

# SCHOOL OF BUSINESS

*The official publication of the UFV School of Business*



Welcome to the latest instalment of the UFV School of Business Newsletter.

This newsletter provides a look into our ongoing endeavours and recent achievements, while keeping you updated on the latest news and developments.

We hope this newsletter serves as a bridge, strengthening our connections, and offering some insight into the exciting work we're doing.

Thank you for being part of our community!

## What's in this newsletter:

**DIRECTOR'S MESSAGE**

**RESEARCH**

**IN THE CLASSROOM**

**COMMUNITY ENGAGEMENT**

**EVENTS**

**ANNOUNCEMENTS**

# Director's Message

Éy swáyel,

As the year draws to a close, I'm thrilled to bring you the December edition of our School of Business newsletter—a celebration of an extraordinary semester and a glimpse into an even brighter future.

This Fall has been nothing short of transformative. Together, we've not only dreamed big but acted boldly. With our newly crafted Strategic Plan now in motion, the formation of the Strategic Plan Implementation Committee has been a pivotal step in turning ambition into reality. Watching our collective vision evolve into tangible milestones has been truly electrifying.



**Dr. Khyati Shetty**

Our connection to the Fraser Valley community has flourished in remarkable ways. From representing the School at the Economic Summit and Mayor's Lunch to impactful initiatives like the Manufacturing Bus Tour, Business after Business Mixer and work-integrated learning projects, we've showcased the power of collaboration and the real-world impact of our efforts. These moments reaffirm our mission to bridge academia and industry in ways that transform lives and communities.

Our students have been nothing less than awe-inspiring. From dominating regional and national competitions to hosting career fairs and networking events, they've set the bar high with their drive and ingenuity. They remind us every day of why we're here—to empower and inspire the leaders of tomorrow. Our faculty have continued to shine as thought leaders, earning competitive grants, publishing in top-tier journals, and gaining recognition at global conferences. Their dedication exemplifies the excellence that defines our School.

In the face of evolving immigration policies, we've navigated challenges with resilience and foresight, standing firm as a place of opportunity and inclusion. Our External Advisory Board has been an invaluable ally, helping us anticipate change and chart a forward-thinking course.

Reflecting on this semester, I'm filled with immense pride and optimism. We're not just a School; we're a thriving community, a family, united by a shared mission to make a meaningful impact. As you step into the holiday season, I hope you take time to celebrate your own achievements and the difference you make. Here's to a restful break and an inspiring 2025 filled with possibility!

Warmest wishes,

**Dr. Khyati Shetty**  
**Director, UFV School of Business**

# Research

**At the School of Business, research plays a pivotal role in advancing both academic knowledge and its practical application in the field of business.** Our growing emphasis on research ensures that faculty and students are engaged in addressing contemporary business challenges, generating insights that contribute to the development of innovative strategies, and supporting informed decision-making. This focus enhances the quality of our programs, enriches our teaching, and empowers our graduates to become thought leaders in an ever-evolving business landscape. What follows are some highlights from the second half of 2024, showcasing the contributions of our talented faculty members.



**Dr. Chris Schinckus**

**Dr. Christophe Schinckus**, Dean of the Faculty of Business and Computing, is one of the world's foremost experts in the fields of business and economics.

He has been included on Stanford University's prestigious **World's Top 2% Scientists List** for the fourth consecutive year! This remarkable achievement highlights Dean Schinckus's outstanding contributions to research and his impact within the academic community. His work not only exemplifies excellence in scholarship but also inspires us all to strive for greatness in our own pursuits. His latest contributions are listed below.

Nguyen C., Schinckus C., Chong F.H.L, Nguyen Q.B., and Duyen T.T. (2024). "Tourism and contribution to employment: Global evidence", *Journal of Economics and Development* (Q2), forthcoming.

Nguyen, T. C., Hong Nguyen, T. V., Schinckus, C., & Chu, T.T. (2024). Navigating bank risk-taking under excess liquidity: the moderating role of economic policy uncertainty and lessons from the Global Financial Crisis. *Cogent Economics & Finance* (Q2), 12(1).



**Dr. Khyati Shetty**

**Dr. Khyati Shetty**, Director of the School of Business, is a multi-talented leader, speaker, and academic researcher. The details of her latest publication are provided below.

McMullin, J.S., Fitzsimmons, J.R., Shetty, K., Ramoglou, S. (2024). A temporal typology of entrepreneurial opportunities: Implications for the optimal timing of entrepreneurial action. *Journal of Business Venturing*. 39 (1). <https://doi.org/10.1016/j.jbusvent.2023.106356>



**Dr. Felicia Chong**

**Dr. Felicia Chong**, the new Chair of Research Coordination, is one of the School's most accomplished researchers. See her latest papers below.

Nguyen, P. C., Schinckus, C., Chong, F.H.L., Nguyen, B.Q., & Tran, D.L.T. (2024). Tourism and contribution to employment: global evidence. *Journal of Economics and Development*.

(<https://www.emerald.com/insight/content/doi/10.1108/JED-07-2024-0269/full/html>)

Nguyen, C. P., Schinckus, C., Chong, F.H.L., Nguyen, B.Q., & Tran, D.T.L. Information technology and outbound tourism: A cross-country analysis. *International Social Science Journal*. (<https://onlinelibrary.wiley.com/doi/abs/10.1111/issj.12534>)

As the new Chair of Research Coordinator, Dr. Chong has continued the tradition of **Writing Tuesday** (formerly Wednesday). Writing Tuesday is an opportunity for any and all employees of the School of Business to further their writing. Participants gather to connect with one another, share updates on their work, receive feedback, and to dedicate time to advancing their projects.



**Dr. Benny Godwin J. Davidson**

**Dr. Davidson** is certainly one of the School's most prolific researchers! See his latest contributions below.

Dr. Davidson presented a paper titled Enhancing Learning and Societal Innovation with Cyber-Physical Systems: Education and Society during the *International Conference on Smart Cyber Physical Systems* organized by the School of Sciences, CHRIST (Deemed to be University), Delhi NCR held on 13-14 September, 2024.

He also presented a paper titled AI and Big Data: Harnessing Data Science for Enhanced Consumer Insights during the *5th International Conference on Data Science, Computation, Security (IDSCS-2024)* organized by Christ (Deemed to be University), Delhi NCR Campus, India and Technically Sponsored by The Tejas Scientific Researcher Foundation, India held on 08-09 November, 2024.

Sharma, K., Davidson, B.G.J., George, J.P. and Muttungal, P.V. (2024), Breeding distrust during artificial intelligence (AI) era: how technological advancements, job insecurity and job stress fuel organizational cynicism? *Evidence-based HRM*. Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/EBHRM-05-2024-0159>

Sam, A.J., Davidson, B.G.J., George, J.P. and Muttungal, P.V. (2024). Navigating real estate purchase decisions: an interplay of influential factors. *International Journal of Housing Markets and Analysis*. Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/IJHMA-05-2024-0062>

Patial, R., Torres, T.M.-R., Berezan, C., Talwar, T. and Davidson, B.G.J. (2024). Exploring the influence of social media and materialism on impulsive real estate buying decisions among young immigrants in Canada. *International Journal of Housing Markets and Analysis*. Vol. ahead-of-print No. ahead-of-print.



**Dr. Zubair Raja**

Congratulations to **Dr. Zubair Raja** on his first publication with UFV affiliation!

Jha, A., Oyotode-Adebile, R., & Raja, Z. A. (2024). Societal trust and corporate bankruptcy. *Journal of Financial Stability*. 73 (2024), 101296. <https://doi.org/10.1016/j.jfs.2024.101296>



**Raymond Leung**

**Raymond Leung's** paper, Learning Outcomes as Perceived Enjoyment in Studying Accounting – Personal & Environmental Factors has been accepted for publication by the journal, *Education Research and Evaluation*. This paper represents three years of diligent study and is a fantastic accomplishment!



**Quan Cheng**

Congratulations to **Quan Cheng** on his latest publication!

Cheng, Q. (2024). The Anomalous Behavior of Stock Prices on the Canadian Securities Exchange. *International Journal of Financial Research*. 15(4). doi:10.5430/ijfr.v15n4p1



**Mariana Toniolo  
Barrios, PhD**

Congratulations to **Mariana Toniolos Barrios**, who recently graduated with a PhD in Business Administration from the SFU Beedie School of Business! In her dissertation, titled Three Papers Examining the Psychological Mechanisms of Mindfulness, she elucidates how mindfulness operates, enabling employees and organizations to maximize its benefits.

Mariana also presented her paper, “Creating an Upward Spiral: The Effects of Mindfulness on Thinking Positively”, at the 2024 Southern Management Association (SMA) conference, in Texas, which was selected as one of the best of the conference!



**Dr. Jelena Brcic**

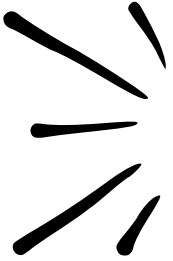
**Dr. Jelena Brcic** has been awarded a prestigious grant from the Search and Rescue New Initiatives Fund (SAR NIF). With this funding, Dr. Brcic will spearhead a groundbreaking project that dives deep into the experiences of women volunteers in Canadian Search and Rescue (SAR) organizations. Her project aims to explore the unique successes and challenges faced by female SAR volunteers, identify areas to improve the promotion of equity, inclusivity, and diversity within Canadian SAR teams, as well as investigate coping mechanisms, post-experience growth, and self-efficacy through her extensive research in extreme environments. Dr. Brcic’s work will not only shed light on the vital contributions of women in SAR but also drive meaningful changes to support and empower all volunteers. We can’t wait to see the impact of this important research!



**Dr. Chang Lu**

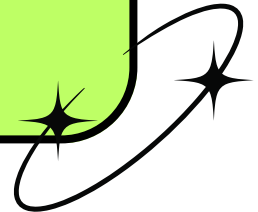
**Dr. Chang Lu** has received a \$500 grant from the TLC’s Teaching Inquiries into Pedagogical Practices (TIPP) fund for his proposed inquiry, “Using improvisational comedy methods to enhance teaching effectiveness in Business, Society & Nature”. The TLC believes that Dr. Lu’s inquiry demonstrates a strong fit with the vision of this fund, reflecting a commitment to enhancing teaching and learning and exploring possibilities of embedding changemaking into the curriculum. The teaching inquiry will take place in Winter 2025, and recipients of this fund are asked to present their work at the ConnectEd 2025, scheduled for Wednesday, May 7, 2025. Mark the date on your calendar!

# In The Classroom



## New Faculty - First Semester Highlights

- **Dr. Chang Lu**
  - Taught BUS 400 & 403
  - Member of the Strategic Planning Committee
- **Donna Derksen**
  - Taught BUS 201, 306, & 309H
  - New Chair of Curriculum Committee
  - Member of the Mentorship Program Working Group
- **Jason Campbell**
  - Taught BUS 100
  - Member of the Strategic Planning Committee
  - Member of the Indigenous Advisory Board
- **John Flett**
  - Taught BUS 480
  - Provided leadership on all aviation program
- **Dr. Zubair Raja**
  - Taught BUS 420
  - Member of the Strategic Planning Committee
  - Member of the Accreditation Working Group



## BUS 322 - Advanced Selling

This semester our **BUS 322 - Advanced Selling** classes supported the agricultural community in British Columbia by partnering with the **BC Agriculture Council (BCAC)**. The BCAC is the lead industry advocate in the province for associations and counsels involved in agriculture representing 28 members responsible for 96% of the province's farm gate sales. Our students ran a renewal campaign during the month of November in which teams of students sold BCAC Farmer ID cards to qualified farmers. In total, students closed \$8,085 worth of sales, which was a major accomplishment. This successful sales campaign with the BCAC is a testament to the hard work of our excellent UFV students, as well as to the quality of the education that UFV is providing students through our **Bachelor of Business degree** and **Professional Sales minor**.



Training for life  
and workplace success.



# Collaborative Online International Learning

**Collaborative Online International Learning (COIL) refers to a type of educational approach that connects students and educators from different countries and cultures through online platforms.** The purpose of COIL is to promote global learning, intercultural exchange, and the development of cross-cultural competencies by facilitating interactions between students from different educational institutions around the world. The key feature of COIL is collaboration, where students from different countries complete joint assignments and learning experiences. The UFV School of Business currently has five faculty members participating in the COIL program, two of which began their program this fall.

**Mark Breedveld** had a highly successful experience with COIL when paired with a professor and her class at **Al Akhawayn University (AUI) in Ifrane, Morocco**. Teams of three UFV students taking BUS 221 - Professional Selling were paired with teams of three AUI students taking a business course in analytics. Together they investigated and reported on the ethics and legality of a small business taking cash payments without reporting it for income tax purposes. The project fostered significant cultural exchange, allowing students from both institutions to connect and collaborate in meaningful ways.

As a gesture of appreciation and to further immerse the students in Moroccan culture, Mark hosted a special event at the end of the project, treating the class to an **authentic Moroccan dinner** catered by an Abbotsford resident of Moroccan descent. The menu included traditional dishes such as chickpea soup, Moroccan crepes with honey, seafood cakes wrapped in pastry, dates with almonds, and jasmine tea. To enhance the experience, Mark invited the chef as well as a Moroccan exchange student from AUI currently attending UFV to the event. They shared valuable insights into Moroccan culture, providing the students with a unique, first-hand perspective on life in Morocco. The experience not only enriched the students' understanding of Moroccan traditions but also deepened the intercultural connections fostered through the COIL project.



**Students enjoy an authentic Moroccan dinner**

*“The students and I learned a lot about the challenges of working on collaborative international projects. Time zone differences, cultural differences, and dual stakeholder requirements were all part of our learning. At times it was very challenging, but I was very impressed to see our students rise to the occasion. I look forward to doing it again – especially the Moroccan meal at the end of the project!”*  
- Mark Breedveld

**Dr. Khyati Shetty** lead a COIL project of her own, paired with the **American University of Ras Al Khaimah, UAE**. Her PBD International Business students partnered with Media Studies students in the UAE to develop a comprehensive marketing plan for a real-time multinational launch of Hunter Foods in five countries. This cross-cultural project demonstrated innovative learning and real-world application.



# Guest Speakers

**Guest speakers are an invaluable part of the business school experience, offering real-world insights and diverse perspectives.** Many of these speakers are current students, providing a unique opportunity for peers to learn from each other's experiences and recent achievements. Whether they are industry professionals or fellow students, guest speakers help bridge the gap between theory and practice, offering up-to-date examples that enrich the curriculum. They also inspire students with different career paths and foster networking opportunities, enhancing the overall learning environment.



**Dr. Zubair Raja**

**Dr. Raja** welcomed two talented members of the Enterprise team.

**Anubhav Kansra**, a UFV graduate, joined Enterprise Mobility 10 years ago and is now a. Starting in an entry-level role, driven by a passion for leadership and growth, he benefited from Enterprise's supportive culture, which allowed him to advance quickly. Today, he is a Flagship Branch Manager, focusing on Home City rentals at one of the largest locations, Langley. His experiences at UFV and Enterprise have been pivotal, and he encourages students seeking leadership roles and challenges to explore a rewarding career with Enterprise Mobility.

**Charan Bamrah** is a dedicated Talent Acquisition Specialist at Enterprise Holdings, passionate about identifying and securing top talent to drive organizational success. With a strong background in recruitment, Charan specializes in fostering strategic partnerships and building teams that align with the company's goals and culture. Her experience spans talent sourcing, candidate evaluation, and employer branding, with a focus on enhancing the recruitment process to attract diverse and high-performing individuals. Charan takes pride in connecting with professionals across various industries and helping them realize their potential through career opportunities with Enterprise.



**Charan Bamrah and Anubhav Kansra pose with Dr. Raja's class**



**Dr. David Dobson**

**Dr. Dobson** welcomed his former student, and third-year BBA accounting student, **Manjot Grewal**. She shared her research project and how to prepare a good research presentation. Manjot also presented at UFV's School of Business Student Research Day and is the recipient of UFV's 2024 Undergraduate Research Excellence Award.

Dr. Dobson welcomed former student and recent BBA marketing graduate, **Ishman Dhaliwal**, as a guest speaker. Ishman talked about “Harvesting Insights with Data Analytics” by sharing her own predictive modelling project experience. She is currently doing freelance work as she pursues a professional certificate in advanced data analytics.

Dr. Dobson welcomed fourth-year BBA marketing student, **Michael Amirani**. Michael is very involved in campus life, having served as President of Enactus UFV for the past two years. During his visit, Michael shared his student-led client-based applied research project on the economic impact of the Abbotsford International Airshow on the local economy.

Dr. Dobson welcomed fourth-year BBA finance student, **Amey Chawla**, to speak in class. Amey shared his research project on the factors that influence passport acceptability. He also shared his own experience on conducting a successful group project and answered student questions.

Dr. Dobson welcomed third-year BBA student, **Daria Tsynda**, as a guest speaker. Daria is very involved in campus life; she sits on UFV's Student Union Society and runs a book club. During her visit, Daria shared her experience on how to successfully complete a group research project.



**Dr. David Dobson welcomes guest speakers, Amey Chawla, Ishman Dhaliwal, Michael Amirani, and Manjot Grewal (clockwise, starting top left)**

# BUS 408 - Teamwork in Organizations

Dr. Jelena Brcic's BUS 408 class always includes a **community outreach project**. Every semester, students impress with their innovative and impactful projects, and this fall was no exception.

There was the **"Morning Motion Dance Class"**, which offered a free dance class to UFV students. The purpose of the class was to engage in exercise, which improves mental health, as well as to connect with friends and have fun doing it. The event also incorporated a charitable element, which involved asking participants for a non-perishable food item.



**BUS 408 students present their projects to guests**

Next, there was **"Pedal Towards Wellness"**, which offered students a free spin class. The class was achieved through partnership with Mamba Cycle, a local fitness club that models its ethos after the Mamba Mentality of Kobe Bryant. This mentality champions relentless work and growth, with the idea of cultivating not only physical fitness but also mental strength and determination.

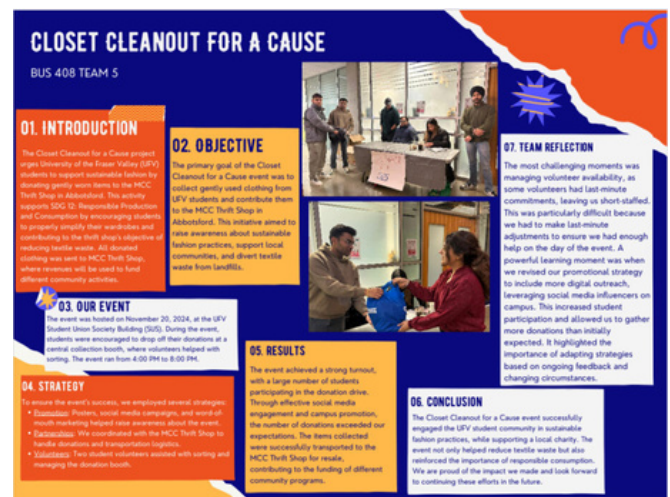
Finally, there was the **"Paws for Wellness"** therapy dog event, where students interacted with therapy dogs, learned about UFV's mental health resources, and spoke with St. John Ambulance volunteers. The event helped more than 50 people, including students studying for finals, to feel calmer and more centred.



**Dr. Shetty views "Paws for Wellness"**

**"Sewa for the Community: A Zero Hunger Initiative"** was a community-driven initiative to prepare and distribute fresh meals. The driving force behind the initiative was the Sikh traditions of Sewa (selfless service) and Langar (community kitchen). By partnering with the local Sikh Gurudwara and the Salvation Army, a Christian charitable organization, this team was able to deliver 50 boxes of food to people in need.

There was **"Closet Cleanout for a Cause"**, where students solicited donations of clothing items from UFV students, staff, and faculty, which were then donated to the MCC Thrift Shop in Abbotsford. The event successfully engaged the UFV community in the sustainable fashion practice of reducing textile waste, while supporting a local charity.



**"Cleanout for a Cause" poster**

# Community Engagement

**This fall, our commitment to community engagement has been stronger than ever, aligning closely with our strategic goals.** Through initiatives like the External Program Advisory Committee, we've strengthened ties with industry leaders, ensuring our programs meet evolving market needs. Our involvement in the Economic Development Table continues to drive regional growth, while the Enactus program showcases our students' ability to address pressing community challenges through social entrepreneurship. In addition, the launch of our new Mentorship Program connects students with experienced professionals, offering valuable guidance for personal and professional growth. These efforts not only reflect our strategic priorities but also reinforce our commitment to making a meaningful impact both on and off campus.

## Economic Development Table

The UFV School of Business continues to support economic development in the **City of Abbotsford** through its participation with the **Economic Development Table**. The Table is a network of organizations in Abbotsford who have a role, mandate, and interest in local economic development. It is an initiative of the City of Abbotsford that builds on collaborative work already taking place, increasing information dissemination and identify areas where we can work together. The Table includes representatives from the Abbotsford Chamber of Commerce; Abbotsford Downtown Business Association; Community Futures South Fraser; Community Futures Stó:lō; Fraser Valley Indo-Canadian Business Association; Leq'á:mel First Nation; M̓àthxwi First Nation; Rotary Club of Abbotsford-Sumas; Semá:th First Nation; and Tourism Abbotsford. Most recently, the School met with the Table on November 27th. One topic that was raised was the need for workshops or micro-credentials in various business-related topics for local entrepreneurs. The Economic Development Table meets next after the holidays in January.

## External Program Advisory Committee

On September 24th, 2024, the **External Program Advisory Committee** gathered for yet another productive meeting. The meeting brought together external advisors, faculty, and student leaders. School of Business faculty and staff provided a comprehensive update on the activities of the school of business. There were meaningful discussions on the state of the aviation, banking, and education industries. While students from the HR Student Association, the Student Accounting Association, and UFV Enactus attended and provided updates to the group on their current activities. Thanks to everyone who attended! The next meeting of the EPAC will be held Wednesday, March 26th, 2025.



# Enactus

**Enactus UFV provides a platform for students to work on projects that address community challenges, using innovative, sustainable solutions to make a tangible difference.** This fall, we continue to expand our Enactus initiatives with exciting new projects, including the Biochar Project, which focuses on sustainability by converting waste materials into a valuable resource for soil health, and the Junior Dragons project, where students help young entrepreneurs pitch their business ideas. These initiatives not only enrich the educational experience but also reflect our dedication to developing leaders who can effect real-world change.

## Biochar Project

The **Fraser Valley AgroConnect Biochar project** is a recent collaboration between Enactus UFV and the UFV Trades and Technology Centre. This partnership emerged from a series of discussions involving Christopher Monkman, the Director of the School of Trades, professors Jason Campbell and Saeed Rahman from the School of Business, as well as Sargun Gill, President of Enactus UFV. Biochar is a carbon-rich product made through pyrolysis of organic waste materials, known primarily for its use in agriculture. When made carefully, biochar yields Bintu Chan, a high-quality biochar with consistent porosity and surface area that can be used in cooking, as well as several useful byproducts.

The project aims to identify a viable market for biochar and its byproducts, targeting high-end Asian restaurants and local BBQ stores. Through market analysis, branding, and supply chain development, the team seeks to position Bintu Chan as a sustainable, eco-friendly product. Over the next six months, the Enactus UFV team will finalize a business plan, conduct comprehensive research, generate stakeholder interest, and prepare for Enactus Regional and National competitions. Collaboration across UFV's trades, agriculture, and business faculties will foster interdisciplinary learning, bridging academia with practical trades. The project will offer UFV students valuable hands-on experience in market analysis and stakeholder collaboration. By transforming waste into a sustainable, eco-friendly product, the project will support local businesses and environmental conservation.

## Junior Dragons

Enactus UFV is excited to launch the **Junior Dragons Competition**, a dynamic initiative aimed at engaging and inspiring local high school students to embrace the entrepreneurial spirit. Through mentorship and guidance, participants will develop and present business ideas while competing for \$1,500 in prize money to kickstart their entrepreneurial ventures. Furthermore, each year, Enactus UFV will mentor one winning team, introducing them to both UFV's resources and the Enactus Canada network.

This initiative bridges the gap between high school students and UFV, positioning the university as a leader in community development and education, and creating a pipeline for future enrolment. By 2027, we aim to engage over 300 high school students through annual competitions and bootcamps alone. To maintain long-term impact, we will build relationships with local businesses and entrepreneurs, encouraging them to participate as mentors, judges, and guest speakers, which will increase the event's visibility and credibility. In these ways, the Junior Dragons Competition will provide value to not only the School of Business but UFV as a whole and the entire community of the Fraser Valley.

# Work Integrated Learning

**As part of our ongoing efforts to enhance work-integrated learning opportunities for our students, the School, in collaboration with the Centre for Experiential and Career Education (CECE), has been actively exploring partnerships with leading companies.**


## Enterprise Mobility

One such partnership explored was with **Enterprise Mobility**. On October 17th, we had the pleasure of hosting **Charan Bamrah**, Talent Acquisition Specialist at Enterprise Mobility, in a virtual meeting to discuss potential opportunities for our students. Enterprise, a global leader in car and truck rentals, operates in over 100 territories and countries, with 75 locations across British Columbia.

Enterprise is focused on offering valuable opportunities for business students, including internships specifically designed for third-year students. These internships last for four months, and upon completion, when interns return to school, they are often offered full-time positions for when they graduate. Students who make use of this opportunity, begin their career, in terms of seniority and training, at month five, rather than month one. This structure ensures students are properly recognized for their contributions during their internship.

Furthermore, as an international company, Enterprise offers great flexibility, allowing interns the opportunity to work in different locations around the world, making it an exciting prospect for students interested in gaining global experience or on the other hand, working close to home. This is just one example of how we are working to provide valuable, real-world learning experiences that will benefit our students' personal and professional growth.

In addition, Enterprise is a proud benefactor of the School of Business, providing the school with a yearly donation. In the coming year, this donation will support the creation of a Women in Business student club as well as a social media student ambassador program, appropriately titled, the Enterprise Student Social Media Ambassador Program. Alongside their financial support, Enterprise will be an active participant in the development of these programs. This is a perfect example of what can come from the integration of systems of higher with the business world. We greatly appreciate their support and look forward to all the great work our two organizations can achieve together.



***“Let’s connect and explore how collaboration can lead to both career and business growth.”***

**-- Charan Bamrah,  
Talent Acquisition Specialist,  
Enterprise Mobility**

## Teck Resources

Another example can be seen with **Teck Resources**, a Canadian natural resources company that focuses on the exploration, development, and production of various resources, particularly in the mining sector, and well known for its commitment to sustainable development. CECE and the School of Business welcomed Teck to campus on November 5, 2024. The event included three speakers.

**Sargun Gill** is a third-year Business student and currently serve as President of the Enactus UFV organization. She is completing her second internship as a Talent Management Assistant Co-op with Teck, following an earlier experience with PCL Construction, where she worked as a Human Resources and Professional Development student for the BC Region. Through these internships, she gained hands-on experience across various HR areas, including Succession Planning, Performance Management, Recruitment, and Learning & Development.

**Masaki Miyoshi** joined Teck in 2019 in the newly created role of Lead of Campus Talent Acquisition where he oversees the organization's global campus strategy. He brings to the role a master's degree in mining engineering, with research focused on enhancing university-industry collaboration to attract, develop, and retain talent in the mining sector, as well as a decade of experience in launching the careers of engineering students at UBC.

**Dave Donaldson** joined Teck in 1997 as a Geological Draftsman within the Exploration Department and has since taken on more senior roles. Over nearly three decades Dave gained experience while working around the globe in support of all mining stages, from greenfield exploration and mine planning, to operations, closure and reclamation. Dave currently holds the position of Manager, Geospatial Solutions, Digital Systems. In this role he oversees multiple platforms including Geospatial Information Systems, Geoscientific Information Management, Drones and UAVs, and XR Advanced Visualization technologies.

The poster is titled "WEEK 1 YOUR FUTURE @ TECK RESOURCES". It features a red background with white and black text. At the top, it says "CECE and the School of Business welcomes our guests, Masaki Miyoshi (Lead, Campus Talent Acquisition), Dave Donaldson (Manager, Geospatial Solutions, Digital System), and Sargun Gill (Talent Management Assistant, UFV HR Business Student) who will share about recent developments and real-world opportunities at Teck Resources Ltd." Below this, it states "Teck Resources, a leading Canadian resource company focused on responsibility providing the metal essentials for global development and the energy transition." The event details are: "Nov. 5, 2024 Tuesday 1:00 PM - 2:30 PM" at "Evered Hall (Building S)". A link for more info and RSVP is provided: "ufv.ca/jobs/career-month". Three circular headshots of the speakers are shown, with their names listed below: Sargun Gill, Dave Donaldson, and Masaki Miyoshi. At the bottom, it says "CAREER MONTH EVENTS NOVEMBER 2024" and the Teck logo.

Event poster - Teck Resources  
- Tuesday, November 5, 2024



**Aakash and Cathy present while students watch intently**

Associate Professor, **Kevin DeWolde**, along with colleagues from International Relations, **Aakash Dean** and **Cathy McCarthy**, hosted a **Study Aboard information session** for students in November. Past Study Abroad participants were also invited to share their experiences. They were instrumental in confirming for the attendees that Study Abroad is a fantastic way for students to gain international experience that will look good to future employers, meet the requirements of the international business major and minor, as well as broaden their horizons through an unforgettable experience!



**Donna Derksen**



**Kurt Siemens**

As part of our ongoing efforts to enhance the student experience, the School of Business is excited to confirm that a **new mentorship program** is in development. This initiative aligns with the goals of the latest strategic plan and the development objectives identified through the school's recent EFMD re-accreditation. The program will connect current business students with School of Business alumni, offering students the opportunity to gain valuable insights from those who have already navigated similar challenges. Many thanks to Associate Professor, **Donna Derksen** and **Kurt Siemens**, Quality Assurance, Accreditation, and Stakeholder Engagement Coordinator for their leadership in driving this initiative forward.



**Dr. Chang Lu**

**Dr. Lu** has been invited to join **Community Futures Canada**. As a mentor, he will advise entrepreneurs, helping them understand the feasibility of their business with a focus on value propositions and business models.



# Events

As we wrap up the fall semester, it's exciting to reflect on the variety of impactful events that brought our business community together. This semester, we saw faculty, staff, and students participate in a wide array of events, including two inspiring presentations by our esteemed director, Dr. Khyati Shetty. We saw Mark Breedveld and Nathan Arney, with their Sales Academy, partner with the Abbotsford Chamber of Commerce to host a fantastic networking event - Business After Business. We are incredibly proud of the Student Accounting Association for hosting their very own career fair, which connected students with industry leaders. The faculty and staff participated in the annual retreat, which was replete with escape rooms and “Dundie Awards”. Finally, our community had the chance to connect through a tour of some of Abbotsford’s prominent manufacturers, hear from guest speakers such as City Councillor, Simon Gibson, enjoy the camaraderie of golf tournaments, and so much more!

On November 15, 2024, **TEDx** arrived in Abbotsford, hosting an inspiring evening centered around the theme of gratitude. During the event, **Dr. Khyati Shetty** took the stage to present her talk, “**The Power of Boundaries: Redefining Selfishness as Self-Gratitude**”.



Dr. Shetty delivers a powerful presentation at TEDx Abbotsford



In partnership with the Student Union Society (SUS), Dr. Khyati Shetty delivered an impactful **Emotional Fitness Bootcamp** during Student Wellness Week. The workshop emphasized personal resilience and mental well-being, benefiting students across various programs in the School of Business.



Dr. Shetty at the Emotional Fitness Bootcamp

# Business After Business

On November 20th, the School of Business, led by **Mark Breedveld** and **Nathan Arney** of the **UFV Sales Academy**, along with the **Abbotsford Chamber of Commerce**, hosted the **Business After Business** mixer event at UFV. The event's theme was "Let's do business!", and featured a trade show of eight UFV service areas and programs which serve the Fraser Valley business community. Chamber members were keen to learn more about the process for selling their goods and services to the university — and to introduce themselves to UFV's buyers. In total, more than 150 attendees toured the booths, sampled the goodies, renewed acquaintances, and exchanged business cards — all in a festive, early-Christmas-season atmosphere.



**Nathan (left) and Mark (right) back at it again!**

50 Students taking BUS 322 - Advanced Selling and BUS 494 - Professional Sales Practicum had the opportunity to take part. For most of the students in attendance, this was their first opportunity be in an environment where they had to engage businesspeople they didn't know in conversations. The BUS 322 class's objective was to gain leads for an active sales project they are carrying out for the BC Agriculture Council while the BUS 494 students were there to dialogue with their prospective sales practicum sponsors — companies such as DeVry Greenhouses, Hub Insurance, Leavitt Machinery, and Fastenal.



**Attendees enjoy refreshments and conversation!**

So how did the students do? BBA student Larry Park's sum-up of his experience was typical of many students: "I was nervous at first, but by the end I was really enjoying it." And he added, "I may even have met my future employer." While spreadsheets, research papers and role plays have their place in a business education, it is events like the Business After Business mixer in which students get to observe and participate in the social side of business — the relationships, the community and the enjoyment that goes along with that. And for many students, that experience brought a sense of satisfaction knowing that a Business degree can lead to a very fulfilling career.



**Alumni and Enactus booths**

# Faculty and Staff Retreat

**The Faculty and Staff Retreat is an annual, two-day event designed to bring together faculty and staff from the School of Business in preparation for the new academic year.** The retreat provides time for team building, learning new skills, and socialization. This year, on day one, the team engaged in activities focused on teaching and learning, including a presentation on effective team communication and discussions to enhance the teaching and learning framework. Day two featured a fun and challenging team-building exercise in an escape room, followed by lunch at The Table Bistro. This time was used to honour faculty members Dr. Saeed Rehman and Kim Milnes with the Faculty Service Excellence Award for their exceptional service to the School. The event concluded with the School's own version of 'The Dundies', recognizing outstanding contributions, which resulted in far fewer hurt feelings, although it probably wasn't none!

## 2024 UFV School of Business "Dundies" - WINNERS



THE COACH: "I go to this person when I need a pep talk" - Lorne Mackenzie

THE GOOD SAMARITAN: "Without this person my head would explode" - Marla Fralick

RELIABILITY: "Can be relied upon and trusted with any task" - Saeed Rahman

THE OFFICE HOURS HERO: "This person always makes time for students" - Masud Khawaja

TEAM SPIRIT: "This person always boosts morale" - Khyati Shetty

THE ONE-LINER: "This person always has the perfect quip" - Gerry Palmer

THE ZEN MASTER: "This person remains calm and composed" - Sha Scholtens

TRIVIA CHAMPION: "Probably someone who's really good with trivia" - Donna Derksen

THE RED CARPET: "Always turning heads with their fashion sense" - Cindy Stewart

STUDENT CHAMPION: "This person goes above and beyond for their students" - Sue Brown



**This team successfully escaped!  
Except for maybe Gerry :)**



**Winner of the "I go to this person when I  
need a pep talk" award - Lorne Mackenzie**



Students and industry professionals connect at the SAA Networking and Career Fair

On November 14th, the **UFV Student Accounting Association** hosted their **Networking and Career Fair**. The event was a major success, offering students a fantastic opportunity to meet industry professionals, explore career paths, and grow their networks.

The School of Business would like to extend a big congratulations to the organizers, including **Sienna Notley (President)**, **Joshua Flores (Vice President)**, **Chloe Sanchez (Treasurer)**, and **Parul Bhola (Events Coordinator)**, as well as a thank you to all participants including Manning Elliott LLP, LLT LLP, Doane Grant Thornton, Swint and Associates, and CPA BC.



Zubair, Kevin, and Mark enjoying the Manufacturing Industry Tour

On October 4, 2024, the Abbotsford Chamber of Commerce and the City of Abbotsford launched the inaugural **Manufacturing Industry Tour!** This event highlighted our vibrant manufacturing sector and showcased the incredible innovations taking place right here in Abbotsford.

Tour Highlights:

- **BARR Plastics:** For over 50 years, BARR has led the way in sustainable solutions for rainwater harvesting, storm-water management, and more. Their innovative products are transforming industries!
- **Chinook Helicopters:** Offering a full spectrum of basic and specialized advanced flight and ground training, on both airplanes and helicopters, to the global pilot community!
- **RAD Torque Systems:** We explored the cutting-edge technology behind RAD's torque wrenches, used globally across sectors like oil & gas and aerospace!
- **Reimer Hardwoods:** Western Canada's premier supplier of hardwood lumber and fine interior finishing products!
- **StructureCraft:** We witnessed the magic of mass timber construction and learned how StructureCraft is shaping beautiful structures in Canada and beyond!



**Abbotsford City Councillor Simon Gibson delivers his presentation**

On October 30, 2024, the **Dean’s Conversation Series** welcomed **Abbotsford Councillor Simon Gibson** for his presentation – An Engaging Trajectory. Simon Gibson is a fantastic speaker and delivered a wonderfully engaging presentation. No pun intended, seriously!

On December 18, 2024, the Conversation Series will welcome **Associate Professor, Jason Campbell** as a special guest to lead a discussion about **Indigenous Perceptions**.



**Dr. Shetty poses at the Archway Community Builder Awards 2024**

Dr. Khyati Shetty played a pivotal role as a host, working committee member, and emcee for the prestigious **Archway Community Builder Awards 2024**. The event was attended by several student leaders from the School of Business, showcasing the School’s active engagement in community initiatives.



**Jason Campbell at the Stó:lō Service Agency golf tournament**

A fantastic time was had by all at the **Stó:lō Service Agency golf tournament** yesterday at the beautiful Cultus Lake Golf Course! A big thank you to the University of the Fraser Valley for sponsoring this amazing event, which supports the Stó:lō Service Agency Christmas Hamper Fund.

It was great to see UFV School of Business Associate Professor **Jason Campbell** out on the greens, mingling with community leaders like Al Stobbard, Co-chair of Stó:lō Community Futures, and Nick Point, Board member of Stó:lō Community Futures and employee of All Nations Cannabis.

# Announcements

## Service Excellence Awards

- **Kim Milnes** and **Dr. Saeed Rahman** have both been honoured with the Service Excellence Award for their exceptional contributions to our school. Their dedication, hard work, and commitment to excellence have made a significant impact, and we are proud to recognize their outstanding service.

## CPHR Designation

- **Dr. Prachee Seghal** received her **CPHR designation** this November. This is a significant testament to her hard work and expertise in human resource management!

## NEW Chair of Research Coordination

- We are excited to announce that **Dr. Felicia Chong** has been appointed as the new **Chair of Research Coordination**. Felicia's expertise and passion for research will undoubtedly lead the school to new heights, and we look forward to the contributions she will make in this role.
- We would also like to extend our sincere gratitude to **Dr. Kirsten Robertson** for her dedicated service as the previous chair, whose leadership and commitment have been instrumental in advancing our research efforts.

## NEW Curriculum Committee Chair

- We are pleased to announce that **Donna Derksen** has been appointed as the new **Chair of the Curriculum Committee**. Donna brings a wealth of experience and dedication to this role, and we are confident that she will continue to support and guide the committee with vision and leadership.
- We would also like to extend our heartfelt thanks to **Liz Wiebe** for her years of exceptional service as the previous chair, whose commitment and contributions have been invaluable.

## NEW Mentorship Program

- The School of Business is currently developing a mentorship program designed to connect current students with graduates of our degree programs. The project is led by **Donna Derksen** and **Kurt Siemens**.

## UPCOMING - Dean's Conversation Series

- On **December 18, 2024**, the Dean's Conversation Series continues, this time with special guest, Associate Professor, **Jason Campbell**, who will lead a conversation on **Indigenous Perceptions**.