie Macfarlane:** Julie is Emerita Distinguished University Professor of Law and a Member of the Order of Canada for her advocacy on access to justice and on behalf of survivors of sexual violence. Julie is Co-Founder with Zelda Perkins of [Can't Buy My Silence](#), campaigning to make the misuse of non-disclosure agreements illegal.

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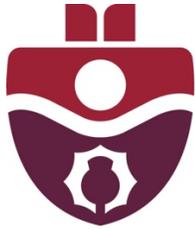


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