



BUSINESS  
ADMINISTRATION

# IMPACT:

A Research Bulletin

2022



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# MESSAGE FROM THE DEAN



It's with great pleasure that I present the fifth edition of IMPACT: A Research Bulletin.

This annual publication showcases the diversity and quality of research being led by faculty members at Memorial University's Faculty of Business Administration, and to highlight the many ways in which they advance modes of thinking, knowledge and practice.

In 2022, our researchers attracted national funding, disseminated knowledge with stakeholders and partners, and established new partnerships with colleagues and organizations around the world. We've achieved high quality outputs — as evidenced by the stories you will read in this bulletin — and seen an important and positive impact on businesses, organizations and industries in Newfoundland and Labrador and beyond.

Our strategic plan prioritizes a pragmatic and conscientious approach to research, one that capitalizes on Newfoundland and Labrador's unique challenges to find new and interesting avenues of research that have practical impact on local, national and global communities and organizations. It also guides us to develop strategic partnerships across public, non-profit and private sectors to cultivate a research environment that celebrates exciting, rigorous and innovative research to transform our world.

With these guiding principles, we support Memorial's strategic goals for dynamic research and commitment to communities. Just as Memorial aspires to be a university that contributes to a socially resilient, economically prosperous, culturally vibrant, inclusive, healthy and sustainable province, we at the business faculty strive to undertake cutting-edge research that elevates the experiences of our students, and lifts our society to the next level of prosperity and sustainability.

I would like to thank all of our researchers who continue to do excellent work, as well as our many funders and partners whose support makes our research activities possible.

Sincerely,

A handwritten signature in black ink, appearing to read "Travor Brown".

Dr. Travor C. Brown  
Interim dean

# MESSAGE FROM THE ASSOCIATE DEAN

With new innovations and concepts in the business landscape come infinite research possibilities.

That's especially true in Newfoundland and Labrador, where our location and geography offer unique challenges in supply chains, marketing, sales and more.

Yet, even with our small provincial population, and our correspondingly small business faculty, our researchers continue to make an outsized impact. They strive to undertake impactful research that reflects the breadth of the field of business while simultaneously making a positive contribution to individuals, organizations and society.

In 2022, researchers at the Faculty of Business Administration attracted \$1,052,875 in grants, making it the most successful year to date in funding competitions.

By comparison, total grants over the previous three years were \$855,027 (2019), \$972,574 (2020) and \$148,777 (2021).

Sources for this funding range from local and university level to national and, in at least one case, international bodies.

Fifteen different faculty members received grants as principal investigators in 2022. Many others are co-investigators or have funding continuing from previous years.

We're grateful to the granting organizations for seeing the value in the research we do. Our work would not be possible without this support.

I'd also like to congratulate all of our researchers, not only for their funding success but for their contributions to making our faculty one that pursues, supports and celebrates exciting, rigorous and innovative research.

Thank you.



Dr. Rachelle Shannahan  
Interim associate dean (graduate programs and research)







Left to right: Dr. Chansoo Park and Dr. Tom Cooper

## Faculty of Business Administration Advisory Board Research Impact Award

Leaders at Memorial's business faculty have recognized a study that has implications for managers at global consulting firms for its practical impact.

Dr. Chansoo Park and Dr. Tom Cooper received the Faculty of Business Administration Advisory Board Research Impact Award for 2022.

Their paper, Knowledge Creation Capability and the Impact on

Innovation Performance in Global Consulting Firms: The Role of Human and Social Capital, was published in a prestigious academic journal, the *Canadian Journal of Administrative Sciences*.

Dr. Park is an associate professor of international business. Dr. Cooper is a professor of strategy.

Dr. Yang Pok Rhee of Dong-A University in South Korea is a co-author on the study.

"We're absolutely thrilled and deeply honoured to be this year's recipients of the Advisory Board Research Impact Award," said Dr. Park.

The researchers surveyed 172 consultants in subsidiaries of multinational management consulting firms in South Korea, lending "unique authenticity and relevance to our research," said Dr. Park.

## FEATURE con't

They concluded that tacit knowledge, or knowledge that is abstract and implicit, is critical in driving innovation performance in global consulting firms. However, this form of knowledge is undervalued.

Conversely, explicit knowledge creation doesn't substantially impact innovation performance.

They also found that human capital has a negative moderating effect on the relationship between tacit knowledge creation and innovation but a positive effective when knowledge creation is explicit. The negative effect was stronger in senior consulting groups.

Interestingly, social capital didn't have any moderating effects on knowledge creation capability and innovation.

Dr. Park and Dr. Cooper believe this finding means that firms should recognize the value of experience and be less prescriptive, allowing consultants to collaborate with clients to develop innovative solutions.

They also suggest that senior consultants may be more successful as managers while junior consultants may be effective innovators.

"Our research should encourage

managers to prioritize tacit knowledge creation in recruitment and training processes," said Dr. Park. "We believe our insights will help organizations maximize their innovative potential and gain a competitive edge."

The business faculty's advisory board is comprised of business and organizational leaders across a variety of sectors as well as members of the university community.

The research impact award recognizes practical research impact on teaching, practice or policy.

“

Our research should encourage managers to prioritize tacit knowledge creation in recruitment and training processes.

— Dr. Chansoo Park

”





# CHAIR IN CORPORATE GOVERNANCE AND TRANSPARENCY

## DR. JEFFREY PITTMAN

In 2022, I published five papers in major journals, including the *Journal of Accounting Research*, *The Accounting Review*, *Contemporary Accounting Research*, and *Accounting, Organizations and Society*, reflecting that I continue to have an active research program.

Additionally, after spending six years as a deputy editor-in-chief at *Contemporary Accounting Research*, I returned to serving as a regular editor at the journal.

In recent projects, I have begun to examine the role that earnings management plays in shaping real corporate decisions.

For example, my co-authors and I explore whether managers' activities in striving to reach earnings targets, such as analyst consensus earnings forecasts, through real earnings manipulation affect their firms' product recalls.

Our evidence implies that firms suspected of manipulating real activities in trying to meet earnings benchmarks exhibit a higher frequency of product recalls.

In cross-sectional results consistent with expectations, we find that the impact of exploiting real activities to attain earnings benchmarks on product recalls intensifies for firms whose managers have stronger incentives to manage corporate earnings.

Additional analysis shows that lowering product quality to meet-or-beat earnings expectations elevates investors' skepticism about suspected firms' earnings and undermines their future performance.

Similar to my earlier studies, this paper leverages unique data — in this case, recall data hand-collected from four government agencies — to provide insight on interesting research questions.

Another example is an ongoing project that evaluates whether audit quality is sensitive to audit partners' risk tolerance evident in their legal infractions such as speeding tickets.

Apart from my own projects, I try to focus intently on helping the next generation of corporate governance researchers thrive in developing their research programs.



# ACHIEVEMENTS IN RESEARCH

## CONFERENCES & PRESENTATIONS

Daher Moreno, N.E. & **Arnold, K.A.** (2022). Co-operative Organizational Cultures: An Important Factor in Promoting Equal Gender Representation in Leadership Positions. Academy of Management Annual Meeting, Seattle, Wash.

Hancock, A.J. & **Arnold, K.A.** (2022). Employee Evaluations of Leaders' Stigmatized Identity Disclosures: The Moderating Role of Appropriateness. Academy of Management Annual Meeting, Seattle, Wash.

Walsh, M.M., Carleton, E., Ortynsky, M., Choi, E., Hancock, A. & **Arnold, K.A.** (2022). The Benefits of a Mindfulness Training Program for Female Leaders during the COVID-19 Pandemic: A Daily Diary Study of the Implications for Work-home Conflict. Academy of Management Annual Meeting, Seattle, Wash.

Day, A., Loughlin, C. & **Arnold, K.A.** (2022). Developing and Validating a Measure of Inclusive Leadership. European Academy of Occupational Health Psychology (EAOHP), Bordeaux, France.

Jones-Chick, R., Gilbert, S., Kelloway, E.K., Mullen, J. & **Arnold, K.A.** (2022). Leadership Emergence as a Necessity? Financial Strain and Leader Identity as Predictors of Leadership Aspirations during COVID-19. Administrative Sciences Association of Canada, Halifax, N.S.

**Arnold, K.A.** (2022). Leadership and Well-being at Work: A Pattern-oriented Approach. Peter B. Gustavson School of Business, University of Victoria, Victoria, B.C.

Islam, T., Aurilio, M., Hossain, K., **Bazan, C.** & Caul, G. (2022). Evaluation of Rheological Properties of SBS and Gilsonite Modified Asphalt Binders Containing Liquid Anti-strip Additives. Annual Meeting of the Transportation Research Board (TRB) of National Academies of Science and Engineering, Washington, D.C.

Khan, S., Hossain, K. & **Bazan, C.** (2022). Factors Affecting the Design of Inverted Pavement System. Transportation Research Board (TRB) Annual Meeting, Washington, D.C.

Islam, T., Hossain, K., Aurilio, M., **Bazan, C.** & Caul, G. (2022). Investigation on Rheological and Fundamental Behaviour of Gilsonite Modified Binders. Annual Conference of the Canadian Society for Civil Engineering (CSCE), Whistler, B.C.

Neisan, R.S., Niroomand, S.K., Saady, N.M.C. & **Bazan, C.** (2022). Prediction of Arsenic Removal Efficiency from Water Sources Using Machine Learning Methods. International Conference on Persistent, Emerging and Organic Pollution in the Environment. Challenges and Solutions Under Climate Change, Charlottetown, P.E.I.

Feroz, S.I., Islam, T., Hossain, K., Aurilio, M., **Bazan, C.** & Caul, G. (2022). Effect of Rejuvenators and Anti-Stripping Agents on Creep Recovery Property of Modified Aged Binder. Annual Conference of Canadian Technical Asphalt Association (CTAA), West Kelowna, B.C.

**Bazan, C.** (2022). How to Run an Ideation Workshop [for Your Organization]. Entrepreneurial Training Program, PEOPLE CREATE Program and Entrepreneurial Work Term Program, Memorial University, St. John's, N.L.

**Bazan, C.** (2022). Not Your Grandparents' Workplace: How A.I. is Changing the Way We Work and Do Business. Engaging Ideas, Memorial University, St. John's, N.L.

**Bazan, C.** (2022). Effect of the University's Environment and Support System on Subjective Social Norms as Precursor of the Entrepreneurial Intention of Students. Research Brown Bag Seminar, Memorial University, St. John's, N.L.

**Bazan, C., Dyer, J.** (2022). Developing a Business Model for Accessible Entrepreneurship Training Programs in Rural Newfoundland and Labrador. Second Humber Valley Thriving Regions Partnership Workshop, St. John's, N.L.

Islam, T., Hossain, K., Aurilio, M., **Bazan, C.** & Caul, G. (2022). Laboratory Investigation on Rheological Properties of Gilsonite Modified Binders with Different Anti-stripping Agents. TAC Conference & Exhibition, Edmonton, Alta.

Thapa, P. & **Brown, T.C.** (2022). Widening the EDI Lens: Viewing Military Veteran Hiring as an Equity, Diversity and Inclusion (EDI) Strategy. Administrative Sciences Association of Canada (ASAC). [virtual]



# ACHIEVEMENTS IN RESEARCH

## CONFERENCES & PRESENTATIONS con't

Anaraki, N., **Jewer, J.**, Patey, C., Norman, P., Etchegary, H. & Asghari, S. (2022). Assessing Emergency Department Readiness for Implementation: Barriers and Facilitators for Change Prior to Implementation of SurgeCon. 21st International Conference on Emergency Medicine, Melbourne, Australia.

Anaraki, N., Mukhopadhyay, M. **Jewer, J.**, Etchegary, H., Patey, C., Norman, P. & Asghari, S. (2022). Barriers and Facilitators to the Implementation of E-health Systems in Emergency Departments: A Qualitative Study of Assessing Emergency Department Readiness Prior to Implementation. European Emergency Medicine Congress, Berlin, Germany.

**Ke, G.Y.**, Tasouji Hassanpour, S., Zhao, H. & **Tulett, D.M.** (2022). Optimizing Hazardous Waste Logistics with Uncertain Release Rates. INFORMS Annual Meeting, Indianapolis, Ind.

Mahdavi, S. & **Brown, T.C.** (2022). A Systematic Literature Review of Motivation to Transfer of Training: Preliminary Results. Administrative Sciences Association of Canada (ASAC). [virtual]

Memorial's business faculty regularly holds informal Research Brown Bags that provide an opportunity for faculty members to discuss various topics specific to their research.

These sessions allow faculty members to learn from each other's challenges and experiences, share insights and hear about opportunities for funding, partnerships and more.

Five research brown bags were held in 2022.

In March, Dr. Hendrik Vollmer, associate professor of accounting at the Warwick Business School, University of Warwick (U.K.), presented his paper, Accounting and the Shifting Spheres: Landless Economies, Human Assemblies and the New Geocentrism.

There were two seminars in

June. The first, held on June 3, showcased Dr. Alex Stewart and his paper, Entrepreneurial Organization as Polity. This was co-authored with Dr. David Krackhardt, professor of organizations and public policy, Carnegie Mellon University.

On June 23, two PhD students presented their work to date. Deepesh Paudel's presentation was entitled, Assimilating Audiences' Feedback into Knowledge Resources for Performing Arts Organizations (PAOs).

Saeed Hassanpour discussed his work, A Multi-stage Decision Framework for Managing Hazardous Waste Logistics with Random Release Dates.

In October, Huimin Ouyang, a visiting graduate student, presented her research,

Managing Reverse Knowledge Transfer: The Role of Knowledge Relevance and Impact on Exploitative and Exploratory Innovation.

Another session held in November included presentations by co-authors Dr. Tom Cooper and Prof. Daniel Bennett as well as Dr. Carlos Bazan and Dr. Joerg Evermann, specifically:

- Economic Reconciliation: Developing a New Model (Dr. Cooper and Prof. Bennett);
- Effect of the University's Environment and Support System on Subjective Social Norms as Precursor of the Entrepreneurial Intention of Students (Dr. Bazan); and
- PLS Does not Globally Optimize but Does it Matter? (Dr. Evermann).

## RESEARCH BROWN BAGS

# ACHIEVEMENTS IN RESEARCH

## CONFERENCES & PRESENTATIONS *con't*

**Brown, T.C., Warren, A., Dupré, K., Hickman, R. & Mahdavi, S.** (2022). Employee Recognition and Respectful Workplace: Potential Avenues for HRD Interventions Related to Mistreatment? Annual Meeting of the University Forum for Human Resources Development. [virtual]

**Cloutier, A., Byrne, A. & Hart, T.** (2022). Employee Mental Health: The Impact on Working Lives. Academy of Management Annual Meeting, Seattle, Wash.

**Cooke, G.B., Chowhan, J., MacDonald, K. & Mann, S.L.** (2022). Needed! Governments as the New Training Partner for Untethered or Ignored Individuals. ADAPT's International Conference on 'Towards the Social Construction of New Labour Markets.' University of Bergamo, Bergamo, Italy.

**Golmohammadi, I., Park, C. & Cooper, T.** (2022). Institutional Environment and Environmental Sustainability: Mapping the Interplay between Institutional Pressures and Multinational Enterprises. Academy of International Business, Miami, Fla.

**Golmohammadi, I., Park, C. & Cooper, T.** (2022). Institutional Environment and MNEs' Environmental Sustainability: How do Institutions Impact MNEs' Engagement in Environmental Governance? European Group for Organizational Studies, Vienna, Austria.

**Cooper, T.** (2022). Panellist, Business Day. Faculty of Business Administration, Memorial University, St. John's, N.L.

**Cooper, T.** (2022). Benefits of Establishing a Board of Trade. Fall Business Roundtable, Town of Harbour Grace, N.L.

**Cooper, T.** (2022). Panellist, N.L. Social Procurement Summit, N.L. Social Enterprise and Innovation Coalition. [virtual]

**Cooper, T.** (2022). CFDCs and Social Enterprise. Community Futures National Conference, Ottawa, Ont.

**Cooper, T.** (2022). Rural Communities: Strategic Risk for Sustainable CED. Community Futures National Conference, Ottawa, Ont.

**Cooper, T.** (2022). Social Capital and Social Enterprise the Rural Way. Community Futures National Conference, Ottawa, Ont.

**Eghbali-Zarch, M. & Bassler, P.G.** (2022). Aspiring to Scale Internationally: Constraints and Enablers of an Established SME. Academy of International Business Conference, Miami, Fla.

**Fayezi, S., Varkkey, H. & Bals, L.** (2022). Sustainability Transitions in Supply Chains: Augmenting Agency in Response to Political Tensions. Academy of Management Annual Meeting, Seattle, Wash.

**Fayezi, S.** (2022). Speaker/panellist. Supply Chain Challenges: Practical Insights from Emerging Academic Research. Supply Chain Research Forum, York University, Toronto, Ont.

**Fayezi, S., Varkkey, H. & Bals, L.** (2022). Sustainability Transitions in Supply Chains: The Role of Political Tensions. Annual Production and Operations Management Society Conference, Orlando, Fla.

**Cullen, K., Ford, D.P. & Musa, S.** (2022). Unmasking the Truth: A Longitudinal Study Examining Workplace Protective Strategies, Working Conditions and their Impact on Workers' Health, Safety and Productivity during the COVID-19 Pandemic. International Congress on Occupational Health. [virtual]

**Manels-Murphy, M., Holmval, C., Ford, D.P.** (2022). Are Dominant Behaviours Viewed as Uncivil? Exploring the Moderating Roles of Leader Gender and Organizational Uncertainty. European Academy of Occupational Health Psychology (EAOHP), University of Bordeaux, France.

**Hossain, A.T., Hossain, T., Jha, A. & Mougoue, M.** (2022). Credit Ratings and Social Capital. Eastern Economic Association Conference, Montego Bay, Jamaica.

**Hossain, A.T., Chourou, L. & Jha, A.** (2022). U.S. Political Corruption and Obfuscation to Shield Assets: Evidence from Quarterly Conference Calls. AfriMed Finance Society (AFS) Summer Finance Conference, Mahdia, Tunisia.

**Jewer, J. & Amini, M.F.** (2022). Project Management Capabilities in Social Enterprises: A Conceptual Model. Administrative Sciences Association of Canada, Halifax, N.S.



## HIGHLIGHT



A new study takes an innovative look at the risk of workplace automation.

Applying an intersectional lens, Dr. Gordon Cooke and his co-authors identified the types of jobs and workers that are at higher risk of being automated.

The study, *Automation and the Future of Work: An Intersectional Study of the Role of Human Capital, Income, Gender and Visible Minority Status* was published in *Economic and Industrial Democracy*.

It was led by Dr. Bui Petersen (PhD'18), now with Saint Mary's University. Additional co-authors include Dr. James Chowhan of York University, Dr. Ray Gosine of Memorial's Faculty of Engineering and Applied Science, and Dr. Peter Warrian of the University of Toronto.

The researchers suspected, and confirmed, that intersecting categories of income, gender and visible minority status affected the automation risk faced by different population groups, and that education is the biggest mitigating factor to protect against it.

"We found that low income, high male representation and high visible minority representation are all associated with higher risk of an occupation being automated," the co-authors wrote in the study.

Many of these types of jobs involve routine-focused manual labour with job-specific training rather than high levels of educational or experiential requirements.

The researchers found that experience had a modest affect on the risk across intersectional variables, while training wasn't a significant mediator.

Conversely, female-dominated occupations, often characterized by service and care tasks, are at lower risk of automation, controlling for education or experience.

## DR. GORDON COOKE

## FEATURE

### Trio secure tri-agency funding

Business researchers earned nearly \$230,000 in federal tri-agency funding in 2022.

Dr. Ginger Ke won a \$130,000 Discovery Grant from the National Sciences and Engineering Research Council (NSERC).

Dr. Carlos Bazan and Dr. Jennifer Jewer each won Insight Development Grants worth \$54,649 and \$45,188 respectively from the Social Sciences and Humanities Research Council (SSHRC).

The grants total \$229,837.

Dr. Ke, professor of management science and operations management, is focusing her research on a project called Transportation of Hazardous Materials: Uncertainty, Behaviour and Time-dependency.

She aims to better understand existing hazmat networks around the globe, and propose adaptive solutions to facilitate hazmat transportation and urgent response decisions should a crisis occur, such as the 2013 train derailment in Lac-Mégantic, Que.

Dr. Ke's project has three themes: managing hazmat transportation in uncertain environments (such as labour action, supply shortages or weather disruptions); incorporating route choice behaviour (like individual preferences or subjective selections) into hazmat network design challenges; and designing networks and route plans in networks with time dependent factors (such as population density and traffic flow depending on the time of day).



Dr. Ginger Ke



Dr. Carlos Bazan



## FEATURE con't

Dr. Bazan is an assistant professor of technology entrepreneurship.

His project, Quantitative Entrepreneurship Research Informed by Gender Studies, aims to provide insights into elusive questions concerning the gender gap in entrepreneurship.

Prior research in the field has approached the gender gap with a binary idea of biological sex, which Dr. Bazan believes may be one of the reasons for inconsistent results in the literature.

He will be the first to apply a gender lens, applying feminist methodologies including viewing gender with a continuous, or self-identifying, approach.

His research will also incorporate this gender-based analysis into quantitative entrepreneurship research to explore the entrepreneurial intention of university students.

The result, he hopes, will provide some answers about why fewer women than men participate in entrepreneurship, and help universities, academics, practitioners and policy makers design inclusive entrepreneurial ecosystems.

Dr. Jewer is an assistant professor of information systems.



Dr. Jennifer Jewer

Her project, Dynamic Capabilities for Digital Transformation: The Role of Information Technology (IT) Governance, aims to address the question of why 70 per cent of digital transformations fail.

Digital transformation is defined as organizational change that's triggered and shaped by the widespread diffusion of digital technologies.

A major driver of this high failure rate is that digital transformation is not just about the technology, but also requires transforming an organization's structure and contexts, reshaping a company and its organizing logistics around IT.

While research exists in some aspects of the digital transformation process, Dr. Jewer aims to provide a comprehensive understanding of how it should be governed, and how organizational structures, processes and relational mechanisms around that transformation influence the success of digital transformation efforts.

She hopes to produce a new framework that will help managers focus on the most promising governance mechanisms for building digital transformation capabilities and reinventing IT governance to accelerate digital transformation.

## CHAIR IN ENTREPRENEURSHIP

### DR. ALEX STEWART

The Chair in Entrepreneurship was funded from 2017-2018 through 2021-2022. Therefore, its last unreported period was the first half of 2022.

In that period, I was responsible for the following activities and research outputs.

I taught BUSI 3630-056 New Venture Creation with 42 students in the 2022 winter semester.

For service, I was active in the organizing committee of Memorial's Centre for Social Enterprise. For example, we evaluated candidates for the Social Ventures Incubator.

Over the course of the chair, I developed and delivered the entrepreneurship course, BUSI 8511: Strategic Entrepreneurship, in the master of business administration in social enterprise and entrepreneurship (MBA-SEE) program.

I served as a member of the university-wide innovation committee.

Externally, I was a member of the editorial boards of *Family Business Review* and *Journal of Family Business Strategy*, and a reviewer for the entrepreneurship division of the Academy of Management and other venues.

I was also the academic supervisor on five Mitacs-funded entrepreneurial student projects.

My scholarly work in the last half year consisted of an article called *Academy Snobbery and the Prospects for Heterodox Economics*, which was accepted by the *Journal of Economic Issues*.

In March, I virtually presented *The Inherent Ambivalence of Employment* (by myself and Dr. David Krackhardt, Carnegie Mellon University) for the anthropology department at the University of Copenhagen. This



remains a work in progress.

My main work in progress is a book manuscript: *Making Bonavista Work: Everyday Entrepreneurs in Rural Newfoundland*. This is my major scholarly work as the chair holder. This study would not have been possible without the chair. I made a bet that I could prove the chair a success with this book. It starts with these two sentences: "This book is based on 28 multi-day trips over five years to photograph and learn from people who make their livelihoods on the Bonavista Peninsula, Newfoundland. This makes it a 'photo-ethnography.'"

I wish I could say that it has finalized a contract. However, I have received one contract offer and have realistic hopes for an additional offer. The manuscript is currently with a developmental editor, based on advice of the editor of a major university press who is clearly interested.

The book is a scholarly essay of about 30,000 words on entrepreneurship and rural development. It's also an art book with over 100 plates. Most of the plates may be viewed here. This book manuscript is undergoing review, and we are seeking feedback. If you wish to comment, please email Alex Stewart at [a.stewart@mun.ca](mailto:a.stewart@mun.ca). You can find the manuscript here.

## HIGHLIGHT: DR. ERIN OLDFORD



A new study examines the gap between post-secondary business education and ethical investment skills through the lens of student-managed investment funds.

Dr. Erin Oldford's paper, *Can Student-managed Investment Funds (SMIFs) Narrow the Environmental, Social and Governance (ESG) Skills Gap?*, examines ESG pedagogy within undergraduate finance courses and demonstrates how business schools may use SMIFs to incorporate ESG skills and understanding.

Dr. Oldford is an associate professor of finance and associate dean (undergraduate

programs and accreditation).

Her paper was co-authored with Neal Willcott (MBA'16, M.Sc.'18) and Tanner Kennie (B.Comm.(Co-op.)'22). The latter is an alumnus of The Fund, the SMIF at Memorial University.

Through content analysis of common textbooks and associated instructor material at Canadian business schools, Dr. Oldford found that traditional curricula continues to emphasize shareholder wealth creation with little attention given to ESG factors.

However, ESG factors are becoming more significant

to investment decisions throughout the industry and gaining attention from academics, policy makers and practitioners.

Dr. Oldford and her co-authors argue that as sustainable business practices and ESG considerations become more critical to investment decisions, students entering the investment industry must develop the necessary analytical skills to thrive.

In their study, the researchers contend that SMIFs allow for experiential learning that permits students to make investment decisions and see the direct results.

Such non-traditional venues, they say, also provide opportunities to develop ESG frameworks.

Their study demonstrates that adopting alternative settings where ESG skills can be integrated swiftly and efficiently, such as SMIFs, is an effective way to narrow the ESG skills gap.

Dr. Oldford's paper was published in *Managerial Finance*.



## FEATURE: DR. JEFFREY PARSONS

### Business researcher receives nod for 'timeless' work

Dr. Jeffrey Parsons earned a global accolade recognizing his impact on the field of information systems in 2022.

He was named an AIS Fellow by the Association for Information Systems (AIS) at the International Conference on Information Systems in Denmark.

The award recognizes individuals who have made outstanding contributions in research, teaching or service and has had significant local and global impact in the field.

Dr. Parsons is the only Canadian to be recognized among the winners, which also includes researchers from Australia, China, Ireland, Netherlands and the United States.

"I'm deeply honoured by this recognition," he said. "Prior awardees are people I have admired throughout my career, and it's a thrill to be recognized as a member of

this group."

Dr. Parsons has aimed for "timelessness" in his research, he says, taking a longer view of technology trends and challenges.

"That's not always easy in a field in which technology changes quickly and people are generally interested in the latest fads in technology."

Taking a longer view has helped him stay ahead of trends, he adds. Dr. Parsons wrote a paper in 2000 that was instrumental in helping researchers understand how decisions about the way in which data are stored affect its quality.

Later, along with a PhD graduate from Memorial named Dr. Roman Lukyanenko (PhD'14), Dr. Parsons applied his earlier work to a new and growing form of data collection — crowdsourcing — with a paper focused on designing data collection interfaces to improve crowdsourced data quality.

It was named the best paper of the year by *MIS Quarterly*, the top journal in the information systems field.

"It has been gratifying to see how this longer term focus has equipped me to study topics that have recently become more important," said Dr. Parsons.

Technologies such as artificial intelligence (AI) and machine learning are on his radar for further study.

"We're on the cusp of tremendous changes in our lives due to rapid developments in artificial intelligence," he said. "Although it remains to be seen how exactly these technologies will change our lives, I look forward to better understanding the capabilities, opportunities and limitations of AI technology."

Dr. Parsons is a university research professor and professor of information systems.

He is also a senior editor at *Information Systems Research*, a leading journal in the field.



# ACHIEVEMENTS IN RESEARCH

## CONFERENCES & PRESENTATIONS con't

Zhao, J. & **Ke, G.Y.** (2022). A Combinatorial Optimization Approach for the Infectious Waste Location-routing Problem. Joint EURO/ORSC/ECCO Conference on Combinatorial Optimization. [virtual]

**Ke, G.Y.**, Bookbinder, J.H. & Lu, J. (2022). Constructing a Reliable and Robust Hazmat Emergency Network. CORS Annual Conference/INFORMS International Conference, Vancouver, B.C.

Hassanpour, S.T., **Ke, G.Y.** & Zhao, J. (2022). Hazardous Waste Collection with Random Release Dates. CORS Annual Conference/INFORMS International Conference, Vancouver, B.C.

Hassanpour, S.T., **Ke, G.Y.**, Zhao, J. & **Tulett, D.M.** (2022). Infectious Waste Management During a Pandemic: A Stochastic Location-routing Problem with Chance Constrained Time Window. Annual Production and Operations Management Society Conference. [virtual]

**Ke, G.Y.** (2022). Emergency Management for Hazardous Materials with Disruptions. Anhui University of Technology, Ma'anshan, China. [virtual]

Fiset, J. & **Oldford, E.** (2022). Prospective Impression Management: Do Employees Embody the Visionary Narratives of CEO Letters. World Finance Conference, Turin, Italy.

**Oldford, E.** (2022). Gendered Language in Job Postings. Tequity Breakfast Series, St. John's, N.L.

Quyang H. & **Park, C.** (2022). Managing RKT: The Role of Knowledge Relevance and Impact on Exploitative and Exploratory Innovation. Academy of Management Annual Meeting, Seattle, Wash.

Quyang H. & **Park, C.** (2022). The Impact of Reverse Knowledge Transfer on Exploitative and Exploratory Innovation in MNCs. Academy of International Business, Miami, Fla.

Golomohammadi, I., **Cooper, T.** & **Park, C.** (2022). Institutional Environmental and MNEs Environmental Sustainability: How do Institutions Impact MNEs Engagement in Environmental Governance? European Group for Organizational Studies, Vienna, Austria.

Ottlewski, L., Rokka, J. & **Schouten, J.W.** (2022). Consumer Entrepreneurship for Social Innovation. Consumer Culture Theory Conference, Corvallis, Ore.

**Schouten, J.W.** (2022). Cranberry picking at Motion Bay. Consumer Culture Theory Conference, Corvallis, Ore.

**Schouten, J.W.** (2022). Erratics. Consumer Culture Theory Conference, Corvallis, Ore.

**Schouten, J.W.** (2022). Leakage. Consumer Culture Theory Conference, Corvallis, Ore.

**Schouten, J.W.**, Walther, L., da Costa, C.E.F. & Alessandri, F. (2022). Self-portraits in August: Identities in Clay. Consumer Culture Theory Conference, Corvallis, Ore.

**Schouten, J.W.**, Walther, L., da Costa, C.E.F. & Alessandri, F. (2022). Self-portraits in August: Re-crafting Identity through Intimate Production in a Social Enterprise. Consumer Culture Theory Conference, Corvallis, Ore.

**Schouten, J.W.**, Walther, L., da Costa, C.E.F. & Alessandri, F. (2022). Self-portraits in August: Identities In Wood. Consumer Culture Theory Conference, Corvallis, Ore.

Lamichhane, A., **Shannahan, K.** & **Shannahan, R.J.** (2022). Perceived Quota Difficulty and its Relevance to Ethical Decision-making and Sales Performance: An Abstract. Academy of Marketing Science Annual Conference, Monterey Bay, Calif.

**Tang, J.Y.** & Crossan, M. (2022). Institutionalized Leadership: Toward a Realistic Theory of Leader Effectiveness. Academy of Management Annual Meeting, Seattle, Wash.

**Warren, A.** (2022). Disability and the University. Senior Women's Academic Administrators of Canada (SWACC). [virtual]

**Wetsch, L.** (2022). Digital and Social Media Essentials for 2022. Atlantic Canada Opportunities Agency (ACOA) Annual General Meeting. [virtual]

**Wetsch, L.** (2022). Presentation. Wallace McCain Institute Leadership Program, St. John's, N.L.

# ACHIEVEMENTS IN RESEARCH

## CONFERENCE PROCEEDINGS

**Eghbali-Zarch, M.** & Bassler, P.G. (2022). Aspiring to Scale Internationally: Constraints and Enablers of an Established SME. *Academy of International Business Conference* (64(1): 49). Miami, Fla.

**Jewer, J.** & van der Meulen, N. (2022). Governance of Digital Transformation: A Review of the Literature. *Hawaii International Conference on System Sciences* (6636-6645).

**Ke, G.Y.** & Shakeri Nezhady, S. (2022). Mitigating the Transportation Risk of Hazardous Materials: An Integrated Network Design Approach. *International Conference of Group Decision and Negotiation*. [virtual]

Zhao, J., **Ke, G.Y.** & Wu, K. (2022). A Stochastic Risk Assessment of Infectious Waste Management. *International Conference of Group Decision and Negotiation*. [virtual]

## PEER-REVIEWED JOURNALS

Walsh, M.M., Carleton, E., Hancock, A.J. & **Arnold, K.A.** (2022). Mindfulness and Stereotype Threat in Social Media: Unexpected Effects for Women's Leadership Aspirations. *Gender in Management: An International Journal*.

Clarke, H.M. & **Arnold, K.A.** (2022). Are Undergraduate Students Good Proxies for HRM Professionals? A Comparison of Responses in a Hiring Decision Study. *Evidence-based HRM* (10: 221-239).

**Bazan, C.** (2022). Effect of the University's Environment and Support System on Subjective Social Norms as Precursor of the Entrepreneurial Intention of Students. *Sage Open*.

**Bazan, C.**, Shaikh, A., Gillespie, K., Rushat, T., Radeef, Y., Yap, S. & Finn, C. (2022). Effect of the University's Entrepreneurial Orientation on the Academic's Entrepreneurial Propensity: A Pilot Study Using a New Methodology. *Industry and Higher Education*.

O'Kane, P., McCracken, M. & **Brown, T.C.** (2022). Reframing the Performance Management System: A Conversations Perspective. *Personnel Review*.

Mazumdar, B., **Warren, A.M.**, Dupré, K. & **Brown, T.C.** (2022). Employment Expectations: Examining the Effect of Psychological Contract Fulfillment on Bridge Employees' Personal and Work Attitudes. *Personnel Review*.

Petersen, B.K., Chowhan, J., **Cooke, G.B.**, Gosine, R. & Warrian, P.J. (2022). Automation and the Future of Work: An Intersectional Study of the Role of Human Capital, Income, Gender and Visible Minority Status. *Economic and Industrial Democracy*.

**Eghbali-Zarch, M.**, Marlowe, J. & Brennan, S. (2022). Navigating the Tides of an Emerging Global Cannabis Industry: The Aphria-Tilray Merger Decision. *The CASE Journal* (18(3): 390-428).

**Zomorodi, M.** & **Fayezi, S.** (2022). Legitimacy Contexts of BoP Markets: Characterization and Implications for Supply Chain Functions. *Sustainability* (14(2): 920).

Drozdebob, A., Sohal, A., Nyland, C. & **Fayezi, S.** (2022). Supply Chain Resilience in Relation to Natural Disasters: Framework Development. *Production Planning & Control*.

Georgiev, G., Gunes, U., **Haven, E.**, Poudel, R. & Zhang, H. (eds.) (2022). Special issue: *Philosophical Transactions of the Royal Society A*.

Brodmann, J., **Hossain, A.T.** & Singhvi, M. (2022). Chief Executive Officer Power and Board Gender Diversity. *Finance Research Letters* (44).

**Hossain, A.T.**, Saadi, S. & Amin, A. S. (2022). Does CEO Risk-aversion Affect Carbon Emission? *Journal of Business Ethics*.

**Hossain, A.T.**, Masum, A., Saadi, S. & Benkraiem, R. (2022). Firm-level Climate Change Risk and CEO Equity Incentives. *British Journal of Management*.

Chowdhury, H., **Hossain, A.T.**, Masum, A. & Zheng, J. (2022). Does Corporate Sexual Orientation Equality Affect Labour Investment Efficiency? *Global Finance Journal*.

Chowdhury, H., **Hossain, A.T.**, Tan, K. & Zheng, J. (2022). Do External Labour Market Incentives Improve Labour Investment Efficiency? *Journal of Behavioural and Experimental Finance*.

Brodmann, J., **Hossain, A.T.**, Singhvi, M. (2022). Chief Executive Officer Power and Board Gender Diversity. *Finance Research Letters*.

**Hossain, A.T.** & Masum, A. (2022). Does Corporate Social Responsibility Help Mitigate Firm-level Climate Change Risk? *Accounting & Finance*.

Hasan, M., **Hossain, A.T.** & Hossain, T. (2022). CEO Inside Debt Holdings and Trade Credit. *Journal of Contemporary Accounting and Economics* (62(3): 3677-3709).



# ACHIEVEMENTS IN RESEARCH

## PEER-REVIEWED JOURNALS con't

Hasan, M., **Hossain, A.T.** & Hossain, T. (2022). CEO Inside Debt Holdings and Credit Ratings. *Accounting & Finance*.

Bhabra, G., Bhabra, H., **Hossain, A.T.** (2022). CEO Inside Debt and Acquisition of Private Targets. *Finance Research Letters* (62(2): 2163-2202).

Chourou, L., Elmawazini, K. & **Hossain, A.T.** (2022). Does Empathy Induce Higher Corporate Prosocial Behaviour? Evidence from Corporate Giving. *The Financial Review*.

**Jewer, J.** & Compeau, D. (2022). Understanding Information Systems Success: A Hybrid View. *European Journal of Information Systems* (1-21).

**Jewer, J.**, Peterson, B.K., Gosine, R. & Warrian, P. (2022). Boundaries and Boundary Spanning in Digital Innovation Outsourcing: The Influence of Institutional Logics and Governance Systems. *Information Systems Management*.

**Jewer, J.** (2022). Investigating a Work System Approach to Implement an Emergency Department Surge Management System: A Case Study. *Journal of Medical Internet Research* (24(8): 1-14.).

Anaraki, N., **Jewer, J.**, Hurley, O., Mariathas, H., Young, C., Norman, P., Patey, C., Wilson, B., Etchegary, H., Senior, D. & Asghari, S. (2022). Implementation of an ED Surge Management Platform: A Study Protocol. *Implementation Science Communications* (3(21)).

Ding J., Chen, L., **Ke, G.Y.**, Li, Y. & Zhang, L. (2022). Balancing the Profit and Capacity Under Uncertainties: A Target-based Distributionally Robust Knapsack Problem. *International Transactions in Operational Research* (29(2):760-782).

**Ke, G.Y.** (2022). Managing Rail-truck Intermodal Transportation for Hazardous Materials with Random Yard Disruptions. *Annals of Operations Research* (309, 457-483).

Li, L., **Ke, G.Y.**, Li, M. & Zhang, L. (2022). Pricing Optimization and Competition Under the Linear Nested Stochastic Choice Model. *Naval Research Logistics* (69(2):201-222).

Zhang, Z., Xu, H., **Ke, G.Y.** & Chen, K. (2022). Selecting Online Distribution Modes for Differentiated Products in a Platform Supply Chain. *International Journal of Production Economics* (244).

Tang, T., Xu, H., **Ke, G.Y.** & Chen, K. (2022). Optimal Operation and Financing Strategies for a Capital-constrained Supply Chain with Contract Manufacturer Encroachment. *International Journal of Production Economics* (254, 108638).

Zhang, J., Addae, B.A., **Ke, G.Y.**, Liu, L. & Xu, H. (2022). A Large-scale Group Grey-DEMATEL Decision Framework for Analyzing Factors Affecting Pandemic Control: A Case in Ghana during COVID-19. *Journal of Grey System* (34(1): 114-138).

Zhang, Z., Xu, H., **Ke, G.Y.** & Chen, K. (2022). Selecting Online Distribution Modes for Differentiated Products. *International Journal of Production Economics* (244,108384).

**Kubiak, W.** (2022). A Note on Scheduling Coupled Tasks for Minimum Total Completion Time. *Annals of Operations Research*.

**Kubiak, W.** (2022). On the Complexity of Open Shop Scheduling with Time Lags. *Journal of Scheduling*.

**Kubiak, W.** & Ghahremanlou, D. (2022). A Conditional Value-at-Risk (CVaR) Approach to Studying the Sustainable Crude Oil Supply Chains (SCOSCs) Evolved Due to Change in Government Policies. *International Journal of Operational Research*.

**Oldford, E.** (2022). Soft Regulation of Women on Boards: Evidence from Canada. *Business and Society Review* (127(4): 779-808).

Chu, S., **Oldford, E.** & Changchun, G. (2022). Does Social Capital Alleviate Financing Constraints? A Study of China's Creative Economy. *Asia-Pacific Journal of Accounting & Economics*.

Chu, S. & **Oldford, E.** (2022). Female Directors, R&D Activities and Firms' Investment Efficiency: Evidence from China. *Asia-Pacific Journal of Accounting & Economics*.

**Oldford, E.**, Willcott, N. & Kennie, T. (2022). Can Student-managed Investment Funds Narrow the ESG Skills Gap? *Managerial Finance* (48(1): 57-77).

# ACHIEVEMENTS IN RESEARCH

## PEER-REVIEWED JOURNALS *con't*

**Park, C.** (2022). Keeping the Competition Close: The Impact of Competitor Distance in the Lodging Industry. *International Journal of Tourism Research*. [virtual]

**Park, C.** (2022). The Death of Distance, Revisited: Disseminative Capacity and Knowledge Transfer. *Multinational Business Review*.

Rhee, Y. P., **Park, C.** & **Cooper, T.** (2022). Knowledge Creation Capability and the Impact on Innovation Performance in Global Consulting Firms: The Role of Human and Social Capital. *Canadian Journal of Administrative Sciences*.

**Park, C.**, Ghauri, P., Lee, J. Y., & Golmohammadi, I. (2022). Unveiling the Black Box of IJV Innovativeness: The Role of Explicit and Tacit Knowledge Transfer. *Journal of International Management*. (28(4): 100956.).

**Park, C.**, Kim, Y. & Yeon, J. (2022). Stronger Together: International Tourists 'Spillover' into Close Countries. *Tourism Economics*.

**Park, C.**, Kim, Y. & Frye, W. (2022). Keeping the Competition Close: The Impact of Competitor Distance in the U.S. Lodging Industry. *International Journal of Tourism Research* (24(3): 400-412).

Saghafi, A., Wand, Y. & **Parsons, J.** (2022). Skipping Class: Improving Human-driven Data Exploration and Querying through Instances. *European Journal of Information Systems* (31(4): 463-491).

Storey, V., Lukyanenko, R. & **Parsons, J.** (2022). Explainable AI: Opening the Black Box or Pandora's Box? *Communications of the ACM*.

Chen, C., Chen, Y., **Pittman, J.A.**, Podolski, E. & Veeraraghavan, M. (2022). Managerial Mood and Earnings Forecast Bias: Evidence from Sunshine Exposure. *The Accounting Review* (97(3):179-203).

Chen, Y., Huang, J., Li, T. & **Pittman, J.A.** (2022). It's a Small World: The Importance of Social Connections with Auditors to Mutual Fund Managers' Portfolio Decisions. *Journal of Accounting Research* (60(3): 901-963.)

**Pittman, J.A.**, Wang, L. & Wu, D. (2022). Network Analysis of Audit Partner Rotation. *Contemporary Accounting Research* (39(2): 1085-111).

Guo, F., Lisic, L., **Pittman, J.A.**, Seidel, T., Zhou, M. & Zhou, Y. (2022). Fool Me Once, Shame on You; Fool Me Twice, Shame on Me: The Long-term Impact of Arthur Andersen's Demise on Partners' Audit Quality. *Contemporary Accounting Research* (39(3): 1986-2022).

Lisic, L., **Pittman, J.A.**, Seidel, T. & Zimmerman, A. (2022). You Can't Get There from Here: The Influence of an Audit Partner's Prior Non-public Accounting Experience on Audit Outcomes. *Accounting, Organizations and Society*.

Jiang, L., **Pittman, J.A.** & Saffar, W. (2022). Policy Uncertainty and Textual Disclosure. *Accounting Horizons* (36(4): 113-131).

**Schouten, J.W.** & Leavenworth DuFault, B. (2022). Social Enterprise as a Broker of Identity Resources. *Sustainability*.

Hlaing, K.P. & **Stapleton, A.** (2022). A Literature Review of the Dual Effect of Corporate Tax Planning and Managerial Power on Executive Compensation. *Accounting Perspectives* (21(2): 387-423).

Sarhadi, H., **Tulett, D.M.** & Verma, M. (2022). A Tri-level Mixed-integer Program for the Optimal Fortification of a Rail Intermodal Terminal Network. *International Journal of Operational Research*. (43(1-2): 65-95).

## AWARDS

**Cooper, T.** (2022). Rock Star Supervisor. School of Graduate Studies, Memorial University, St. John's, N.L.

**Jewer, J.** & Compeau, D. (2022). Best Paper Award, Senior Submission: Understanding Information Systems Success: A Hybrid View. From the Association for Information Systems – Special Interest Group on IT in Health Care.

**Park, C.** & **Cooper, T.** (2022). Advisory Board Research Impact Award. Faculty of Business Administration, Memorial University, St. John's, N.L.

**Parsons, J.** (2022). Distinguished Research Fellowship. Technical University of Dresden, Germany.

**Parsons, J.** (2022). AIS Fellow. Association for Information Systems, International Conference on Information Systems, Copenhagen, Denmark.

## DR. ALEX FASERUK CHAIR IN FINANCIAL MANAGEMENT

### DR. EMMANUEL HAVEN

In 2022, my co-editing of a special issue with *Philosophical Transactions of the Royal Society A*, one of the flagship journals of The Royal Society, neared completion. The special issue will contain a set of what we believe are good papers, notably from top-notch researchers such as Constantino Tsallis (well-known for Tsallis Entropy and Tsallis distribution), amongst others.

I have been leading the development of a new research centre, the Centre for Quantum Social and Cognitive Science (CQSCS), which is expected to be officially announced later in 2023. Among the centre's activities will be the production of a new journal focused on the interface between quantum methods and economics.

I also became an academic editor of the journal, *PLoS One*.

I have continued teaching the business economics course in the master of business administration (MBA) program and, from this year, have started teaching the

course, Managerial Finance, also to MBA students.

I continue teaching the interdisciplinary (ID) colloquium in the School of Graduate Studies. This is essentially a short survey course for incoming ID PhD students. I continue my work as director of the ID PhD program across the university.

Whilst supervision continues on my two doctoral students in the ID PhD program, I have embarked on master's thesis supervision with one graduate student from the newly established master of data science program (jointly offered by the departments of Mathematics and Computer Science) and one graduate student from Physics and Physical Oceanography. I also engaged in supervising thesis work for master's students in our own master of science (M.Sc.) in management program.

Within our faculty I have engaged with several committees (promotion and tenure; dean search). I am also involved in the dean search for the School of Graduate Studies.





## HIGHLIGHT



Dr. Wieslaw Kubiak's paper, A Conditional Value-at-risk Approach to Studying the Sustainable Crude Oil Supply Chains, evolved due to change in government policies.

Co-authored with Dr. Davoud Ghahremanlou (PhD'21), a per course instructor at the business faculty, the paper examines sustainable crude oil supply chains (SCOSCs) during economic crises and provides insights for governments and investors who are endeavoring to rescue oil

and bioethanol industries.

Dr. Kubiak is a university research professor and professor of quantitative methods, operations management and supply chain management.

During the pandemic, demand for fuel plunged due to self-isolation and the Saudi Arabia-Russia oil price conflict in 2020. This led to some oil and bioethanol companies in the United States (U.S.) filing for bankruptcy.

The authors examine the U.S. government's attempt to combat COVID-19 and ensure production of hand sanitizer, and also rescue refineries from economic distress caused by the pandemic and volatile oil prices.

The researchers found that it may have been advisable for government and investors to consider focusing on the production of sanitizers.

Dr. Kubiak recommends that businesses make "robust strategic investment decisions" during economic crises, even as policies change.

Dr. Kubiak and Dr. Ghahremanlou further find that it's strategic for investors to set up blending sites and bio-refiners, even during economic emergencies.

The paper was published in the *International Journal of Operational Research*.

## DR. WIESLAW KUBIAK

## HIGHLIGHT: DR. JEFFREY PITTMAN



Sunshine is known to positively impact physical and mental health.

But Dr. Jeffrey Pittman has discovered that sunshine may also influence earnings forecasts from corporate executives.

Dr. Pittman is an accounting professor and Chair in Corporate Governance and Transparency.

His co-authored paper, *Managerial Mood and Earnings Forecast Bias: Evidence from Sunshine Exposure in The Accounting Review*, examines whether corporate earnings forecasts

are sensitive to sunshine levels around companies' U.S. headquarters in the preceding two weeks.

The research team found that good mood, which they measure with recent sunshine exposure, upwardly biases forecast earnings.

After establishing that sunshine-induced optimism affects earnings forecasts, the researchers explored whether certain corporate governance structures constrain this bias.

They document that it's less severe when companies are subject to more media or financial analyst coverage, and

when executive compensation is tied to the accuracy of their forecasts.

They also report evidence that executives who let sunshine bias distort company disclosures pay a heavy price in the form of shorter tenure, lower compensation and fewer promotions.

The paper is co-authored with Dr. Chen Chen, Monash University, Australia; Dr. Yangyang Chen, City University of Hong Kong, China; Dr. Edward Podolski, Deakin University, Australia; and Dr. Madhu Veeraraghavan, T.A. Pai Management Institute, India.

# CANADA RESEARCH CHAIR (TIER 1) IN SOCIAL ENTERPRISE

## DR. JOHN SCHOUTEN



The highlights of my Canada Research Chair (CRC) activities in 2022 began with the bestowal of the President's Award for Public Engagement Partnerships on Fishing for Success, a social enterprise in Petty Harbour that is my partner in a SSHRC Partnership Development Grant (PDG). It was one of many awards this groundbreaking enterprise has received during the past months.

Also related to Fishing for Success, the article, Social Enterprise as a Broker of Identity Resources, was published in *Sustainability* with my co-author and PDG collaborator Beth DuFault. The article is significant in that it introduces and applies a new multi-level theory of identity based on assemblage theory as developed by Manuel DeLanda. No other theory accounts equally for identity at the levels of individuals, organizations, communities and cultures, and for the complex interactions among them.

On the sustainability front, I co-published the French-language textbook, *Marketing (Plus) Durable* first edition (roughly translated as "toward more sustainable marketing") with lead author Pierre Volle, former president of the French Marketing Association (publisher: De Boeck Superieur, Brussels, Belgium).

The book updates material from my earlier book, *Sustainable Marketing*, with more international examples, a focus on value creation and a framework using the United Nations' Sustainable Development Goals.

The presentation, Consumer Entrepreneurship for Social Innovation, with Lydia Ottlewski and Joonas Rokka, at the annual Consumer Culture Theory Conference (Corvallis, Ore., U.S.) focused on ordinary consumers as social innovators and social entrepreneurs.

Also presented at this conference was art-based research from Brazil with co-authors Luciana Walther, Carlos Eduardo, Felix da Costa and Francisco Alessandri. The three installations titled Self-Portraits in August: Re-Crafting Identity through Intimate Production in a Social Enterprise, Self-Portraits in August: Identities in Clay, and Self-Portraits in August: Identities in Wood focus on the artistic and social value created by and through of the art-based social enterprise, Oficina de Agosto, in the village of Bichinho, Brazil.

In a book of poetry, read and released at the conference, I contributed two Newfoundland poems, "Cranberry Picking at Motion Bay" and "Erratics", and a poem, "Leakage", dealing (in memoriam) with early-onset Alzheimer's disease.



# ACHIEVEMENTS IN RESEARCH

## ENGAGING IDEAS SERIES

Engaging Ideas, the Faculty of Business Administration's research and industry engagement series, aims to: increase community and industry awareness of research conducted by faculty members; transfer this knowledge so that industry may apply it in its activities; and facilitate future research collaborations.

These interactive presentations provide a discussion forum for industry representatives and faculty members on the practical uses and implications of the exciting research being conducted within the business faculty and at Memorial.

Engaging Ideas was held twice in 2022.

The first was in April in partnership with Supply Chain Canada, Newfoundland and Labrador Institute, and Eastern Academy. It was entitled Supply Chain Challenges and Educational Opportunities. The panellists were:

- Alex Kane, SCMP, provincial manager of sourcing and contracts, Central Health,

Newfoundland and Labrador;

- James Wells, SCMP, procurement manager, East Coast Tubulars Limited;
- Dr. Davoud Ghahremanlou, per course instructor, Faculty of Business Administration; and
- Bonnie Churchill, post-secondary instructor, supply chain and logistics, Eastern Academy.

The second iteration of Engaging Ideas was held during Memorial's Research Week with a theme of Technology in the Workplace. Speakers included:

- Judah Adeniyi, PhD student: The Role of Technology in the Future of Work: Opportunities and Challenges;
- Dr. Jacqui Bartlett, associate professor: Who Owns the Data you're Collecting in your Business?; and
- Dr. Carlos Bazan, assistant professor: Not your Grandparents' Workplace: How A.I. is Changing the Way We Work and do Business.

## MEDIA MENTIONS

### News interviews

**Byrne, A.** (2022). How is the Pandemic Changing How We Work? CBC Crosstalk, St. John's, N.L.

**Byrne, A.** (2022). Working from Home. CBC Morning Show, St. John's, N.L.

**Cooper, T.** (2022). The Launch of New Franchises. CBC Maritime Connection.

**Cooper, T.** (Nov. 24, 2022). Carbon Tax Implications. CBC Morning Show, St. John's, N.L.

**Cooper, T.** (Aug. 20, 2022). It's a Zellers Market: St. John's Shoppers Hope to See Defunct Discount Chain Return. CBC News, St. John's, N.L.

**Cooper, T.** (Sept. 2, 2022). Tax on Sugary Drinks Begins in N.L., Though not all are on Board. Canadian Press.

**Cooper, T.** (April 11, 2022). Big Beverage Reps Sour on Complex Sugar Tax Plan for Newfoundland and Labrador. Saltwire.com.

**Cooper, T.** (Aug. 17, 2022). The Business of Sustainability. *University Affairs*.

**Cooper, T.** (Jan. 24, 2022). Food Price Inflation has Newfoundland and Labrador Households Feeling 'Squeezed on Every Side'. Saltwire.com.

# ACHIEVEMENTS IN RESEARCH

## News interviews [con't](#)

**Eghbali-Zarch, M.** (2022). Canada Needs Better CBD Policies to Protect Consumers From Unlicensed Products. 630 CHED Mornings Radio.

**Ford, D.P.** (March 30, 2022). Six Steps to Surviving your Next Group Project. CampusWell.ca.

**Wetsch, L.** (2022). Importance of Social Media for Government Communications. NTV, St. John's, N.L.

**Wetsch, L.** (2022). Elon Musk and Twitter. On The Go, CBC Radio, St. John's, N.L.

## Submitted articles/op-eds

**Eghbali-Zarch, M.**, Marlowe, J. & Brennan, S. (May 3, 2022). Canada Needs Better CBD Policies to Protect Consumers from Unlicensed Products. The Conversation Canada.

**Eghbali-Zarch, M.**, Marlowe, J. & Brennan, S. (May 3, 2022). Canada Needs Better CBD Policies to Protect Consumers from Unlicensed Products. Yahoo.com.

**Eghbali-Zarch, M.**, Marlowe, J. & Brennan, S. (May 4, 2022). Canada Needs Better CBD Policies to Protect Consumers from Unlicensed Products. WinnipegFreePress.com.

**Eghbali-Zarch, M.**, Marlowe, J. & Brennan, S. (May 4, 2022). Canada Needs Better CBD Policies to Protect Consumers from Unlicensed Products. TriCityNews.com.

**Eghbali-Zarch, M.**, Marlowe, J. & Brennan, S. (May 4, 2022). Canada Needs Better CBD Policies to Protect Consumers from Unlicensed Products. *National Post*, Toronto, Ont.

**Eghbali-Zarch, M.**, Marlowe, J. & Brennan, S. (May 5, 2022). Canada Needs Better CBD Policies to Protect Consumers from Unlicensed Products. Healthing.ca.

**Eghbali-Zarch, M.**, Marlowe, J. & Brennan, S. (May 9, 2022). Canada Needs Better CBD Policies to Protect Consumers from Unlicensed Products. *The Telegram*, St. John's, N.L.

**Eghbali-Zarch, M.**, Marlowe, J. & Brennan, S. (May 12, 2022). Canada Needs Better CBD Policies to Protect Consumers from Unlicensed Products. *The News*, New Glasgow, N.S.

**Eghbali-Zarch, M.**, Marlowe, J. & Brennan, S. (May 12, 2022). Canada Needs Better CBD Policies to Protect Consumers from Unlicensed Products. CanadianManufacturing.com.

**Eghbali-Zarch, M.**, Marlowe, J. & Brennan, S. (June 20, 2022). Canada Needs Better CBD Policies to Protect Consumers from Unlicensed Products. *Gazette*, Memorial University, St. John's, N.L.

**Hossain, A.T.** (May 15, 2022). To Reduce Corporate Emissions, CEOs Need to be Bold Risk Takers. The Conversation Canada.

**Hossain, A.T.** (May 17, 2022). To Reduce Corporate Emissions, CEOs Need to be Bold Risk Takers. TheWeek.in.

**Hossain, A.T.** (May 15, 2022). To Reduce Corporate Emissions, CEOs Need to be Bold Risk Takers. CanadianInquirer.net.

**Hossain, A.T.** (April 27, 2022). CEOs are Hindering LGBTQ+ Equality in the Workplace. The Conversation Canada.

**Hossain, A.T.** (May 10, 2022). CEOs are Hindering LGBTQ+ Equality in the Workplace. *Gazette*, Memorial University, St. John's, N.L.

**Hossain, A.T.** (April 28, 2022). CEOs are Hindering LGBTQ+ Equality in the Workplace. FinancialPost.com.

**Hossain, A.T.** (April 28, 2022). CEOs are Hindering LGBTQ+ Equality in the Workplace. VancouverSun.com.

**Hossain, A.T.** (April 28, 2022). CEOs are Hindering LGBTQ+ Equality in the Workplace. NewsBreak.com.

**Hossain, A.T.** (May 1, 2022). CEOs are Hindering LGBTQ+ Equality in the Workplace. Canadian-Accountant.com.

**Hossain, A.T.** (April 28, 2022). CEOs are Hindering LGBTQ+ Equality in the Workplace. *National Post*, Toronto, Ont.

# ACHIEVEMENTS IN RESEARCH

## BOOKS & CHAPTERS

**Arnold, K.A.** & Spinks, N. (2022). Employer Policies and Practices Regarding Mobile Workers and their Families: Reactive and Proactive Strategies. In Neis, B., Murray, C. & Spinks, N. (eds.). *Families, Work and Mobility Edited Collection* (pp. 175-187). ISER Books.

Plotnitsky, A. & **Haven, E.** (eds.) (2022). *The Quantum-like Revolution: FestSchrift in Honour of Professor Andrei Khrennikov*. Springer Nature.

Chakraborti, A., **Haven, E.**, Patra, S. & Singh, N. (eds.) (2022). *Quantum Decision Theory and Complexity Modelling in Economics and Public Policy*. Springer Nature.

**Kubiak, W.** (2022). *A Book of Open Shop Scheduling: Algorithms, Complexity and Applications*. Springer.

Volle, P. & **Schouten, J.W.** (2022). *Marketing (plus) durable*.

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## GRANTS

### Advisory Board Research Impact Award

**Park, C.** & **Cooper, T.**: Knowledge Creation Capability and the Impact on Innovation Performance in Global Consulting Firms: The Role of Human and Social Capital.

### Chartered Professional Accountants of Newfoundland and Labrador (CPA-NL)

**Hossain, A.T.**: Corporate Sexual Orientation Equality and Carbon Emission.

**Oldford, E.**: Leadership Narrative in a Systematic Crisis: A Study of COVID-19 Pandemic.

### Harris Centre Thriving Regions Applied Research Fund

**Bazan, C.**: Developing a Business Model for Accessible Entrepreneurship Training Programs in Rural Newfoundland and Labrador

### Memorial University Seed, Bridge and Multidisciplinary Fund

**Bazan, C.**: Understanding Entrepreneurship Through the Lens of Gender Studies.

**Hossain, A.T.**: Corporate Sexual Orientation Equality and Carbon Emissions.

**Park, C.**: Unintended Exits: Factors Influencing Withdrawal from International Joint Ventures.

### Mitacs Accelerate

**Cooper, T.**: Analysis of the Effectiveness of Rapid Re-Housing Strategies for Achieving Youth Housing Stability.

**Cooper, T.**: Assessing the Impacts of Climate Change on Insurance Sectors, Public Safety and Economic Sustainability in North America: A Market Intelligence Review and Meta-analysis.

**Parsons, J.**: Designing Data Collection Forms for Unexpected Data: The Case of Suspicious Activity Reports for Financial Fraud Detection.

**Schouten, J.W.**: A Co-operative Incubator in Newfoundland and Labrador: A Feasibility Study.

**Stewart, A.**: Model for Improving Customer Satisfaction and Determining Customer Choice for Maintenance in the Automotive Industry.

**Winsor, B.**: Approaches for Developing Software as a Service (SaaS).

### Mitacs eAccelerate

**Bazan, C.**: Documenting Costs, Environmental Impact and Industry Trends Through a Supply Chain Map of the Receipt Paper Industry.

**Bazan, C.**: Engaging Students to Maximize the Online Learning Experience.



# ACHIEVEMENTS IN RESEARCH

## Mitacs eAccelerate con't

**Bazan, C.:** Environmental Impacts of Commercial Vehicles.

**Bazan, C.:** Investigating Imaging Data to Determine Early-Stage Pressure Ulcer Detection in the Development of a Smart Device Application for Persons Experiencing Neuropathy.

**Bazan, C.:** Risk-time Risk Tracker through Mapping HAZOP into Bayesian Network using Machine Learning.

## NSERC Discovery Grant

**Ke, G.:** Transportation of Hazardous Materials: Uncertainty, Behaviour and Time-dependency.

## Project Management Institute (PMI) Sponsor Research Grant

**Jewer, J.:** Understanding the Nature of Project Management in Social Enterprises.

## SSHRC Explore

**Brown, T.:** The Effect of Subconscious Goals on Motivation to Transfer and Transfer of Training in the Context of Youth Employability.

**Hossain, A.T.:** Corruption and Corporate Sexual Orientation Equality.

**Oldford, E.:** Leadership Narrative in a Systematic Crisis: A Study of COVID-19 Pandemic.

## SSHRC Insight Development Grant

**Bazan, C.:** Quantitative Entrepreneurship Research Informed by Gender Studies.

**Jewer, J.:** Dynamic Capabilities for Digital Transformation: The Role of Information Technology Governance.



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