

SCHOOL OF BUSINESS

The official publication of the UFV School of Business



I am delighted to present the latest edition of our newsletter, which serves as a testament to the exceptional accomplishments and impact of the faculty, staff, and students at the UFV School of Business.

The academic year 2022-2023 was a very busy and exciting period since it marks the inauguration of our new Faculty of Business and Computing. We take immense pride in showcasing our vibrant community's remarkable achievements and positive contributions in the business world and beyond.

Throughout the past 6 months, our faculty members have continued to excel in their respective fields; their commitment to academic excellence has enriched our institution and contributed to the wider academic community. Our talented staff members have provided invaluable support and created an environment that fosters growth, innovation, and collaboration. Their tireless efforts behind the scenes have helped to ensure the smooth operation of our programs, events, and initiatives, allowing our students and faculty to thrive. Speaking of our students, they continue to amaze us with their passion, drive, and achievements. We have so many success stories to share! They are a testament to the quality of education and the UFV School of Business's nurturing environment, preparing students for promising careers and making us proud to be part of their journey.

Furthermore, our institution's impact extends far beyond our campus walls. We have actively engaged with the business community, forging meaningful partnerships with political stakeholders and Indigenous communities.

Chris Schinckus, Acting Director & Dean of the Faculty of Business and Computing



What's in this newsletter:

RESEARCH

TEACHING
ACCOMPLISHMENTS

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ACCOMPLISHMENTS

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ENGAGEMENT

NEWS & EVENTS

Research

Congratulations to Gerry Gannon on his 4th paper in a series with Professor Iwasaki from Seijo University “Economic Papers” # 238 the Economic Institute of Seijo University Japan, published in November 2022. “Reflecting on Changing Management Styles in Japan since the Reiwa Era”



Dr. Felicia Chong

Congratulations to Chris Schinckus and Felicia Chong, who have been invited as guest editors for a special issue entitled "Cryptocurrencies and Investment tokenization: Revolution for Economy and World Trade" in the Foreign Trade Review journal.

Along with their new co-authored article recently accepted for publication: “Finance, human capital and economic development: a multi-dimensional analysis and long-run impacts” (with Nguyen C.). Review of Development Finance, Forthcoming.

Chris Schinckus has recently been invited to write a book for Cambridge University Press: Schinckus C. (2024). *Econophysics: A Retrospective View*, Cambridge University Press, Forthcoming.

Chris Schinckus has also been invited to be a member of the Board of Reviewers for the French National Research Agency.



Dr. Chris Schinckus



Dr. Saeed Rahman

Congratulations to Saeed Rahman whose paper was recently published in the Amplify journal: "Vertical Farming Innovation: Improving Food Security & Conserving Biodiversity". A link to more information can be found here: <https://www.cutter.com/article/vertical-farming-innovation-improving-food-securityconserving-biodiversity>

David Dobson's research paper has been accepted to be presented at the Marketing Division of the Administrative Sciences Association of Canada's Annual Conference. The conference takes place in June at the Ted Rogers School of Management at Toronto Metropolitan University. This is David's sixth paper at this peer-reviewed conference.

As part of his contribution to the scholarly community, David served as a paper reviewer for the upcoming Administrative Sciences Association of Canada (ASAC) 2023 Conference. He reviewed four research papers assigned to him for the Marketing Division of ASAC.



Dr. David Dobson



Dr. Jon Thomas

Congratulations to Jon Thomas for his paper, Park, A., Goudarzi, A., Yaghmaie, P., Thomas, V. J., Maine, E. The role of pre-formation intangible assets in endowing science-based university spin-offs. International Journal of Technology Management (forthcoming) was recently accepted for publication.

Jon Thomas has a conference paper being presented by the co-author at the R&D Management conference this June in Seville.

Paper title: "Scaling -up emerging innovation ecosystems - An actor perspective"

Authors: Michael Rennings, Stefanie Bröring, V. J. Thomas, Elicia Maine

Quan Cheng recently presented his research on the financial impact of climate change on the forestry industry in British Columbia. As a result of the valuable feedback received, Quan will continue to update the research proposal and will soon submit it to an international conference.



Quan Cheng



Dr. Jelena Brcic

Congratulations to Dr. Jelena Brcic whose paper "Ain't no mountain SAME enough" was published in the American Journal of Emergency Medicine

<https://www.sciencedirect.com/science/article/pii/S0735675723001225>.

Jelena also has a paper accepted for a talk at the Canadian Psychological Association Convention in Toronto in June 2023.

Teaching & Student Accomplishments

Business 405 (Business Management Simulation) students Perry Kaushal, Nicholas Frondall, and Nicholas Hruby tied for 6th best Overall Score to date among 1723 undergraduate teams participating in the BSG simulation worldwide! Congratulations!

UFV School of Business and Fraser Valley India students have a friendly rivalry going on competing in the same Industry in the Bus 405 Business Management simulation. A UFV and FVI team are currently tied for first place.

Lorne Mackenzie, over the past year, has engaged with the School of Computing to facilitate the development of the school's first-ever 5-year Strategic Plan. The plan, completed in December 2022, has three strategic goals:

- Enhance student academic and professional success through improvements to our programs, curriculum, and delivery methods
- Contribute to social innovation, economic development, and environmental sustainability of our communities by developing and implementing meaningful partnerships and action-oriented projects
- Strengthen the capabilities and resources within the School of Computing by developing and implementing a faculty and staff development program, strong recognition culture, and improved workflows

The School of Computing has several initiatives underway to begin implementing the plan.

Congratulations to 2015 School of Business Alumni to Bharat Nayyar on their recent completion of the 2023 Level III exam! The exam is challenging, with a passing rate of only 48%. Bharat thanked Dr. Amir Hajbaba for introducing him to CFA when Bharat was selected to be part of the UFV team 2015 CFA Institute Research Challenge, and it made him think about the CFA Program seriously. Bharat thanks Amir for his support and mentorship during this time at UFV.



Bharat,

Congratulations! We are very pleased to inform you that you passed the February 2023 Level III CFA[®] exam. The pass rate for the February 2023 Level III CFA exam was 48%.

Throughout your CFA Program journey, we have provided you granular score reports in order to assist you with future test preparations. Now that you have passed Level III, the way to recognize your achievement is by obtaining the [CFA charter](#) itself. Those who pass Level III will not be provided with a granular score report.

Congratulations on your achievement!

School of Business Takes Two Wins at an International Case Competition in L.A.

The University of the Fraser Valley (UFV) School of Business students' team won the International Business Ethics and Sustainability Case Competition held in Los Angeles, California, this week. They secured first place in two of the three categories in the undergraduate division. Thirty-seven teams from twenty-five universities across four continents participated in the competition in various divisions. This included numerous highly acclaimed universities. The UFV School of Business team faced tough competition from the best business schools in the United States, including those from the Pennsylvania State University, the University of Florida, Loyola Marymount University, and George Washington University, amongst others. This is the first time in the history of the UFV School of Business a student team participating in an international competition in the United States has triumphed against some of the highest-ranking US business schools.

Chad Charest, Monisha Kingra, Amandeep Rai, and Rebecca Whitmell were the four exceptional seniors majoring in Human Resource Management who comprised the team that made us proud. Dr. Masud Khawaja, Associate Professor of Human Resources and Organisational Behaviour at the School of Business, was the faculty coach. The success demonstrates the excellence of our HR major program and its students at the UFV School of Business. Preparing for the competition took more than two months and at least 12 to 15 hours every week. During the team's preparation, Dr. Chris Schinkus, Dean of Business and Computing, Rod Hayward, former Director of the School of Business, and Dr. Carl Janzen, Director of the School of Computing, shared their expertise and provided invaluable recommendations. At the beginning of the prestigious awards ceremony, it was evident that the University of the Fraser Valley was unknown to the other participating institutions. Therefore, it was a moment of tremendous pride for the team when the University of Fraser Valley was announced as the winner. Our team certainly brought the spotlight on our institution and established its reputation in a befitting manner amidst accolades from all. Suddenly, the team from an unrecognized Canadian institution had achieved stardom among the top business schools in the United States.



School of Business students (l-r) Rebecca Whitmell, Chad Charest, associate professor and coach Masud Khawaja, Amandeep Rai and Monisha Kingra standing outside of Loyola Mount University in Los Angeles where they participated and won first place in two categories at the International Business Ethics and Sustainability Case Competition.

Enactus UFV Reaches National Semifinals

The Enactus UFV team emerged victorious at the Enactus Canada Regional Exposition held in Calgary, Canada from March 16-17, clinching the 2023 Scotiabank Climate Action Challenge Regional Championship. The team mentored by its faculty advisor Dr. Saeed Rahman, demonstrated outstanding entrepreneurial leadership that resulted in sustainable positive impact related to environmental sustainability over the past year. They showcased how their social business, Oak & Earth, has been making a real difference in the Fraser Valley community, especially among the local Indigenous communities.

The Scotiabank Climate Change Challenge empowers Enactus teams to identify, create and deliver projects that teach and empower others to implement economically viable solutions to relevant environmental issues. The impacts of the participating projects are measured based on several metrics, including the number of community participants directly impacted, tonnes of CO2 diverted, liters of water conserved, pounds of waste diverted, green jobs created, businesses introduced to green business practices, and the total dollar value associated with the reduction of waste.

Oak & Earth, the Enactus UFV team's social business, produces soy candles with scents inspired by plants that are significant to Indigenous communities in the Fraser Valley. To uphold the sustainability principle of protecting nature, Oak and Earth's candles are made with 100% soy wax, a biodegradable and natural material, and without harmful dyes. Consequently, their candles emit fewer carbon emissions than traditional paraffin wax made from petroleum, coal, or shale oil, which is one of the leading contributors to indoor air pollution. The project has diverted close to 417 lbs of CO2 emissions in 2022 and more than

784 lbs since its launch. Oak & Earth uses recyclable glass and tin containers that can easily be reused after use. Candles are packaged in reusable organza and natural raffia instead of cardboard, which has saved 37.9 lbs of cardboard waste from entering our landfills in 2022 and over 71 lbs since our launch.

Oak & Earth's vision is to continue promoting entrepreneurship and contributing to a better tomorrow for the local Indigenous communities by combining people, planet, and profit to address climate change concerns and integrate sustainability. With this win, the team qualifies to compete in the final rounds of the Enactus Canada National Exposition to be held in Montréal, QC, from May 1-3, 2023. The Enactus Canada National Exposition celebrates the achievements of Canada's future leaders and entrepreneurs and brings together student, academic, and industry leaders from across Canada.



(l-r) Standing: David Mburu, Ravjeet Dyal, Divjot Randhawa, Sargun Gill, Dr. Saeed Rahman, Rebecca Whitmell, Addy Schnider, Urvashi, Niranjana Geetha. Sitting: Ekkas Sandhu, Michael Amirani, Trisha Kumar, Vaibhav Bector



(l-r) Sargun Gill, Ravjeet Dyal, Divjot Randhawa, Dr. Saeed Rahman, Ekkas Sandhu, Vaibhav Bector, Rebecca Whitmell



UFV School of Business Sales Academy

Last fall, UFV became the first university in Canada to offer a Professional Sales Minor, the highest credential available in professional sales in an undergraduate university program in Canada. The new minor is comprised of eight courses, including the School of Business's first practicum course, BUS 494 Professional Sales Practicum. At present, students are participating in practicums at five workplaces in the Fraser Valley in a variety of inside sales roles.

Students Record Highest-Ever Sales in Top Performers' Cup Campaign

BUS 322 Advanced Selling is one of the foundational courses in the Professional Sales Minor. Every year, students vie for the Top Performers' Cup in an instructor-led, month-long sales campaign on behalf of a Fraser Valley organization. Our client was, for the second year, the BC Agriculture Council (BCAC). Working in teams of four, students sold more than \$7,600 in products on behalf of the BCAC – a 39% increase over last year's flood- and pandemic-challenged campaign.

This was the highest sales achieved in the nine years of the Top Performers' Cup campaign. This year's winning team (pictured below) was made up of Rebecca Whitmell, Kristina Anderson, Madhav Kawatra, and Archit Jain (missing from the photo). Congratulations!



New Employer Partner for Sales Program

HUB International, BC's largest insurance brokerage, is the UFV sales education program's newest sponsor. Pictured here (along with administrators, faculty, and students from the School of Business) are HUB Vice-Presidents Kate Zaytsoff and Mani Sharma presenting a cheque for \$15,000 in support of the sales education program's students and initiatives.

Thank you HUB!



A Sustainable Development Goals Event

March 3rd, 2023, in Evered Hall on UFV's Abbotsford Campus, the UFV School of Business hosted over 100 guests at what we hope will become an annual SDGs event. The event titled UN SDGs LAB (Launch, Activate, Boost) was a day-long seminar and interactive workshop based on the UN's 17 Sustainable Development Goals. The intent of producing this program was to help guests achieve a better understanding of the UN's SDGs, how the goals affect their daily lives and the future of the planet, and what they can do to make a positive impact on sustainable development.

The School of Business did not create the SDGs LAB alone. In order to produce this event, we partnered with a number of other groups, but none more important than the Foundation for Environmental Stewardship (FES). This youth-led, youth-serving, not-for-profit sustainable development organization is the author of the SDGs LAB instructional materials and was instrumental in ensuring we presented a polished, educational, and fun experience. The School of Business also benefited from the financial support of many groups throughout the university. We owe many thanks in this regard to the Faculty of Business and Computing, the Office of the Provost, and again the Office of Sustainability and the Student Union Society. It may be said without doubt, that through planning and hosting this event, the School of Business developed new relationships and deepened existing ones, with a number of departments throughout the University.



We carefully selected a diverse group of individuals from both on and off-campus to participate in the event. On campus, invitations were sent to faculty, staff, and students from various departments including the School of Business, the School of Computing, the School of Land Use and Environmental Change, and Global Development Studies. Off-campus, a key demographic we targeted for the event was secondary school students. After sending invitations to secondary schools all around the Fraser Valley, we had the pleasure of hosting twenty high school students and one teacher. It was not just members of educational institutions that participated in this event. Members of the School of Business's External Advisory Board, members of the Abbotsford Chamber of Commerce, members of the Abbotsford municipal government, and local Indigenous leaders were all in attendance. It was our hope and is now our belief, that the SDGs LAB functioned as a perfect opportunity for UFV and its community to find unity through dialogue and shared values. The SDGs LAB was a resounding success. Attendees conveyed a far greater understanding of the SDGs and their place within society, feelings of connection with their colleagues and community, and reported leaving with a renewed sense of optimism and hope.

2023 European Study Tour

The UFV School of Business, in its pursuit to build an international community and create meaningful connections with business managers, has created a special opportunity for its students – The European Study Tour. This two-week trip to Europe is open to any UFV student interested in gaining insight into international business practices through travel and hands-on learning experiences.

In 2019, the UFV School of Business embarked on its maiden voyage. The trip included one week with each of our partner institutions – the University of Eastern Switzerland in St. Gallen, Switzerland, and the Rotterdam University of Applied Sciences in the Netherlands, and allowed students an opportunity to experience how business is conducted in Europe while simultaneously immersing themselves in cultural experiences. Students assessed the impact of globalization on Canadian exporters, differentiated between Swiss and Dutch business environments, demonstrated cultural awareness by communicating competently across cultures, developed cross-cultural business competencies appropriate for a variety of contexts and organizations, and reflected on the concept of internationalization in relation to their home country. The inaugural field school had four professors accompanying the tour, an approach that was deemed beneficial as this prepared each professor to lead a trip of their own in the future.



In May 2023, 11 students, along with two professors, Kevin deWolde and Cindy Stewart, made the journey back to the heart of Europe where they met our partners once again. This time our students connected with the University of Eastern Switzerland in St. Gallen, as well as a new partner, the Burgundy School of Business in Dijon, France. The University of Eastern Switzerland arranged for students to meet with the managers of two businesses, the first of which was Appenzeller Bier, and the second was Starrag, a developer and producer of high-precision mills. The production of high-precision machines is to be expected in a country like Switzerland, as the values of excellence and precision are held in high regard there, a fact confirmed for the students when, in preparation for the trip, they were visited by the Consul General of Switzerland, Andreas Rufer. Mr. Rufer is known to the School of Business through our Lucerne International Week, and when he heard our students were traveling to Switzerland, he made the effort to travel from Vancouver to Abbotsford to teach them about Switzerland and Swiss customs. The second week of the journey took place in France. While in Dijon, students learned about two quintessentially French businesses – Burgundy Wine and Dijon Mustard. Students learned about the business of wine-making when they visited the Chateau du Clos de Vougeot and the Domaine Chapuis; students learned about mustard from the Fallot Mustard Mill, an independent family-business since 1840, still using the traditional French mustard-making method.

Feedback from students and professors regarding the European Study Tour has been incredibly positive. In light of its success, the School of Business plans to continue to provide this opportunity to students and envisions offering at least one trip of this kind per academic year.

PRME SIP Report 2023



The PRME SIP (Principles of Responsible Management Education, Sharing Information on Progress) 2023 report serves as a testament to our remarkable progress, offering insights into our accomplishments and aspirations in the areas of Ethics, Responsibility, and Sustainability (ERS) and Sustainable Development. The School of Business successfully hosted its inaugural UN SDGs LAB in March 2023. This enriching event brought together diverse stakeholders, including faculty, staff, UFV, and high school students, with a common purpose of understanding the United Nations Sustainable Development Goals (SDGs) and making tangible contributions to sustainable development. The event's success showcased the School's significant achievements and the positive impact on the wider university community.

Continuing our commitment to global social responsibility, the School has integrated ERS-focused content into various courses, such as BUS 400 (Business and Society), BUS 408 (Teamwork in Organizations), and BUS 444 (Advanced Management Accounting). Enactus UFV, a student-led social entrepreneurship organization, has achieved significant milestones from 2021 to 2023. Enactus UFV's impactful business projects received multiple awards at this year's Regional and National expositions. A group of business students achieved remarkable success at the International Business Ethics and Sustainability Case Competition, securing first place in two categories by presenting a case centered on UN SDG #8 - Decent Work and Economic Growth. These achievements highlight the ongoing success of our program and curriculum in fostering graduates who excel both professionally and as socially responsible individuals.

These are just a few examples of how we have successfully integrated the UN PRME principles into our programs, curriculum, and activities. As proud signatories of PRME, we remain steadfast in our commitment to inspiring and educating the next generation of responsible leaders. Our innovative curricula, experiential learning opportunities, and research excellence all contribute to this goal. The SIP 2023 report provides a comprehensive overview of our activities and accomplishments over the past two years, instilling us with a sense of pride and renewing our dedication to forging a brighter, more equitable future.

Find all of the details in our [SIP Report 2023](#) on the [UN PRME website](#).



News & Events

Associate Dean

Faculty of Business and Computing

Dr. Kevin Wainwright has been appointed as the new Associate Dean at the Faculty of Business and Computing. Dr. Wainwright brings with him a wealth of experience and a remarkable track record in academia, teaching, and leadership.

Throughout his career, Dr. Wainwright has been dedicated to reducing barriers to education and retraining for diverse groups in our society. His research has focused on supporting military veterans, first responders, displaced workers, refugees, and new Canadians in their educational journeys.

Beyond his accomplishments in education, Dr. Wainwright holds a Ph.D. in Economics from Simon Fraser University and has focused his academic pursuits on environmental economics, economic theory, and game theory. He is a co-author of the widely acclaimed textbook "Fundamental Methods in Mathematical Economics" (Palgrave MacMillan Editions), currently in its fourth edition and published in seven languages.

Starting on August 1st, 2023, His extensive knowledge, passion for inclusive education, and dedication to academic excellence will undoubtedly contribute to the continued growth and success of our Faculty of Business and Computing.



Dr. Kevin Wainwright

Director

School of Business



Dr. Khyati Shetty

Dr. Khyati Shetty has been selected as the new Director of the UFV School of Business, effective August 1st, 2023.

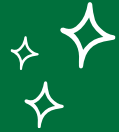
With an extensive experience in higher education, Khyati brings a wealth of knowledge, expertise, and a passion for excellence to the UFV School of Business. Dr. Shetty is the recipient of the GCC Education Leaders Award-2019,2020 and GCC Women Leaders Award-2017, 2019, and the former Dean of Curtin University, Dubai, an Australian University ranked amongst the top 250 universities in the world. She holds an MBA (Marketing) degree, PG Degree in Human Resource Management, and a Doctorate in Brand Personality Congruence. She also was awarded the Senior Fellow Higher Education Academy (UK) for her contribution to Academic Leadership.

Dr. Khyati started her career in Corporate Strategy, potential market estimation, product development, and branding passion for transforming individuals led her to flourish by working with high-potential leaders, executives, and entrepreneurs. She has conducted over 200+ workshops on four continents.

For her contribution to the space of women empowerment, she was recognized in the G-100: Group of 100 Global Women Leaders as the Country Chair for Canada in the Higher Education sector in April 2023. Khyati also regularly contributes to Forbes and CNBC and serves as a Director on the Board of the Fraser Valley Indo-Canadian Business Association, Canada, Higher Education Digest, UK and All Hands, Sydney. Her research areas are brand strategy, Strategic Marketing and Women's Entrepreneurship.

The School of Business is pleased to welcome the following new employees

CONGRATS



New Permanent Faculty Members

- **Mariana Toniolo Barrios** - Human Resources and Organizational Studies Area
- **Felicia Chong** - Accounting and Finance Area
- **Nathan Arney** - Marketing Area



CONGRATS

New Limited Term Appointment Instructors

- **Prachee Seghal** - Human Resources and Organizational Studies Area
- **Cynthia Lambert** - Accounting and Finance Area
- **Sophie Farmani** - Management Area
- **Yahya Rashid** - Management Area

Dean's Conversation Series

Established by the Dean of the Faculty of Business and Computing, Dr. Chris Schinckus, The Dean's Conversation Series offers a lively and interactive forum for members of the Faculty to engage in conversations about critical questions and pressing priorities that are relevant to today's educators. With two schools – the School of Business and the School of Computing – comprising the Faculty, these dialogues aim to foster stimulating exchanges between faculty and staff from diverse disciplinary backgrounds. These presentations take place bi-monthly throughout the academic year, providing attendees with the chance to share and listen to fresh insights on education.

Community Engagement and Higher Education

As modern values are driven increasingly towards a globalized perspective, contemporary institutions often prioritize generalized and systemic knowledge over local contexts, which in turn has resulted in the disconnection of institutions from the communities in which they are situated. Despite this, a movement focused on place-based education is gaining traction, aiming to bridge the gap between universities and colleges and their local communities. In this discussion, we explored these topics and considered the future of higher education, local knowledge, and relationship to place. One of our maxims at the School of Business is that UFV is not just the University of the Fraser Valley, but also the University for the Fraser Valley. This means that, while we take an appropriate view of our place within a global economy, we also appreciate our position within the local context. We build relationships with the local community in order to best serve the local community. This is why it was so important to have as our special guests on this date, Ross Siemens, Mayor of Abbotsford; Dave Sidhu, Abbotsford City Councillor; Carilynn Siemens, Director of Economic Development for the City of Abbotsford; and Craig Toews, President of the Abbotsford Chamber of Commerce. Our meeting with these local political leaders was extremely productive. Our dialogue revealed that we share many goals and that the path to success lies with close partnerships between the University of the Fraser Valley, the School of Business, and the City of Abbotsford.



Abbotsford Mayor Ross Siemens and Dr. Chris Schinckus

Transfer and Mobility in British Columbia

On this occasion, our guest was Dr. Fiona McQuarrie, Emeritus Professor at UFV and Special Projects Office at the BC Council on Admissions and Transfer. We discussed the basic structure of the Canadian postsecondary education system and some of the most pressing challenges related to Transfer and Mobility. Transfer and mobility refer to the ability of students to move from one institution to another – important issues, which affect all post-secondary institutions and potentially all students. A student may wish to transfer for a number of reasons. First and foremost, a student may need to relocate while in the middle of a credential. Likewise, a student may have credits from years previous, and having relocated in the meantime, may now wish to start up his or her studies in a new location. Other reasons may center around a program that is not the right fit, or certain courses that may be full. We learned from Dr. McQuarrie that BC is admired nationwide for its approach to transfer and mobility, including its comprehensive online transfer guide.