

September December  
**2019-2020**



SOBEY SCHOOL OF BUSINESS  
**RESEARCH BULLETIN**

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SAINT MARY'S UNIVERSITY  
**SOBEY**  
SCHOOL OF BUSINESS

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## Message from the Dean

IT IS OUR PLEASURE TO PRESENT THE SECOND ANNUAL RESEARCH BULLETIN FOR THE SOBEY SCHOOL OF BUSINESS.

Last year, we launched this publication to celebrate and accelerate the exemplary research created by Sobey faculty, graduate students and research centres. This past year, our researchers continued to impress with their research output, despite the difficult conditions created by the COVID-19 pandemic. I am proud of the way our researchers demonstrated agility and creativity, pivoting to make the best of the circumstances and producing exemplary and impactful research in diverse fields.

Our five-year strategic plan, Elevating Impact, embodies the vision and aspirations of the Sobey School of Business and lays out the road map that will help us realize our goals. One of our main goals is to foster an environment of intellectual discovery that inspires research excellence, encourages collaboration and serves society. The research contained in this bulletin drives this goal forward.

Our researchers publish in top journals, give presentations to leading academics around the world and impact sectors far beyond the walls of the Sobey School of Business. Our faculty, graduate students and research centres produce some of Canada's most impactful research.

While the pandemic changed how scholarship was conducted and restricted opportunities for in-person collaboration, much of the research contained here focuses on lifting up the economy and community during difficult times. Our researchers' focus on tackling today's most pressing business issues reflects their desire to create real-world impact. The research undertaken at the Sobey School of Business from September 2019 to December 2020 demonstrates the Sobey School's leadership in making an impact with purpose.

**Harjeet S. Bhabra, PhD**

*Dean, Sobey School of Business*



Sobey School of Business  
Strategic Plan Goal:

**Foster an  
environment  
of intellectual  
discovery  
that inspires  
research  
excellence,  
encourages  
collaboration  
and serves  
society.**

## Message from the Associate Dean, Research & Knowledge Mobilization

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“Remember  
that the  
six most  
expensive  
words in  
business  
are: ‘We’ve  
always done  
it that way.’”

– Cathryn DeVrye  
Australian Executive Woman  
of the Year

WE ARE DELIGHTED TO SHARE THE SECOND ANNUAL RESEARCH BULLETIN FOR THE SOBEY SCHOOL OF BUSINESS.

The past year has been very challenging for all sectors, but the COVID-19 pandemic has presented distinct obstacles for university research. The energy and dynamism that come along with on-campus activity have been lessened, and our symposia, workshops and research talks were forced to adapt to online formats.

I am so proud of the way our Sobey School faculty stepped up to accomplish their research and teaching in completely new ways. They adapted to the virtual environment, developed new skills and were able to accomplish an incredible amount of research during a uniquely challenging time.

Because of the pandemic, this Research Bulletin presents a larger window than last year’s edition: from September 1, 2019, to December 31, 2020.

Research is a key pillar of Elevating Impact, the Sobey School of Business strategic plan, and the scope of research continues to be immense. Our faculty members, research centres and graduate programs consistently produce excellent research that is actively sought by government, non-profit, and business sectors.

I would like to thank our faculty for their excellent work during an unprecedented period. Their dedication, innovation and agility allowed for another impressive year of research, despite the circumstances.

**Catherine Loughlin, PhD**

*Associate Dean  
Research and Knowledge Mobilization*



## Our Work as PRME Champions: Sustainable Development Goals in Research

The Sobey School of Business is proud to be a signatory to the Principles for Responsible Management Education (PRME) initiative. PRME provides a framework for academic institutions to advance the broader cause of corporate social responsibility and incorporate universal values into curricula and research. PRME engages business and management schools to ensure they provide future leaders with the skills needed to balance economic and sustainability goals, while drawing attention to the Sustainable Development Goals (SDGs).

The Sobey School of Business has been selected as PRME Champions for the 2020-2021 cycle, which is a group of PRME signatories who have committed to being leaders in the space of responsible management education.

The Sobey School reports annually on the ways we have incorporated the principles of PRME into our curriculum, research and daily work. Our faculty are doing research on a variety of important issues that tie into many of the SDGs, including the poverty-climate change nexus, social entrepreneurship, the role of gender in venture capitalism and much more.

The Sobey School also has a PRME library available for access to resources related to integrating the SDGs into courses, or learning more about responsible management education. Beyond these efforts, the Sobey School is actively working on mapping the SDGs through the curriculum, and integrating them throughout courses.

**Throughout this research bulletin, you will find items marked with coloured squares to indicate the SDGs with which they are most aligned:**



# RESEARCH CLUSTERS & GROUPINGS

## Research Centres

### Atlantic Research Group on Economics of Immigration, Aging and Diversity

The Atlantic Research Group on Economics of Immigration, Aging and Diversity was established to promote research and mobilize knowledge focusing on the economic significance of immigration, diversity and aging. The centre provides a platform to researchers, policymakers, policy practitioners and business organizations to exchange ideas and conduct research on these issues in a regional, national and international context.

### Knowledge Mobilization Activities

Public Outreach Events:

- **Immigration in the Maritime Provinces: New Realities**  
*October 29, 2020*  
This immigration policy forum explored policy challenges posed by the current pandemic and response. Panelists included senior policy makers from all three Maritime provinces. The event was attended by federal and provincial policymakers, representatives from settlement sector and academic researchers. Total registration was 89. Presentations can be found on [ARGEIAD's website](#). ■
- **Will there be a "jobless recovery" after COVID-19 in Canada? An examination of regional and demographic vulnerabilities.**  
*July 28, 2020*  
**Dr. Ather Akbari**, Chair of ARGEIAD, presented at this webinar hosted by the Sobey School of Business Community Revitalization & Prosperity Network. The webinar used state-of-the-art economic models and techniques to examine how fast employment can grow with GDP in a post-COVID-19 period and whether recovery will vary by regions and demographics. ■ ■

### Media Appearances

- Peddle, S. (2020, November 20) Immigration report looks at who is staying and leaving Nova Scotia. *The Chronicle Herald*.

### Centre of Excellence in Accounting and Reporting for Co-operatives

The Centre of Excellence in Accounting and Reporting for Co-operatives (CEARC) was created with the understanding that the co-operative business model, with its unique business purpose, values and principles, is not adequately served by the same approach to accounting used by investor-driven firms. The mission of CEARC is to be a focal point for policy development, academic and applied research and critical reflection on industry practices in the area of accounting for cooperatives and credit unions.

### Research Grants

- *CPA Canada-Canadian Academic Accounting Association*
- **Daphne Rixon** (PI), Co-applicant Daniela Senkl, \$8,000, Integrated Reporting, Organizational Change and Management Accounting in Co-operatives. ■
- *SSHRC Partnership Engage Grant*
- **Daphne Rixon** (PI), Co-applicant Fiona Duguid (\$24,00), Measuring Sustainable Development Goals in the Canadian Co-operative Sector.

### Publications

- *International Journal of Co-operative Accounting and Management*. **Daphne Rixon**, Editor-in-Chief, 2018-present.

We are pleased to report that we have published four issues during this timeframe:

- **December 2019:** Included our first French language paper.
- **February 2020:** Special issue that highlighted some of the ongoing initiatives in Canadian universities that relate to research, education and support for the incubation of new businesses
- **October 2020:** Special issue on Sustainable Development Goals.
- **December 2020:** Included paper by Caroline Shenaz Hossein, York University, "Locating the Contributions of the African Diaspora in the Canadian Co-operative Sector".

## Measuring Sustainable Development Goals in the Canadian Co-operative Sector

This project involves working with Co-operatives Mutuals Canada and 15 co-operatives to determine how co-operatives can measure and evaluate their performance in relation to the United Nations Sustainable Development Goals (SDGs). The project will identify two to three metrics for each of the 17 United Nations Sustainability Development Goals and will develop benchmark data on SDG performance of co-operatives. ■

## Statement of Recommended Practice (SORP) for Co-operative Accounting and Reporting

CEARC is leading an international committee to develop a SORP for co-operatives. The SORP Committee is chaired by **Daphne Rixon** and is comprised of accounting practitioners and academics from the United Kingdom, Spain, United States and Canada.

In October 2019, the International Co-operative Alliance (ICA) unanimously passed a motion by the ICA at its General Assembly confirming its support for our work on a co-operative Statement of Recommended Practice (SORP) for accounting and reporting. ■ ■

## National and International Collaborations

- Signed a Memorandum of Agreement with FUNDEPOS Alma Máter University, Costa Rica to work on the following initiatives:
  - ◇ *Collaboration on a multi-year project on adoption by co-operatives of the UN Sustainable Development Goals through CEARC*
  - ◇ *Exchange of academic and administrative staff*
  - ◇ *Collaboration on co-operatives research, training, teaching and publications*
  - ◇ *Co-organization of research symposia in Canada and Costa Rica* ■ ■
- Co-operatives Mutuals Canada (industry association) - formed partnership on the SDG project
- Centre of the Study of Co-operatives - University of Saskatchewan. **Daphne Rixon** was appointed to the advisory board, effective December 2019.
- CoopsUK (industry association) - working together on the co-operative accounting SORP

## Centre for Leadership Excellence

The Centre for Leadership Excellence is a Senate centre of the Sobey School of Business at Saint Mary's University. The Centre for Leadership Excellence (CLE) aims to foster an environment where emerging models of leadership can be explored and the theoretical and practical value of these models can be shared with stakeholders. The Centre's work is organized in two streams: *ImpactLab* and *Capacity Building for Innovation*.

## Research Grants

- Commodity Chains, Governance and Urban Democracy - A Comparative Study of Four Canadian Cities: Halifax, Montreal, Toronto and Vancouver (2019-ongoing). Partners: Dorval Brunelle, UQAM; Peter V. Hall, Simon Fraser University; Jean Michel Montsion, York University; **Claudia De Fuentes**, SMU. Total funding: \$184,892 SSHRC. ■ ■
- Crowding-in or crowding-out? Analysis of innovation government support for firms located in Canada (2019-ongoing). Partners: **Claudia De Fuentes**, SMU; **Joniada Milla**, SMU. Funding: \$87,500 Treasury Board of Canada Secretariat (TBS) Funding: Postdoc fellow Sobey School of Business. ■

## Publications

- **Hervieux, C.** (2020, August). Redefining Global Learning in a Digitalized Era. Invited Panelist, International Study Programs, Webinar. ■
- **Hervieux, C., McKee, M., & Soheil, A.** (2019, September). Mapping the path of impact through UN SDGs. 11th International Social Innovation Research Conference, Glasgow, Scotland. ■

## Research Awards and Distinctions

- **Hervieux, C. & Voltan, A.** (2019). Emerald Literati Award. **Highly Commended Paper Award:** Toward a systems approach to social impact assessment. *Social Enterprise Journal*, 15 (2), 264-286. ■

## David Sobey Centre for Innovation in Retailing and Services

The David Sobey Centre for Innovation in Retailing and Services (DSC) is one of Sobey School's premier research centres. The DSC is the leading source of expertise in retailing. Our primary areas of focus are research, innovation and education. We bring together researchers, students and retailers.

DSC researchers come from various disciplines within the business school as well as other areas such as engineering, psychology, computing and geography.

The David Sobey Centre for Innovation in Retailing and Services is supported by a generous gift from David Sobey, Chairman Emeritus Empire Company Limited.

### Recent Research Projects Funded

- Price Wars: An Empirical Investigation Of The Role Of Competition Pricing On Preferences For A New Product In A Stable Market (Jason Ivanoff)
- Improving Service Performance Of Home And Community Care Organizations: A Qualitative Examination Of Personal Support Workers (**Firat Sayin**) ■■
- Leading the Healthy Retail Workplace (Kevin Kelloway) ■■
- When Vision Meets Numbers - Relationship Between Retailer Vision, Values And Business Performance (**Vasiliki Athanasakou**)
- Cross-cultural Impression Management Tactics In Retail Job Interviews (Nicholas Roulin)
- Social Goodwill from Cause Marketing Campaigns (**Tiffany Vu**) ■

### Research Summaries Published in 2020

- Transformational Leadership and Customer Loyalty (Kevin Kelloway)
- Consumer Perception of "Greening" Packaging (**Ethan Pancer**) ■
- The Effect of Personalized Pricing on Profit (**Hai Hu**)
- Promoting High Performance in Age-Diverse Teams (**Catherine Loughlin**) ■■
- Wealth Effects of Retail Store Closure Announcements (**Rahman Khokhar**)
- Exporting Performance and Innovation (**Claudia de Fuentes**) ■

### Publication

Scheuer, C. & **Loughlin, C.** (2020). Could the aging workforce reduce the agency penalty for female leaders? Re-examining the Think-Manager-Think-Male Stereotype. *Journal of Management and Organizations*, 41, 1-23. ■■

## International Centre for Co-operative Management

The International Centre for Co-operative Management (ICCM) is a leader in management education, applied research and knowledge dissemination for the co-operative, credit union and mutual sector.

### Working Papers and Case Study Series

- McMahon, C., Miner, K., & **Novkovic, S.** (2020). Case Study: Organization of American States Staff Federal Credit Union. International Centre for Co-operative Management Working Paper and Case Study Series 03/2020. Case Study 2020-03.
- Trott, A. (2020). Co-operative associations in North America. International Centre for Co-operative Management Working Paper Series 02/2020. Working Paper 2020-02.
- Lund, M. & Hancock, M. (2020). Stewards of Enterprise: Lessons in Economic Democracy from Northern Italy. International Centre for Co-operative Management Working Paper Series 01/2020. Working Paper 2020-01. ■

### Research Papers, Reports, Journal Articles and Books

- Miner, K. & **Novkovic, S.** 2019. Cooperatives and sustainable development goals: Power in purpose. *Cooperative Business Journal Fall*, NCBA: 26-36. ■■
- Novkovic, S.** & Miner, K. 2020. Diversity in governance. A cooperative model for deeper, more meaningful impact. *Cooperative Business Journal Fall*, NCBA: 4-15. ■■
- Novkovic, S.** 2020. Sustainability indicators from the cooperative perspective. United Nations Research Institute for Social Development (UNRISD) Background paper to the Sustainable Development Performance Indicators project. ■■
- Humanistic governance in democratic organizations: The cooperative difference.* Book proposal accepted, Palgrave MacMillan.

Guest editing special edition of the *Journal of Cooperative Organization and Management* (Elsevier Science) on the Cooperative Identity.

### Research Grants

FWO-SBO grant (Belgium) 2019-2022.

Cooperatives and Mutuals Canada - industry grant 2019-2022. Impact of Covid-19 on the Cooperative sector in Canada Partnership with IRECUS at the University of Sherbrooke and Shannon School of Business - CBU.

## Corporate Knights Ranking

The Sobey School of Business ranked in the top 15 of the **Corporate Knights Better World MBA** ranking in 2020 and was among the top 5 Canadian schools on the list.

The ranking examined the performances of 151 business schools, drawn from the most recent *Financial Times* list of the top 100 global MBA programs; the schools that made the 2019 Corporate Knights Better World top-40 roster; and business schools accredited by AMBA, AACSB or EQUIS and also signatories to the United Nations' Principles for Responsible Management Education (PRME). The ranking speaks to a school's commitment to environmental and social responsibility. The Sobey School of Business has placed on the list for the last six years, four of those in the top 15, and two in the top ten.

Participating schools are graded on five indicators: the number of institutes and centres dedicated to sustainable development; the percentage of core courses that integrate sustainable development; faculty research publications and citations on sustainable development themes; and faculty gender and racial diversity. The Sobey School of Business ranks especially high in the latter two indicators, with a faculty gender diversity score of 50% (the highest score amongst schools in the top 40) and a faculty racial diversity score of 41.4%, which is among the 10 highest scores.

## PhD Program

The Sobey School of Business PhD program has been focused on management for the past 20 years. The program brings together a core team of internationally recognized faculty to deliver a flexible, but rigorous doctoral program geared specifically to working professionals. Sobey's PhD students and graduates have contributed significant scholarship over the years. In 2021, streams for Accounting and Finance have been added to our successful Management stream.

## PhD Student Publications

### Refereed Journal Articles

- Arseneault, R.**, Deal, N., & Mills, A. (2019). Reading "Canadian" management in context: development of English and French education. *Journal of Management History*, 25(2), 180-202. ■
- Arseneault, R.** (2020). Intercultural adjustment challenges of Korean and Canadian Self-Initiated Expatriates: moving beyond a 'one-size' fits all approach. *International Journal of Cross-Cultural Management*. ■
- Hendricks, K., **Deal, N.**, Helms Mills, J. & Mills, A. (2020). Intersectional historiography as a matter of time. *Management Decision*. ■
- Walker, C., Alexander, A., **Doucette, M. B.**, Lewis, D., Neufeld, H. T., Martin, D., Masuda, J., Stefanelli, R., & Castleden, H. E. (2019). Are the pens working for justice? News media coverage of renewable energy involving Indigenous Peoples in Canada. *Energy Research & Social Science*, <https://doi.org/10.1016/j.erss.2019.101230>. ■
- Doucette, M.B.** & Wein, F. How Does First Nation Social and Economic Development Contribute to the Surrounding Region? A Case Study of Membertou. *Indigenous Impact in Canadian Economies*. Ed. Wanda Wuttunee. Winnipeg: University of Manitoba Press. (In press). ■ ■
- Hendricks, K.**, Deal, N., Helms Mills, J. & Mills, A. (2020). Intersectional historiography as a matter of time. *Management Decision*. ■
- Jamjoom, L.A.** (2020). A spectacle of otherness: an auto-ethnography of a conference presentation. *Qualitative Research in Organizations and Management: An International Journal*, <https://doi.org/10.1108/QROM-12-2018-1708>. ■

Durepos, G., **Shaffner, E.C.**, & Taylor, S. (2020). Developing Critical Organizational History: Context, Practice, and Implications. *Organization*. <https://doi.org/10.1177/1350508419883381>. ■

**Williams, K.S.** (2019). Feminist critical historiography: Undoing history-A conceptual model. *Workplace Review*, 54-67. ■

**Williams, K.S.** (2019). Unsociable speech: Critical discourses on cyber incivility from inside the non-profit sector in Canada. *Qualitative Research in Organizations and Management*. <https://doi.org/10.1108/QROM-04-2018-1625>. ■

### Books and Book Chapters

**Doucette, M.N.**, & Wein, F. (2020). How Does First Nation Social and Economic Development Contribute to the Surrounding Region? A Case Study of Membertou. *Indigenous Impact in Canadian Economies*. Ed. Wanda Wuttunee. Winnipeg: University of Manitoba Press. ■ ■

Maltby N., Alex J., **Maclsaac, M.** (2020) Performance and Strategy of North American Small-Cap Breweries. In: Hoalst-Pullen N., Patterson M. (eds) *The Geography of Beer*. Springer, Cham. [https://doi.org/10.1007/978-3-030-41654-6\\_10](https://doi.org/10.1007/978-3-030-41654-6_10).

**Yu, T.**, Mills, A., & Helms Mills, J. (2020). Towards a Zen-informed Approach in Management and Organizational Study. In K. Bruce (Ed.). *Elgar Handbook on Management and Organizational History*, Cheltenham, UK: Edward Elgar Publishing. ■

### National and International Conference Keynotes, Presentations and Proceedings

**Arseneault, R.** & Roulin, N. A theoretical model of cross-cultural impression management differences in an interview context. Academy of Management Conference 2020. Vancouver, Canada. Presented virtually. ■

**Deal, N.M.** 'Zooming in' on ANTi-Microhistory: A critical historiography of Air Canada. Administrative Sciences Association of Canada (Business History Division), St. Catharines, Ontario. September 2019.

Durepos, G. & **Deal, N.M.** Tales of the field: lessons learned while collecting and interpreting historical data. Academy of Management Annual Conference, Vancouver, British Columbia. August 7-11 2020. Presented virtually.

Thurlow, A., McLaren, P., **Deal, N.M.**, & Durepos, G. Working with digital archives. Administrative Sciences Association of Canada Annual Conference, St. John's, Newfoundland. June 12-15 2020. Presented virtually.

Durepos, G. & **Deal, N.M.** History, methodology, and historical organization studies: Lessons learned while collecting and interpreting historical data. Administrative Sciences Association of Canada Annual Conference, St. John's, Newfoundland. June 12-15 2020. Presented virtually.

Deephouse, D. & **Doucette, M.** Workshop, Indigenizing and Decolonizing Business Schools 2020: Administrative Leadership, Curricular Development, and Research Opportunities. Administrative Sciences Association of Canada Annual Conference, June 13-15, 2020. ■ ■

**Jamjoom, L.A.**, Paludi, M. I. Bordered feminism: A postcolonial and decolonial dialogue. The Administrative Sciences Association of Canada. June 13-15 2020. Presented virtually. ■

**Kamp, I.** & Liu, F. (2020). The dynamics of behavioral integration in top management team decision making: An exploratory study. A paper accepted for presentation at the Administrative Sciences Association of Canada. June 13-15 2020. Presented virtually.

Mercer, D., **McNally, C.**, & Loughlin, C. Broadening our Sight: Integrating Research Methods to Mitigate the Dichotomy of Women and Leadership. Annual Meeting - Academy of Management, Vancouver, BC. August 2020. Presented virtually. ■ ■

Weigand, H. & **Price, S.** Positive Support: Development and Validation of a Measure of Spectator Behaviour in Youth Sport. The Administrative Sciences Association of Canada. Online Conference, Canada. June 12-15 2020. ■

**Shaffner, E.C.** & Deal, M.N. What is to be done? Re-Examining diversity in business cases through intersectional thinking. Academy of Management Annual Meeting. August 2020. Presented virtually. ■ ■

Deal, N.M., **Shaffner, E.C.**, & Mills, A.J. History as postmodern? Revisiting the debate across historical organization studies. Academy of Management Annual Meeting. August, 2020. Presented virtually.

**Yu, T.** & Mills, A. Lest We Forget The Zen Centers' Storytelling of Their Controversial Founding Abbots. Administrative Sciences Association of Canada, Online Conference, Canada. 12-15 June 2020. ■

### *Research Awards & Distinctions*

**Deal, N.** Full-Time Professor of the Year, Sobey School of Business Commerce Society (2019-2020).

**Yu, T.** & Mills, A.J. Honorable Mention Award, BH (Business History) Division, ASAC (Administrative Sciences Association of Canada) Annual Conference, St. John's, Newfoundland and Labrador. June 2020.

### *External Research Grants Awarded*

Loughlin, C. & **Maclsaac, M.** Assessing Leadership Capacity in the Nova Scotia Nonprofit Sector. Change Lab Action Research Initiative: \$6,500. 2019-2020. ■

**Maclsaac, M.** & Gillis, P. Evaluation of the Antigonish Community Sport Hub Pilot. Change Lab Action Research Initiative: \$6,500. 2020-2021. ■■

### *Other Distinctions*

**Arseneault, R.** ASAC 2020 Divisional Editor for the Management Education Stream

**Bettin, C.** Conference Presentation: Bettin, C., & Helms Mills, J. (2020). Makeup Naïve? Finalist in the Academy of Management Critical Management Study's Division Case Writing Competition. Academy of Management Meeting. Vancouver.

**Jamjoom, L.A.** Divisional Chair, Gender, and Diversity in Organizations, ASAC. 2020-2021.

**Jamjoom, L.A.** Divisional Editor, Gender and Diversity in Organizations, ASAC. 2019-2020.

**Kaneswicher, B.** Program Coordinator, ASAC Management Education Division.

**Richard, T.** Winner of Best Student Paper: Richard, T. The Entrepreneurial Propensity of Women Revisited 10 Years Later. Atlantic School of Business Conference, Cape Breton University, Sydney, Nova Scotia. September 2019. ■■

“Learn from yesterday, live for today, hope for tomorrow. The important thing is not to stop questioning.”

– Albert Einstein

# Master of Technology Entrepreneurship & Innovation (MTEI)

## Master's Thesis

**Patrick Adeyemi**. Supervisor: **Chantal Hervieux**. The Place of Technology in Social Entrepreneurship. 2020. ■

**Holly Foxall**. Supervisor: **Catherine Loughlin**. Gender in Venture Capital Funding and Finance. 2020. ■ ■

## MITACS Accelerate Innovation Funding

**Robert Afari and Nick Punjabi**, Supervisor: **Claudia De Fuentes**. \$30,000. Head Start. Analyze the Main Determinants and Challenges for Start-up Success at Different Growth Stages.

**Laura Russell**, Supervisor: **Steve Smith**. \$30,000. Building a Mobile Application to Identify Factors that Impact Student Success and Mental Health Amongst Living Arrangements. ■

**Huschang Pourian**, Supervisors: **Ellen Farrell** and **Mike Durland**. \$30,000. Success-story 'Cabot Links' - Can Luxury Tourism Development Prosper in Nova Scotia? ■ ■

**Rishbah Aurora**, Supervisor: **Gordon Fullerton**. \$15,000. Investigating the Use of Various Methods of Marketing Collaborations and their Success Criteria and Limitations on Business with Business and Business with Influencers in North America.

## MITACS Business Strategy Funding

**Ellen Farrell** (PI), Co-Applicant: **Alejandro Sanchez-Avila**. \$10,000 Girls and Women: Access to Venture Capital. ■ ■

## External Research Grants Awarded

**Ellen Farrell** (PI). Diversity Institute, Ryerson. Girls and Women: The Venture Capital Conundrum. 2020. \$67,870. ■ ■

**Ellen Farrell** (PI), Co-applicant: **Tanya Priske** of the Centre for Women in Business. Change Action Research Lab Initiative (CLARI). Girls and Women: Access to Venture Capital. 2020. \$7,500. ■ ■

**Ellen Farrell** (PI). Innovation, Science and Economic Development. Business Case of the Atlantic Women's Business Angel Network. 2019-2020. \$9,890. ■ ■

## Other Distinctions

**Ellen Farrell**, Appointed Advisor. Brookfield Institute of Innovation and Entrepreneurship's Living Lab's Initiative. Women's Entrepreneurship Knowledge Hub.

# Master of Applied Economics

## Major Research Papers

**Hossain, A.** Does the place of education matter in reducing the difference in earnings between immigrants and native-born in Canada?

**Maity, S.** Modelling the Dynamic Yield Curve for the Canadian Bond Market

**Randolph, R.** Does Education Expenditure have a Positive Impact on Economic Growth? A Panel Data Estimation of Five Developing Countries

**Siyanpeter, R.A.** The Effect of Minimum Wage Increase on Employment: Panel Data Evidence From Canadian Province

"What we urgently need today is a more inclusive view of what it means to be a scholar – a recognition that knowledge is acquired through research, through synthesis, through practice, and through teaching."

– **Ernest L. Boyer**

Former President of Carnegie Foundation and Chancellor of the State University of New York

# PRME Principles for Responsible Management Education



## SDG Research Showcase: September 28, 2020

After decades of work with the United Nations, 193 countries including Canada adopted the 2030 Agenda for Sustainable Development and its 17 Sustainable Development Goals (SDGs) in 2015. The SDGs are the blueprint to achieve a better and more sustainable future for all. They address the global challenges we face, including those related to poverty, inequality, climate, environmental degradation, prosperity, peace and justice.

At the Sobey School of Business, faculty and students participate in research that applies to, and is valued by, communities around the corner and across the World. Our faculty and students are deeply involved in research projects that are aligned with the Sustainable Development Goals.

Through this SDG Research Showcase, we translated the results of our research to extend these insights to those communities who can benefit most.

# RESEARCH

## Refereed Journal Articles

- Sy, O., **Al Zaman, A.** (2020). Is the presidential premium spurious? *Journal of Empirical Finance*, 56(C), 94-104.
- Anderson, B.** (2020). The More General and Difficult Fields of Speculation. *Journal of Macrodynamical Analysis*, 14, 133-140, 147-149.
- Anderson, B.** & Duffy, J. (2020). Editors' Introduction, *Journal of Macrodynamical Analysis*, 12, 1-3.
- Athanasakou, V.**, Eugster, F., Schleicher, T., & Walker, M. (2020). Annual report narratives and the cost of equity capital: UK Evidence of a U-Shaped Relation. *European Accounting Review*, 29 (1), 27-54.
- Attig, N.**, **Driss, H.**, & El Ghouli, S. (2020). Rating standards around the world: A puzzle? *Emerging Markets Review*, 45, 100701.
- Attig, N.**, Chen, R., El Ghouli, S., Guedhami, O., Kwok, C., & Pittman, J. (2020). Are insiders equal? Evidence from earnings management in closely held East Asian firms. *Research in International Business and Finance*, 54, 101243.
- Aydede, Y.** (2020). Assortative Preferences in Choice of Major. *IZA Journal of Labor Economics*, 9:1, 1:38.
- Bhabra, G., **Bhabra, H.**, & Hossain, A. (2020). Sarbanes-Oxley Act and the acquisition of private targets. *Accounting & Finance*, 61(S1), 1457-1487.
- Chang, Q., **Bhabra, H.**, & Bhabra, S. (2020). Does the quality of acquisitions inform bond rating revisions? *Accounting & Finance*, 60(1), 149-182. (Lead Article).
- Bhabra, H.**, Hossain, A., & Karmakar, V. (2020). An overview of C-SOX and directions for future research. *Managerial Finance*, 46(2), 254-266.
- Boland, M.** & Godsell, D. (2020). Do public sector budget and spending rules facilitate political reciprocity? *Accounting, Organizations and Society*. (In Press)
- Boland, M.** & Godsell, D. (2020). Local visibility shocks to war profiteers: New tests of the political cost hypothesis. *Journal of Accounting & Economics*, 70(1), 1-31.
- Santiago, F., **De Fuentes, C.**, Peerally, J., & Larsen, J. (2020). Investing in innovative and productive capabilities for resilient economies in a post-COVID-19 world. *International Journal of Technological Learning, Innovation and Development*, 12(2) 153-167. ■
- De Fuentes, C.**, Niosi, J., & Peerally, J. (2020). Exploring innovation and export interplay in Canadian firms. *Economics of Innovation and New Technology*. doi: 10.1080/10438599.2020.1786999. ■
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## Books and Book Chapters

Authors: Terry Quinn and John Benton. Title: *Economics Actually: Today and Tomorrow, Sustainable and Inclusive*. Foreword by **Bruce Anderson** and Michael Shute. Pages: vi-viii. Publisher: Island House Press. ■

Editors: Kent Baker, Lynnette Purda and Samir Saadi. Title: *Corporate Fraud Exposed*. Chapter 10: "Corporate Political Connections and Corruption" by **Matthew Boland**. Publisher: Emerald Publishing Limited. ■

Editors: Kristen M. Getchell and Paula J. Lentz. Title: *Rhetorical Theory and Praxis in the Business Communication Classroom*. Chapter Eight: "Expressing accountability and organizational ethos: Business dress as visual rhetoric" by **Valerie Creelman**. Publisher: Routledge. Pages: 139-160. ■

Editor: Kyle Asquith. Title: *Advertising, Consumer culture, and Canadian Society*. Chapter 10: "'Sorry, we're breaking up': Product recall and lululemon's brand love backlash" by **Valerie Creelman**. Publisher: Oxford University Press. Pages: 169-186.

Editors: Alexandra Tsvetkova, Jana Shmutzler & Rhiannon Pugh. Title: *Entrepreneurial ecosystems meet innovation systems: Synergies, policy lessons and overlooked dimensions*. Chapter 9: "Typifying Latecomer Social Entrepreneurs by Ownership Structure: Learning and Building Knowledge from Innovation Systems" by Jahan Peerally and **Claudia De Fuentes**. Publisher: Edward Elgar. Pages: 194-220. ■

Editors: Adam Lindgreen, Francois Maon, Joelle Vanhamme, Beatriz Palacios Florencio, Christine Vallaster & Carolyn Strong. Title: *Engaging with Stakeholders: A Relational Approach to Stakeholder Engagement*. Chapter 3.7: "Aligning footprint mitigation activities with relevant stakeholders" by Loren Falkenberg, **Xiaoyu Liu**, Liena Kano & Reiner Schaefer. Publisher: Routledge. ■

## International Conference Keynotes, Presentations and Proceedings

**Anderson, B.** (2019, November) "How to Teach Better, Yesterday. How to Teach Better, Today." Poster Presentation at the Teaching and Learning Symposium: What is effective university teaching? The Studio, Saint Mary's University, Halifax, Nova Scotia.

**Anderson, B.** (2019, November-December) "How to be a Better Entrepreneur." FASS (Faculty Alumni Staff Student Art Exhibition). Saint Mary's University Art Gallery, Halifax, Nova Scotia.

**Aydede, Y.** (2020, November) "What can be predicted from a national health survey? Is cancer one of them?." BigSurv20 Big Data Meets Survey Science. Utrecht, Netherlands. ■

**Aydede, Y.** (2020, July) "Causal Predictors of Cancer." European Union Health Economics Association EUHEA 2020 Conference. Oslo, Norway. ■ ■

**Aydede, Y.** & Yuksel, M. (2019, October) "What can be predicted from CCHS?" Canadian Research Data Centre Network (CRDCN) 2019 National Conference. Halifax, Nova Scotia.

Bhabra, G., **Bhabra, H.**, & Hossain, A. (2019, December) "Sarbanes-Oxley Act and the acquisition of private targets." World Finance and Banking Symposium. New Delhi, India.

Wang, C., **Bhabra, H.**, Francois, P., & Walker, T. (2020, October). "Credit Default Swaps and the Cost of Capital." Financial Management Association International Conference. New York, USA. Presented virtually.

**Bhabra, H.**, Kolaghar, S., & Ravi, R. (2020, November) "The Impact of Investor Relations and Stakeholder Communication on Cost of Debt and Equity Capital." 6th Annual International Corporate Governance Society Conference. Presented virtually.

- Babaghaderi, A., **Bhabra, H.**, & Ravi, R. (2020, November) "Corporate Spin off Completion and Board Composition." 6th Annual International Corporate Governance Society Conference. Presented virtually.
- Bhabra, H.**, Kolaghar, S., & Ravi, R. (2020, November) "The Impact of Investor Relations and Stakeholder Communication on Cost of Debt and Equity Capital." Southern Finance Association Conference. Palm Springs, USA. Presented virtually.
- Wang, C., **Bhabra, H.**, Francois, P., & Walker, T. (2020, December) "Credit Default Swaps and the Cost of Capital." Paris December 2020 Finance Meeting EUROFIDAI - ESSEC. Presented virtually.
- Creelman, V.** (2019, November) "'Thank you for reaching out'; Conversational Human Voice in Customer Care during Crisis Events." Language in Webcare Symposium, University of Ghent, Ghent, Belgium.
- Creelman, V.** (2020, October) "Managing Organizational Ethos through Visual Rhetoric." 85th Annual Association for Business Communication Conference. Presented virtually.
- Creelman, V.** (2019, October) "Thumbs Up or Thumbs Down?: Emoji Use and Social Engagement within Team-based Collaboration Software." 84th Annual Association for Business Communication Conference. Detroit, USA.
- De Fuentes, C.**, Rhineland, J., & Peerally, J. (2020, November) "Building knowledge from engaging in backward and forward global value chains." Conference Rethinking Clusters. Valencia, Spain. Presented virtually.
- De Fuentes, C.** (2019, November) "Regional programs: moving beyond immediate outcomes (additionality and spillovers), Research Workshop: Methods, techniques and tips for horizontal impact assessments." Treasury Board of Canada Secretariat. Ottawa, Canada.
- Walker S., & **Fiset, J.** (2020, June) "Exploring decisions to reduce workplace language barriers: A policy-capturing study." Administrative Sciences Association of Canada Virtual Conference, St. John's, Newfoundland, Canada. ■ ■
- Arnold, K., **Loughlin, C.** et al. (2020) "Broadening our Sight: Integrating Research Methods to Mitigate the Dichotomy of Women and Leadership." Academy of Management (AOM) Conference Symposium, GDO and OB Divisions. ■ ■
- Lu, H., & **Liu, X.** (2020, August). "Slacks and Capabilities: Investigating the Conditions that Enable CSR to Reliably Create Value." Academy of Management Proceedings 2020 (1), 21507. Academy of Management Annual Conference. Presented virtually. ■
- Pancer, E.**, Philp, M., & Poole, M. (2020, October) "Recipe Ingredients Predict Digital Engagement With Food Media." Association for Consumer Research. Presented virtually.
- Pancer, E.**, Noseworthy, T., Blanchard, S., & Poole, M. (2019, October) "Can Computer Vision Predict New Product Adoption?" Association for Consumer Research, Atlanta, USA.
- Rixon, D.** & Duguid, F. (2020, November). "SDG Measurement and Benchmarking." 5th Qualitative Accounting Research Symposium. University of Guelph, Canada.
- Rixon, D.** and Weigand, H. (2020, October) Healthy Minds Co-operative, North America Case Research Association Conference. Presented virtually. ■
- Rixon, D.** (2020, October) "Co-operative performance indicators and the UN Sustainable Development Goals." UK Society for Co-operative Studies Conference. Presented virtually. ■
- Rixon, D.** & McCulloch, M. (2020, October) "International co-operative alliance survey on co-operative reporting standards." UK Society for Co-operative Studies Conference. Presented virtually.
- Rixon, D.** & Brown, L. (2019, October) "Our Coop is in a Crisis: Should We Take Time to do Strategic Planning?" North America Case Research Association Conference, Phoenix, USA.

## Research Awards and Distinctions

**Fan, H.** (2019) Emerald Literati Award: **Outstanding Reviewer for International Journal of Managerial Finance.**

## New External Research Grants Awarded

**Aydede, Y.** (PI) with Yuksel, M., Silver, D., & MacNeil, R. Research Nova Scotia. The Nova Scotia COVID19 Research Coalition. The role of environmental determinants and social mobility in viral infection transmission in Halifax. May 2020-September 2021: \$34,900. ■ ■

**Boland, M. & Pancer, E.** SSHRC Insight Development Grant. Environmental Violators Beware! Using Machine Learning to Predict EPA Infractions: \$26,215. ■

Brunelle, D., **De Fuentes, C.**, Hall, P., & Montsion, J. SSHRC, Insight Grant. Libre-échange, gouvernance et démocratie municipale - étude comparée de quatre villes canadiennes: Halifax, Montréal, Toronto et Vancouver. March 2017-April 2021-extended to April 2022: \$184,892. ■

Day, A., **Loughlin, C.**, & Arnold, K. Federal Government of Canada (WAGE Competition # 1W001-180192/008/SL). Fostering a Gender Equality Culture at Work: Leveraging Leadership, Inclusion, and Self-Care Training. 2020-22: \$334,310. ■ ■

**De Fuentes, C. & Milla, J.** Crowding-in or crowding-out? Analysis of innovation government support for firms located in Canada. Treasury Board of Canada Secretariat (TBS) RPIA. July 2020-April 2022: \$87,500. ■

**Dilmighani, M.** SSHRC Partnership Engage Grant. The Unbearable Weight of Not Being Out: Citizenship Consequences of Sexual and Gender Identity Concealment. 2020-2021: \$24,247. ■

Furey, M. (PI) & **Rixon, D.** (Co-applicant). Lessons Learned from the Ocean Ranger Disaster: \$976.

Hlaing, K. (Applicant) & **Boland, M.** (Co-applicant). The Effect of Taxes on Executive Compensation Structure: Evidence from the Canadian Tax Policy Change, SSHRC Insight Development Grant. 2020-2022: \$31,482.

Kwon, E. (PI), **Zhang, M.** (Co-I), Kwak, M. (Co-I), Smith, S. (Co-I). SSHRC Engage. The Changing Nature of Work and Learning in the COVID-19 Era and the Impact on international students' health and well-being in Nova Scotia: \$24,840. ■ ■

Oldford, E. & **Fiset, J.** Insight Development Grant, Social Sciences and Humanities Research Council of Canada. A false signal or a way forward: The effect of CEO vision content and communication on firm performance. 2019-2023: \$43,698.

**Rixon, D.** (PI) & Senkl, D. (Co-applicant). CPA Canada-Canadian Academic Accounting Association. Integrated Reporting, Organizational Change and Management Accounting in Co-operatives. \$8,000. ■

**Rixon, D.** (PI) & Duguid, F. (Co-applicant). SSHRC Partnership Engage Grant. Measuring Sustainable Development Goals in the Canadian Co-operative Sector. \$24,000.

Robinson, M., Agugue, M., Mailhot, C., & **Fiset, J.** HEC Montréal Internal Research Funds- Appel à projets de recherche en pédagogie. 2020-2022: \$10,000.

Turk, J., **Loughlin, C.** et al., Social Sciences and Humanities Research Council of Canada (SSHRC) Partnership Engage Grant. Whistleblowing. 2019-20: \$24,950. ■

**Zhang, M.** Mitacs Accelerate. Retail Supply Chain Predictive Analytics: \$15,000.

**Zhang, M., Loughlin, C., Drira, M., Wang, H., Pancer, E.,** Smith, S., Ternes, M., **Lingras, P.,** Collins, L., **Stephens, S.,** Chen, J., Diallo, C. New Frontiers in Research Fund - Exploration. Supporting Youth with Mental Health Conditions using Machine Learning and Analytics: \$250,000. ■

## Other Distinctions

**Anderson, B.** Book Review: *The Legal Aspects of Business*, M. McInnes, I. Kerr, J.A. Vanduzer (Authors), 6th edition, Pearson: North York, (July 2020).

**Anderson, B.** English Language Copy-Editor of a collection of articles for a book titled *Ethnic Diversity, Plural Democracy, and Human Dignity* (to be published by Springer in 2021). 250 pages. ■

**Anderson, B.** Co-Editor - *Journal of Macrodynamical Analysis*. Published Volume 12 comprised of eight articles, March 2020.

**Athanaskou, V.** Appointment to the Canadian Academic Accounting Association.

- Aydede, Y.** Organizer and lecturer of a Summer School (July 20-23, 2020) "Machine Learning for Economists and Applied Social Scientists" (60+ trainees, all faculty members and scientists).
- Aydede, Y.** Organizer of a webinar series at MLportal (Research Portal on Machine Learning for Social and Health Policy) (July 23-24, 2020). "Machine Learning in Economics" (10 speakers and more than 260 participants).
- Aydede, Y.** Member of reimagineNS project's Learn and Work team. ■ ■
- Creelman, V.** Appointment to Editorial Board: *International Journal of Business Communication* (SAGE Publications).
- Creelman, V.** Appointment to Board of Directors: Regional Vice President, Canada, Board of Directors, Association for Business Communication.
- De Fuentes, C.** Editorial Board, *Journal of Innovation and Development*.
- De Fuentes, C.** Editorial Board, *International Journal of Technological Learning, Innovation and Development*.
- De Fuentes, C.** CYTED International Evaluation Committee Member Merit Review: Redes Temáticas del Área de Ciencia y Sociedad del Programa CYTED, Online evaluation. September 2020.
- De Fuentes, C.** Adjudication Committee, SSHRC Insight Development Grant 2020, meetings May 11-13.
- Kochetova, N.** Appointed to membership in Auditing and Assurance Standards Board (AASB) of Canada in December 2020; 3-year terms begin April 1, 2021.
- Turk, J., **Loughlin, C.** et al. (2020) Harassment & Discrimination in Canada's Live Entertainment Industry: Survey of Canadian Actors' Equity Members. Report to the Canadian Actors' Equity Association (CAEA). Funded by SSHRC Grant # 892-2019-1068. ■ ■
- Pancer, E.** National Adjudicator for Canada's Next Top Ad Exec.
- Pancer, E.** Guest Judge at Columbia University's Digital Media Executive Education Program.
- Rixon, D.** Member, Board of Examiners, CPA Canada, July 2020-present.
- Rixon, D.** Member, Canadian Centre for the Study of Co-ops Advisory Board, University of Saskatchewan, 2019-present.

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