

# SCHOOL OF BUSINESS

*The official publication of the UFV School of Business*



I am excited to share my first UFV School of Business external newsletter since beginning my role as director on April 1st. I have had such a warm welcome from the School and UFV colleagues, so let me start with a big thank you!

This newsletter provides a quick overview of the initiatives led by students and colleagues from the School of Business - with even more coming soon! The School needs to engage with the community, employers, and alumni more deeply as we look ahead. This document is a first step in establishing a continuous connection with our external stakeholders and sharing the success stories from our colleagues and students from the School.

*Dr. Chris Schinckus, Director of the School of Business*



I invite you to reach out to me directly with your ideas for how we can continue to engage with the community, support our students, instructors, and staff as well as enhance the impact of the school: [busido@ufv.ca](mailto:busido@ufv.ca)

*What's in this newsletter:*

RESEARCH

TEACHING  
ACCOMPLISHMENTS

STUDENT  
ACCOMPLISHMENTS

# Research

## HR and Organizational Studies



The School of Business congratulates Dr. Luciana Turchick Hakak on her recent publications in multiple national news sources on “How Uber drivers avoided – and contributed to – the fate of taxi drivers” You can find links to the article below: <https://globalnews.ca/news/7842567/uber-canada-drivers-taxi-business/>



Dr. Kirsten Roberson recently presented to the Western Academy of Management Meeting on "Distraction or savior? Serious leisure and its intersection with the meaningfulness of work". Congratulations, Kirsten!

The School congratulates three faculty members Masud Khawaja, Kirsten Robertson, & David Dobson who presented their research paper at the ASAC conference organized from the 12th to 15th of June 2021.

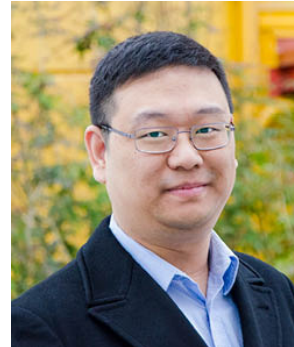


Congratulations to Dr. Jelena Brcic who spoke at the inaugural Canadian Space Health Conference in November 2021.



# Accounting and Finance

Congratulations to Quan Cheng for his attendance at two conferences and for presenting the following papers: Ng, A., & Cheng, Q. (2021, May). "Achieving stability and prosperity, the Chinese way". Paper presented at the 28th Annual Global Finance Virtual Conference and Cox, R., & Cheng, Q. (2021, March). "The performance of US marijuana stocks". Paper presented at the International Academy of Business Disciplines 2021 Conference.



Congratulations to Dr. Chris Schinckus on being recently appointed as Editor for a Q1 journal: Economics, Management, and Financial Markets and Editor for the Business and Management Section of a Q2 journal Sage Open

Chris Schinckus was recently approved for the Strategic Initiatives Fund (SIF) for his proposal entitled "Indigenization as a Source of Inspiration for the School of Business".

Chris Schinckus has been appointed Director at Large of the Board and Director of the Business Schools Association of Canada.

Stanford University recently published a database with the World's top 2% scientists (based on standardized citation metrics across all scientists and scientific disciplines) and Chris Schinckus has been included in this database for 2020 in the field of Business and Economics <https://elsevier.digitalcommonsdata.com/datasets/btchxktzyw/3>

Congratulations to Chris! While he was with Taylor's University in 2020, he hopes to be on the list representing UFV for 2021.

Congratulations to Dr. Chris Schinckus on his recent publications:

Nguyen C., Schinckus C., Nguyen T. and Nhi L. (2021), "The influence of Foreign Direct Investment on Productivity: An Institutional Perspective" (with Nguyen C., Nguyen Th. and Nhi L.), *Review of Development Finance* (Q2 - Scopus), vol.11 (1), 23-38.

Schinckus C. (2021)"Proof-of-Work based Blockchain Technology and Anthropocene: An Undermined Situation?" *Renewable and Sustainable Energy Reviews* (Q1 -Scopus - Impact factor: 14.98), forthcoming.

Nguyen C., Schinckus C., Su D.T (2021). "The determinants of outbound tourism: A revisit of socio-economic and environmental conditions", *Tourism Analysis: An Interdisciplinary Journal* (Q1 - Scopus), forthcoming.

Nguyen C., Schinckus C., Su D.T and Nhi N. (2021) "The influence of Foreign Direct Investment on Productivity: An Institutional Perspective", Review of Development Finance (Q2 - Scopus), vol.11 (1), 23-38.

Nguyen C., Schinckus C., Su D.T and Doytch N. (2021). "Do institutions and technologies matter for trade openness? Empirical evidence from African countries", International Trade Journal (Q2- Scopus), vol.1(1), doi.org/10.1080/08853908.2021.1929584

Schinckus C., Nguyen C., and Chong F.H.L (2021). "Are Bitcoin and Ether Affected by Strictly Anonymous Crypto-Currencies? An Exploratory Study". Economics, Management, and Financial Markets (Q1), 16(4): 9–27. doi: 10.22381/emfm164202.1

Nguyen C., Schinckus C., Than S.D and Chong F.H.L (2021). "The energy consumption: the global contributions from financial development and institutions" Environmental Science and Pollution Research (Q1- Scopus IF: 4.23), forthcoming <https://doi.org/10.1007/s11356-021-17134-w>

Schinckus C., Nguyen C. and Chong F.H.L (2021). "Between Economics and Algorithmic Dynamics of Cryptocurrencies: An Exploratory Analysis", International Journal of Finance and Economics (Q1-Scopus), Forthcoming.

Nguyen C., Schinckus C. Su D.T and Chong F.H.L, "The determinants of the energy consumption: A shadow economy-based perspective", Energy (Q1 - Scopus, IF: 6), vol. 225 (1) doi:10.1016/j.energy.2021.120210.

Schinckus C. and Nguyen Th. (2021) "Implementation of a real-life educational method for Logistics in Vietnam: Between Episteme and Techne", International Journal of Logistics: Research and Application (Q1 - Scopus), Vol.1 (1), 1-21. -<https://doi.org/10.1080/13675567.2021.1914562>

## Marketing



Mostafa Purmehdi, with this partner, presented at the 2021 AMA Summer Academic Conference in Boston on "How customer self-determination regulates customers' anger and revenge behavior".



Dr. Jon Thomas presented at the Creative Catalysts for Change, powered by PechaKucha and hosted by the Chilliwack Creative Commission, a committee of CEPCO. Jon's topic was "Design thinking for entrepreneurs". <https://www.youtube.com/watch?v=AJEKA8VqE4k>



# Management, Law, and Aviation



Congratulations to Dr. Saeed Rahman on the recent publication of his paper in Inventing Regenerative Sustainability: Theoretically, Empirically, Practically. In Proceedings of the International Association for Business and Society (Vol. 31, pp. 89-99) <https://doi.org/10.5840/iabsproc2020319>

Congratulations to Dr. Saeed Rahman for presenting his paper "Paving the Way for Social Innovation: New Conceptual Foundations for Organizations and Nature Research" at the IABS2021 conference on June 3rd, 2021.

Congratulations to Mike Ivanof for his recently published paper "Alpha enhancement in global equity markets with ESG overlay on factor-based investment strategies" <https://rdcu.be/cmbOq>



Congratulations to Dr. Sha Liao as her paper "Synthetic Control Methods for Policy Analysis: Evaluating the Effect of the European Emission Trading System on Aviation Supply" recently won the "Best Paper Award 2021" at the ATRS World Conference!



# Teaching Accomplishments



The School of Business would like to congratulate our wonderful Staff and Faculty that are celebrating significant milestones in their careers at UFV! We thank you for your service and dedication to our students.

10 Years: Marla Fralick, David Dobson, and Mike Ivanof

15 Years: Raymond Leung, Keith Lownie, Kim Milnes, and Cindy Stewart

20 Years: Lorne Mackenzie, and Ron Zitron

The School of Business is proud to be recognized as one of the leading business programs in the world!! For its high quality and strong corporate connections, the UFV Bachelor of Business Administration program has been awarded EFMD accreditation for three additional years!

A BIG THANK to all of you and to the team who worked hard to get this achievement!



Kevin deWolde is proud to announce the launch of the International Business Major and Minor for Fall 2021. Read the story on how the International Business Major or Minor can open up a whole new world of opportunity for our students.

Kirsten Robertson is teaching a new course this Fall BUS 306: Strengths-Based Development. Students will complete a variety of personal development exercises that will help them capitalize on their talents at school and in the workplace. They will also learn about how to craft more enjoyable and meaningful work for themselves and others.

As part of BUS 325 Digital Marketing, student teams conduct a digital marketing audit and develop a digital marketing plan for client organizations. In previous years most clients were local businesses but this year the project truly went global. Thanks to the efforts of Larissa Horne in the CENTRE FOR EXPERIENTIAL AND CAREER EDUCATION and Ryan Leonhard (a UFV alumnus), Business Development Director, The Canadian Chamber of Commerce Vietnam some of the students were lucky enough to work with client organizations in Vietnam. This would have likely been challenging enough but the class included students based in Canada and in India so there was an amazing tri-country experience for several teams – learning from a Canadian university, living in India and Canada, and working with a client in Vietnam. Based on the client feedback, this experience was a great success and hopefully opened everyone’s eyes to amazing international opportunities that digital technologies enable.

The School of Business was host to the International Lucerne Week from October 3rd – 8th. This event welcomed 20 different speakers and 25 participants, including 6 UFV School of Business students, and from 5 different countries: Canada, China, Thailand, Switzerland, and Vietnam.



Congratulations to Dr. Kirsten Robertson for the recent presentation on Meaningfulness of Work as part of the Workforce Connections series organized by the UFV Esposito Family Centre for Innovation and Entrepreneurship on October 5th.

Chris Schinckus chaired the second meeting of 2021 for the External Advisory Committee welcoming several new members to the committee. The committee members are excited and looking forward to working with the School of Business.

Chris Schinckus was a panel member of a workshop devoted to Youth Engagement Through Aviation organized by the BC Aviation Council. The workshop was organized in collaboration with several secondary schools to promote Aviation studies.

During the semester, David Dobson invited various guest speakers to share their research project experience or give a talk on how data insight allows businesses to better understand customers and helps serve customers better (see: <https://www.linkedin.com/posts/activity-6850856644457377792-K43d/>).

David Dobson has also had many of the following highlights in his courses:

- For his Economic and Business Statistics course, students analyzed country performances at the Tokyo 2020 Summer Olympics and Paralympics games. Students conducted an original semester-long data analysis project in a team setting. This included writing a research proposal, stating their research questions and hypotheses, identifying reliable publicly available data sources, collecting data, using SPSS software for data analysis, interpreting the results, writing the research report, and presenting the findings in front of their classmates. (For students comments see: <https://www.linkedin.com/posts/activity-6874157276979195904-kQbF>)
- For his Business Research Methods course, students conducted an original mixed-method research project in a team setting on various sustainability issues from the lens of message framing. Students started their research by examining existing literature on sustainability and message framing. They then created interview questions that were used in conducting a focus group session to explore the topic further. The information collected at the focus group was then used to create a questionnaire and conduct an online survey. Informed consent was obtained prior to the data collection. The students then used various data analysis techniques to analyze survey data, write a detailed research report and make a presentation in front of their classmates. (For student comments see: <https://www.linkedin.com/posts/activity-6874473222742577152-T29Q>)
- For his Customer Intelligence course, students used large data sets to conduct an applied customer analytics project using SAS Enterprise Miner. They conducted data mining using predictive modelings such as decision trees, nonlinear regression, and neural networks. (For student comments see: <https://www.linkedin.com/posts/activity-6871180930392977408-8Ke4>)





# Enactus UFV

Enactus UFV is a student-led organization that works in collaboration with the UFV School of Business, faculty, business leaders, and the community to form business projects that create social change and empower those they interact with. They use our entrepreneurial mindsets to create businesses that address social initiative issues in our community.

Enactus UFV continues to innovate and take initiative through our team members. They have created two sustainable projects that benefit different demographics of people across our community. The team is continuing to grow and our members have devoted numerous hours to improving the lives of people in the Fraser Valley community.

Enactus UFV's mission is to develop and implement projects that create positive economic, ecological, and social impacts in our community. Their team values include innovation, integrity, and inclusivity.

The Big Brain Literacy Program (BBLP) is an Enactus UFV initiative that bridges the financial education gap for high school, university and international students. BBLP has also partnered with an Indigenous Elder to develop a workshop geared towards Indigenous youth. Through interactive workshops and webinars, participants gain the skills to make informed financial decisions by learning about topics such as positive spending, budgeting, managing debt and avoiding scams. Currently, the BBLP team is working towards creating Open Educational Resources (OER) consisting of video recordings and worksheets that can be accessed at any time and from anywhere. Since 2019, BBLP has delivered workshops to a total of 1029 youth and targets to reach 1400 youth by 2023. To accomplish its goals, BBLP has partnered with local non-profit organizations including the Fraser River Indigenous Society, Chilliwack Healthier Community, Chilliwack Learning Society and Archway Community Services.



Fraser Valley AgroConnect supports local farmers in three areas: resource gathering, business management, and recruitment. Farmers face severe time constraints that prevent them from searching for information beneficial to daily operations and wellness. Yet, such resources are crucial for the agricultural community in the Fraser Valley to thrive. Fraser Valley AgroConnect will develop a free web-based interactive platform that alleviates the burden of research by aggregating existing resources offered by governments, public institutions, and non-profit organizations such as grants and upcoming events. Fraser Valley AgroConnect will also provide additional tools, advice, training, and expertise in business management as needs, trends, and current events emerge. This includes social media marketing advice that will empower farmers to strengthen community ties and increase sales. Finally, labour volatility will be addressed by connecting farmers with eager student workers looking to support and learn more about the agriculture industry. This project received a grant for \$5,750 through the University of the Fraser Valley's Strategic Initiatives Fund, as well as a Samsung Technology grant through the Samsung Solve for Tomorrow challenge for \$5,000 to support the launch.

Wellness Connections is an online hub that will help students navigate the journey to wellness by promoting the wellness resources already offered at the University of the Fraser Valley, sharing advice related to self-care and wellness management, and hosting events on different areas of wellness. This initiative received \$5,500 in funding through the Co-Operators Youth Mental Wellness Project accelerator.



Oak and Earth is a social enterprise that markets, produces and sells handcrafted candles. The candles are made from 100% natural soy wax (no additives, paraffin, or dyes) and are hand-poured. The scents have been selected and developed in collaboration with local Indigenous communities. Each candle comes with a culture card which was designed by a local Indigenous artist and explains the significance of the scent. Also, the scent labels are written in Indigenous languages. A portion of the profits are invested in the Fraser River Indigenous Society (FRIS). Oak and Earth aims to provide FRIS with funding and promote the programs and services they offer to members of their community. Since December 2021, 281 candles have been sold resulting in \$1,287 invested in FRIS. Oak and Earth expects to sell 750 candles by 2022 and is in the process of launching two additional product lines: aromatherapy rollers and body scrubs.

# Student Accomplishments

A number of David Dobson's students have been nominated for awards:

BUS 324 students Gunjan, Ty, and Keenan presented their research at the Faculty of Professional Studies Learning Exchange event.

BUS320 students Lahayla, Shreya, Trisha, Anureet, and Sukhjot have been awarded UFV's 2021 Undergraduate Research Excellence Award for Business.

BUS/ECON226 student Mika Bachmann has been awarded UFV's 2021 Undergraduate Research Excellence Award for Economics. Congratulations!

Mark Breedveld recently supported two of our BBA students while participating in the Pacific Northwest Collegiate Sales Competition. Students from eight American universities participated in the sales competition with UFV being the only Canadian university taking part and in doing so UFV is considered a "top sales university."



Dr. Saeed Rahman and Trisha Kumar (UFV Enactus) were recently approved for the Strategic Initiatives Fund (SIF) for their successful proposal entitled "Enactus UFV AgroHired Project". Congratulations!

The Enactus UFV project, The Big Brain Literacy Program (BBLP), has been selected to receive a \$2,500 grant as part of the Shaw Youth Entrepreneurship Project Accelerator.