

SCHOOL OF BUSINESS

The official publication of the UFV School of Business



The School congratulates
Fiona McQuarrie on her new
designation of Professor Emeritus!



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
Mike Ivanof
Amir Hajbaba



15+ Years

Raymond Leung
Keith Lownie
Kim Milnes
Cindy Stewart
Sue Brown



20+ Years

Lorne Mackenzie
Ron Zitron

What's in this
newsletter:

RESEARCH

TEACHING
ACCOMPLISHMENTS

STUDENT
ACCOMPLISHMENTS

COMMUNITY
ENGAGEMENT

NEWS & EVENTS



Please reach out 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

HR and Organizational Studies

Congratulations to Luciana Turchick Hakak on her paper “When a Major Life Change Upends Your Sense of Self” was featured as the headlining paper on the Harvard Business Review website on January 28th, 2022.

Dr. Luciana Turchick Hakak will present her paper entitled: "When is stigma "sticky"? Factors influencing the transfer or deflection of occupational stigma for dirty work newcomers" at the upcoming 2022 ASAC annual meeting, in Halifax, NS.

Dr. Turchick Hakak is also co-organizing a Professional Development Workshop (PDW) entitled: "The road less traveled: Advantages of positions in a balanced or teaching university" at the upcoming 2022 AOM annual meeting in Seattle, WA.



Dr. Luciana Turchick Hakak



Dr. Kirsten Robertson

Addy Schnider and Trisha Kumar were awarded the Undergraduate Research Excellence Awards for Business award for their work on “Stop for Squirrels, Speed up for my Manager: An Exploration of Supervisor Perpetrated Mistreatment in Front-Line Service Work.”

Dr. Kirsten Robertson, Addy Schnider and Trisha Kumar presented their paper entitled “Stop for Squirrels, Speed up for my Manager: An Exploration of Supervisor Perpetrated Mistreatment in Front-Line Service Work” at the ASAC conference in Halifax organized between the 3rd and the 6th of June 2022.

Dr. Luciana Hakak also attended and presented a paper at this conference - ASAC 2022 Conference.

Two of Jelena Brcic’s papers were accepted at the 73rd International Astronautical Congress in Paris, France (for Sept 2022). They are entitled "Personal Values Before and After Long-Duration Spaceflight" and "Astronauts at Home on the International Space Station." These data are from our ISS project that started in 2009 and wrapped up in 2020. We are finally able to start writing up the findings. The beauty of long-duration, international, small, off-Earth samples.



Dr. Jelena Brcic

Accounting and Finance

Congratulations to Dr. Chris Schinckus on his recent publications:

- Schinckus C. and Nguyen C (2022) "How do countries deal with Global uncertainty? Domestic ability to absorb shock through the lens of the Economic complexity and Export diversification" *Quality & Quantity* (Q1 ranked journal). Forthcoming
- Nguyen C. and Schinckus C. and Su T. (2022), "Socio-Economic and Environmental Vulnerability of Developing Countries: Asymmetric Effects of Global Uncertainty", *Fulbright Review of Economics and Policy*, Forthcoming.
- Schinckus C., Ali M., Akther M. and Pahlevansharif S. (2022), "Asymmetric Effect of Economic Policy Uncertainty on Bitcoin's Hedging Power", *Studies in Economics and Finance*, forthcoming.
- Gasparin M. and Schinckus C. (2022) "The Performativity of Algorithmic Trading: The Epistemology of Flash Crashes", *Knowledge Cultures*, Forthcoming.
- Schinckus C., Nguyen C. and Chong F.H.L. (2022) "Cryptocurrencies' hashrate and Electricity Consumption: Evidence from Mining Activities", *Studies in Economics and Finance*, Forthcoming.
- Schinckus C., Gasparin M. and Green W. (2022), "Opening the Black Boxes: Financial Algorithms and Multi-paradigmatic Research in Information Technology", *Journal of Systems and Information Technology*, forthcoming (Q2 journal).
- Chris Schinckus has a new paper accepted in *International Review of Financial Analysis* (Impact Factor: 5.7), "The role of strategic interactions in risk-taking behavior: A study from the asset growth perspective" with Nguyen Th. and Huong Q.
- The Special Issue entitled "Three Risky Decades: A Time for Econophysics?", co-edited by Chris Schinckus in the *Entropy* journal is now published:
https://www.mdpi.com/journal/entropy/special_issues/entropy_econophysics



Dr. Chris Schinckus

Chris Schinckus was a panelist at the Sustainability Career Panel organized on March 23rd, 2022. The School of Business was also a proud sponsor of this event and is committed to promoting sustainability for part of our PRME goals.

Esposito Family
Centre for Innovation
& Entrepreneurship



Paul Esposito and
President Joanne MacLean

"It's what we give back
that really makes a
community. I am grateful
to be able to give - and
I'm humbled by it."
- Paul Esposito

On the 17th of March 2022, Chris Schinckus gave a presentation at the Esposito Research Center: "A Business Model for Social Innovation".

Dr. Gerry Gannon recently published in Seijo University's Economic papers series:

- Gannon G. and Iwasaki N. (2021), "Understanding the factors behind Tsunami of Change", Economic Papers, Seijo University. No 234.
- Gannon G. and Iwasaki N. (2021), "Restructuring Corporate Design in Periods of Rapid Change", Economic Papers, Seijo University. No 235.



SEIJO
UNIVERSITY

Marketing

Dr. David Dobson presented his research paper, titled "The Effects of Message Framing on Personal and Social Finance", at the Administrative Sciences Association of Canada (ASAC) 2022 conference. He chaired a virtual session and served as a paper reviewer at the conference. Dr. Dobson was also appointed Program Coordinator for the Marketing Division of ASAC.



Dr. David Dobson

Research

Management, Law, and Aviation



Dr. Jon Thomas

Jon Thomas co-wrote a paper that was published in Nature Nanotechnology entitled “Rapid response through the entrepreneurial capabilities of academic scientists.” Link to the paper: <https://rdcu.be/cLP5E>

Dr. Saeed Rahman’s paper entitled “Fostering System Level Change to Create Sustainability: The Pivotal Role of Ecological Knowledge” has been accepted for publication in the upcoming issue of the monthly Amplify journal. Drawing on descriptive cases, this paper explores why and how some businesses go beyond established do-less-harm views of sustainability to develop a sustainability mindset based on principles aimed at regenerating entire social ecological systems within which they are embedded.



Dr. Saeed Rahman

Dr. Saeed Rahman also acted as a Discussant in the webinar entitled “L’essor économique du Bangladesh et les opportunités d’affaires” organized by the Faculty of Business Administration, Research and Study Group on Contemporary Asia (GERAC) of Laval University, Quebec, Canada held on Fri, Apr 1, 2022, 9:00 AM - 10:30AM PDT.



Dr. Saeed Rahman’s paper entitled "Organizing in the Era of the Anthropocene: The Role of Human Agency in Building Resilient SESs" has been accepted for presentation at the 82nd Annual Meeting of the Academy of Management taking place August 2022.

Teaching Accomplishments



Congratulation to Cindy Stewart on being appointed to the BC CMA Thought Leadership Market Council. She presented a “thought leadership” discussion on Indigenous consumer behaviour in January of 2022.

Kevin deWolde held a field school information session on January 31st. The 2022 field school, study aboard opportunities, and the new International Business Major and Minor were discussed. Over 40 students have expressed interest in these types of international opportunities, over 30 students attended the information session, and over 20 people have signed up for more information on the 2022 field school.

Kevin deWolde held a field school information session on March 1st. The 2022 field school, study aboard opportunities, and the new International Business Major and Minor were discussed. Over 40 students have expressed interest in these types of international opportunities, over 30 students attended the information session, and over 20 people have signed up for more information on the 2022 field school.



Dr. Kevin deWolde



Dr. David Dobson

Congratulations to David Dobson, PhD on successfully defending his dissertation: “Message Framing Effects on Consumer Decision Making for Personal and Social Finance”

Congratulations to our LTA's!
Dr. Felicia Chong in Accounting & Finance.
Sara Babae in Management
Prachee Sehgal in HR/OB
Harleen Kaur in Marketing

Congrats to Masud Khawaja,
who is now an Associate Professor!

congratulations!

Student Accomplishments

“HUGE thanks to Trisha and her team for all these awesome achievements this year!”

-Dr. Saeed Rahman



Dr. Saeed Rahman with Enactus UFV team

Amazing job so far by the Enactus UFV team in the Enactus Regional Competition. After competing in March 2022, they won the financial literacy pitch out of 36 other applicants, after not placing the previous year. They were also the second runner up in all three competition categories, also after not placing the previous year. Currently, the team is competing in the Enactus National Competitions, where 71 teams across Canada will compete for various awards this week. They already have exciting news to share. One of their newest projects, Fraser Valley AgroConnect was the second runner up for the Samsung Technology Best Project Award, The Big Brain Literacy Project (BBLP) has won the PC Financial Best Project Award and Enactus UFV is a Semi-Finalist for the National competition, the first time they have moved to this list since their launch in 2018.



Mr. Lorne Mackenzie

Congratulations to Lorne Mackenzie's students for their achievements related to Business 405 (Business Management Simulation): Tushar Malhotra, Aryan Gulsia, Gaurja Kaytal and Ankit Nirankari achieved the Global Top 100 ranking tied for the 43rd best Overall simulation (to date) score performance out of 3585 teams from 189 colleges/universities (undergraduate and masters) participating in the simulation world-wide. More information here:

<https://www.bsg-online.com/home/stats/top-performers/prior/2337>

Community Engagement

Lorne Mackenzie, along with other Board members at Archway Community Services, will be participating in an upcoming weekend retreat to develop the next five-year strategic plan for the agency.

Archway Community Services is a non-profit, multi-service community based social service agency offering 90+ programs in Abbotsford, Chilliwack, Mission, Langley and Chandigarh, India.

Lorne is also working (facilitating the process) with faculty in the School of Computing to develop their new strategic plan.



Artvelde University of Applied Sciences

Kevin deWolde and Chris Schinckus met with Artvelde University of Applied Sciences (Ghent, Belgium) to discuss potential collaborations.

Mark Breedveld organized the Annual Sales Management –Research Exhibition and Mixer held on the 7th April. More than 100 people attended this successful event.

Special thanks to Marla Fralick for her help in the organization of this event!



Dr. Chris Schinckus

Climate change matters: Chris Schinckus has been interviewed by Discover Magazine on whether blockchain will harm the environment more than it will help the economy for the tiny Pacific island nation of Tuvalu:

<https://www.discovermagazine.com/environment/can-the-blockchain-give-this-island-nation-threatened-by-climate-change-a>

Chris Schinckus was interviewed about Econophysics for the MarketWatch radio program:

<https://www.marketwatch.com/podcasts/best-new-ideas-in-money/can-an-ice-storm-predict-the-next-meme-stocks/2192068c-2265-48ed-a111-61330830f2fb>

Enactus News

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. Students at Enactus UFV use their entrepreneurial mindsets to create businesses that address social initiative issues in our community.

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

Enactus UFV is currently led by Trisha Kumar, the club's president and is mentored by Dr. Saeed Rahman, Assistant Professor, School of Business. Enactus UFV strives to innovate and take initiative through its members who volunteer their time, energy and creativity for the success of its multiple projects. The team is continuing to grow, and thus far, its members have devoted thousands of hours to improving the lives of people in the Fraser Valley community.

Enactus UFV have created the following four sustainable projects that benefit different demographics of people across communities in the Fraser Valley.



The Big Brain Literacy Program (BBLP)

BBLP bridges the financial education gap for high school, university and international students as well as Indigenous youth. Through interactive workshops and webinars, participants gain the skills to make informed and smart financial decisions by learning about topics such as positive spending, budgeting, managing debt and avoiding scams. Additionally, the BBLP team has developed Open Educational Resources (OER) consisting of video recordings and worksheets that can be accessed from BBLP website at any time and from anywhere. Since 2019, BBLP has delivered workshops to more than 1000 youth. The goal is 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.

Oak and Earth Design

Oak and Earth is a social enterprise that markets, produces and sells hand crafted candles, aromatherapy rollers and body scrubs. 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 shared with the Fraser River Indigenous Society (FRIS). This funding supports FRIS to promote the programs and services they offer to members of their community. Since December 2021, more than 300 candles have been sold resulting in more than \$1,500 shared with FRIS. Oak and Earth expects to sell about 800 candles by 2022.

Fraser Valley AgroConnect

This project 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 offers 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 also provides additional tools, advice, training, and expertise in business management as needs, trends, and current events emerge. This includes social media marketing advice that empowers 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. The initial launch of the project is being funded by a grant of \$5,750 through the University of the Fraser Valley's Strategic Initiatives Fund and a Samsung Technology grant of \$5,000 through the Samsung Solve for Tomorrow challenge.

Wellness Connections

Wellness Connections is a recently launched project. It is an online hub that helps 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.

Recent Achievements and Accomplishments

Archway Community Services Charity Golf Tournament

Enactus UFV team represented the School of Business at the annual Archway Charity Golf Tournament held on June 21, 2022. It was a wonderful opportunity for our students to showcase the Enactus UFV social entrepreneurship projects, build network with local businesses and sell Oak & Earth Design candle and other products.



Multiple awards received by Enactus UFV in 2022



Enactus team at the regionals competition 2022



Enactus Regionals, March 2022

The Enactus UFV team achieved remarkable success in this year's Enactus Regional Competition. The team competed in the following three categories.

- CWB Financial Education Challenge
- Scotiabank Climate Action Challenge
- TD Entrepreneurship Challenge

The Enactus UFV team became winner of the CWB Financial Literacy pitch competition (became first out of 37 applications). In addition, the team became 2nd runner for all three challenges: CWB Financial Education Challenge, Scotiabank Climate Action Challenge and TD Entrepreneurship Challenge. This is the first time since its launch in 2018, Enactus UFV team has placed in the regional competition.

Enactus Canada National Exposition, May 2022

The Enactus UFV team has won this year's **the Most Improved Team Award** (Out of 71 other schools). The team became a semi-finalist for the National competition, the first time it has moved to this elite list since its launch in 2018. Other awards won by the team at this year's national competition include:

- Second runner up for the Samsung Solve for **Tomorrow Challenge Best Project Award** (for the Fraser Valley AgroConnect project) worth \$2,500
- Winner of the **PC Financial Resilience Project Accelerator Best Project Award** (BBLP)
- Winner of the **HSBC Women Entrepreneurial Leadership Award** (Trisha Kumar, President of Enactus UFV)
 - 1 of 6 recipients out of 88 applicants
 - \$2,500 funding to Enactus UFV
 - \$1,000 funding to Trisha Kumar



News & Events



Sales Management Research Exhibition & Mixer

On April 7, 2022, UFV School of Business hosted a Sales Management Research Exhibition & Mixer. This exclusive networking event featured senior business students presenting their research projects from their BUS 422 Sales Management course. Many were able to join this event to network with like-minded business professionals, alumni, and future graduates in a friendly and welcoming atmosphere. Light refreshments were served, as well as door prizes, including Abbotsford Canucks tickets, to a number of lucky attendees.

On the 7th of June, the School of Business in collaboration with RBC Bank and University Relations hosted an event entitled "Exploring the Path of global recovery and how it could affect your business" where Mr. Jim Alworth gave a talk about economic recovery after the global pandemic – close to 100 people attended this event.



RBC Event



The School of Business Bachelor of Business Administration - Finance Major has recently been welcomed into the CFA Institute University Affiliation Program! Our BBA in Finance has been acknowledged as incorporating at least 70 percent of the CFA Program Candidate Body of Knowledge (CBOK) and placing emphasis on the CFA Institute Code of Ethics and Standards of Professional Conduct within the program. This program positions students well to obtain the Chartered Financial Analyst (CFA®) charter, which has become the most respected and recognized investment credential in the world. The School's BBA in Finance is one of only three institutions in BC that are promoted by the CFA Institute to offer affiliated programs. Additionally, our program is joining currently 39 other Canadian institutions that have this designation.



Chad Charest, first student to declare the Professional Sales minor, receives congratulations from Mark Breedveld via Zoom.

Beginning Fall 2022 students will have the opportunity to add a minor in professional sales to their undergraduate degrees. The Professional Sales minor includes eight courses and emphasizes work-integrated learning that connects directly to the workplace. Included in the program is a one-semester practicum that allows students to work within the salesforces of Fraser Valley companies.

More information at:

<https://www.ufv.ca/programs/professional-sales-minor/>