

Carleton University
Sprott School of Business
2019 Research Review



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Dana Brown

Message from the Dean

Research is at the heart of everything we do at Spratt and is an expression of who we are as a community. We are immensely proud to showcase our research in this second edition of our annual research report. Spratt's researchers demonstrate and contribute to our collective commitment to building a better future and inspiring a more inclusive and caring world. Our research speaks to the major issues of our time and is both reflective and proactive, providing ways of understanding these issues and responding to them. This report is an exciting read and opens the door to our students, alumni and partners to learn more and engage with us in research that is making a difference.

Every research endeavor has a story behind it. What I value in this report is the insight it provides about the personal and intellectual motivations that lay behind the great

ideas. One researcher is inspired by the stars, another by her career journey and others by their personal experiences. Curiosity and passion shine through these research stories. They show clearly the connection between life and work, and highlight the relevance and accessibility of the work we do at Spratt. Resonance and impact of research is important for us as a school, and opens up great possibilities for collaboration and learning.

Our future at Spratt will be defined by our research. In 2020, we will prepare a new strategic plan to hone in on our strengths and aspirations. This strategic plan will be enhanced by the opening of a new, dedicated home for Spratt in the Nicol Building in 2021. Our new building will greatly enrich our research opportunities by creating new spaces dedicated to research and innovation, and through a design that is deliberately intended to increase 'chance encounters', ideas exchanges and community engagement. Research will continue to be at our heart, helping us to forge a bright future for our colleagues, our partners and the world around us.

Dana Brown
Dean, Spratt School of Business



Shaobo Ji

Welcome Message

We are pleased and proud to introduce you to the 2019 Sprott Research Review. We are witnessing and facing rapid changes, challenges and opportunities from the global business environment, management thinking, technological, social, and environmental changes. Sprott researchers have stepped up to these challenges and seized opportunities through their research activities to shape the landscape of business and management training and research.

It has been a very productive and successful year for Sprott School of Business researchers. We have seen a record number of SSHRC and other types of research grant applications and successful recipients. These research grants enable Sprott researchers to investigate relevant business and management problems that cover a wide range of research topics. In addition, a total of 46 peer-reviewed journal articles were published by Sprott faculty members in 2019, with many publications appearing in high quality journals.

In 2019, we also saw the establishment of the Esther and Ken Tencer Research Project Centre (which will be housed in the new Nicol Building), welcomed our first cohort of MSc students, accepted a record number of PhD students, and hosted our first Fulbright Canada Distinguished Chair in Entrepreneurship. We also welcomed the return of CREWW (previously a university research centre) back to the school. CREWW has now been renamed Centre for Research on Inclusion at Work (CRIW), broadened its research scope beyond women and work, and changed its focus from training to research activities.

Continuing with our tradition and strength in multidisciplinary research, a number of Sprott faculty were part of research teams who were awarded funding through the Multidisciplinary Research Catalyst Fund (MRCF). This inaugural university initiative, led by the Office of the Vice President, Research and International, was developed to strengthen and deepen multidisciplinary collaborations and research across campus.

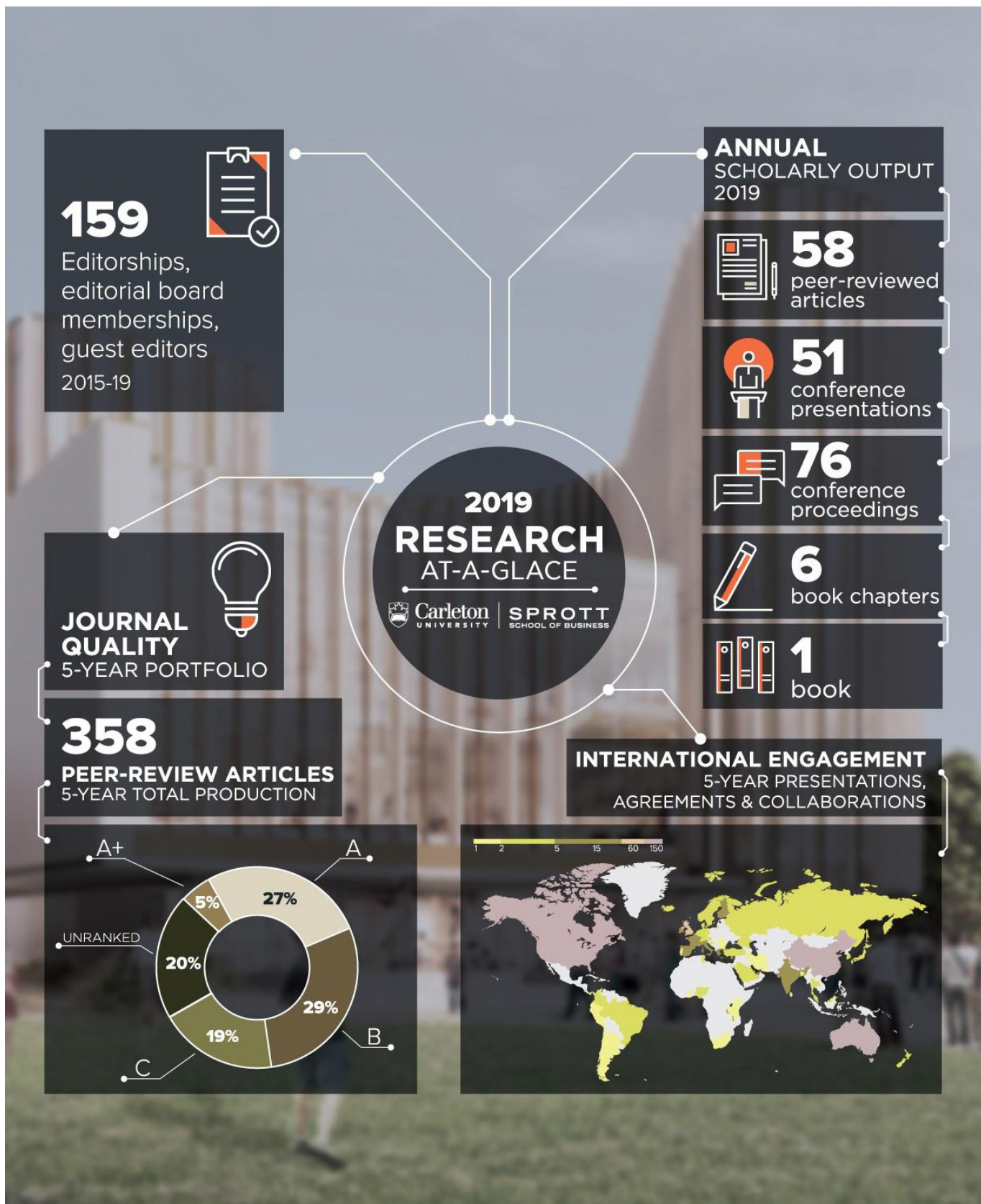
Internally, we saw the departures of Dr. Linda Schweitzer (from her role as Interim Dean) and Dr. Michel Rod (from Carleton University and his role as Associate Dean, Research and International). We are grateful and thank them both for their invaluable contributions to our school and research culture. The appointment of a dedicated research facilitator, Amanda Bradford-Janke, has also made a tremendous difference in our community. I join many faculty and external partners in my appreciation of Amanda's work and impact and look forward to building on the momentum that we have helped to create. We also welcomed our new Dean, Dr. Dana Brown, in July 2019. She has already been making a very positive impact on the Sprott research culture and will continue to lead school research into the new frontier.

As we look forward to 2020, we anticipate more growth and success as our researchers continue to seize opportunities and make valuable contributions through their collaborations, partnerships and research activities.

Shaobo Ji
Associate Dean, Research and International

Research at a glance

2015-2019





Esther and Ken Tencer Research Project Centre

Currently under construction, the Nicol Building will provide the Sprott School of Business with a unique opportunity to support exemplary business education and research. Thanks to a \$50,000 gift from alumnus and entrepreneur Ken Tencer and his family, the Nicol Building will feature enhanced space to facilitate collaborative, interdisciplinary research projects between Sprott faculty, students and partners from business and industry.

Welcome to the Future: Advancing the financial technology industry

Robots and artificial intelligence (A.I.), bitcoin and cryptocurrency, vast social media platforms turning the written word into acronyms and hashtags—welcome to the future, where technology is seemingly advancing at the speed of light.

Mohamed Al Guindy, Assistant Professor of Finance at the Sprott School of Business, will be our guide—to the future. He's been here for a while and he's excited to show you around. His research program is leading-edge in the financial technology (Fintech) space—one of the fastest growing areas of finance.

Al Guindy has a passion for what he does. He describes his work as exciting and fun and thrives in the academic environment that fosters his love of learning and the exploration of new ideas. This passion was sparked while doing his PhD in finance when he recognized the value of his expertise in electrical engineering; specifically, how his ability to design information systems and integrate artificial intelligence could be highly effective to help propel the world of finance into the next century. In fact, he built a social media lab where he designed his own powerful computer applications with A.I. systems that are capable of processing and managing the huge datasets he generates to fuel his research.

As part of the fintech revolution, he recognized that social media, namely Twitter, was becoming more popular as a medium for corporations and investors alike to communicate financial information. The interest increased even more in April 2013, when the U.S.

Securities and Exchange Commission allowed firms to use social media as an official channel to communicate with investors. Al Guindy was in the right place at the right time, with the right intellectual tools to navigate this new arena. His research, funded by a SSHRC Explore research grant, looks at the impact of tweeting on financial markets.

Al Guindy's findings have been highly contributory, signifying the value of Twitter in this context. He's shown that Twitter not only improves the efficiency of information disclosure and helps lower costs of capital, but it also provides smaller, less profiled companies—ones that have the greatest information disadvantage – with a voice in the market. His findings have drawn a lot of attention with articles in online financial publications including *Yahoo! Finance* and the *American Association of Individual Investors*, as well as featured on the Harvard Law School forum on corporate governance and financial regulation.

“For every action, there is an equal and opposite reaction.” ~ Newton's 3rd Law of Motion

Al Guindy has a passion for space and the universe and how it all works. And, he's taking this passion into his current research. It was during his PhD when he had access to Queen's University's



Mohamed Al Guindy

Observatory where he would explore the outer reaches of space through their high-resolution telescopes. While fascinated by the stars, Al Guindy had an epiphany. He saw a parallel:

“Stars, planets, and galaxies are held in their place due to the gravitation fields from all other objects in space to create a complex structural lattice we call the universe. The universe, while stable, is also dynamic—new stars, planets, and clusters form all the time. Of these objects in space, some are more central relative to others. What if we could model companies as a network of entities in the same way we can model objects in space, connected by equal forces working on one another, establishing an equilibrium.”

And the *Social Internetwork* was born. Working under a substantive SSHRC research grant, Al Guindy is aiming to create a working universe, or network of companies whose associations with one another are established and created through Twitter conversations that, in essence, generate peer groups. It works like this: millions of financial tweets from over 3000 publicly-traded companies are processed and filtered to establish a peer group for each firm, then these peer groups are mapped-out to create a multidimensional lattice or min-universe. From this, one can see how the economic shocks to one firm propagates to, and effects its peers. More importantly, shocks to firms that are most central

to the economy can be seen to ripple outwards to those firms on the fringes of the economy.

“The beautiful thing is that these connections are not established by the companies themselves, but instead by the sum of all social media participants. It’s good wisdom of the crowd.”

With this, governments, policy makers, and central bankers will know how to diffuse capital where it will have the greatest influence on the entire economy, at times of financial crises for example—making the *Social Internetwork* a powerful tool.

“Crypto is money 2.0, a huge huge, huge deal.”
~Mohsin Jameel, British Fintech Entrepreneur

Maintaining a leading-edge course of action in his research, Al Guindy is also delving into the new world of cryptocurrency. He is shining a light on what factors may be responsible for price volatility, a very common phenomenon observed with this digital currency. His recent research reveals the more attention investors pay to cryptocurrencies, the greater the price volatility. This finding is vital both for investors looking to include cryptocurrencies in their investment portfolios and to exchanges where cryptocurrencies trade.

Welcome to the future! Al Guindy is excited to be part of the innovation happening here. *And* he does hope you enjoyed the tour.

The Common Approach: Making the world a better place through the power of numbers

You may not meet a more enthusiastic or passionate accountant than Kate Ruff. She is so passionate about accounting that she not only thinks “it’s the coolest invention of humanity”, but she believes through accounting, she can help save the planet—or at least, make it a better place.

We know what you’re thinking: Accounting? But after talking with Ruff about her inspiring and leading-edge research program we were convinced. Moreover, we were convinced that Ruff is one of the most genuine, passionate, and tenacious humanitarians the world has to offer and she’s going to contribute to the greater good alongside a team of experts, conscientious companies, major funders—and with the power of numbers.

Ruff didn’t start out thinking her life would be dedicated to the accounting world, in fact, her life had a completely different trajectory. After an undergraduate degree in marketing and a few unexpected life events, a job offer to work in Nepal changed her life. For two years, Ruff worked as a marketing consultant, immersed in the world of social enterprise, witnessing the transformative power of this business platform. However, she also observed, first-hand, the very thin line that existed between those companies that genuinely worked for social change and those that were “social-washing”—the pursuit of profits first, with a disingenuous attempt to be socially conscious.

But, how does this all lead to accounting? Through life events and her years in Nepal, Ruff recognized

how strong accounting information kept managers attuned to their financial bottom line, and an absence of strong social and environmental data relegated impact-focused actions to the backburner. It was at this time—an epiphany perhaps, that Ruff knew she wanted to be part of social policy change to keep social and environmental objectives part of the story.

To achieve this, Ruff got a master’s degree from the London School of Economics in Social Policy and Planning. Her research gave rise to an influential and popular paper on the subject: *The Next Frontier in Social Impact Measurement Isn’t Measurement at All* (*Stanford Social Innovation Review*, 2016). But it wasn’t until two years later, while reading *the Economist* that part of a sentence: “... before there were income statements,” that caught her attention, and another epiphany: “Maybe accounting hadn’t always been so straightforward; maybe there was more to learn about how standards emerged.” She found herself in the basement of the Harvard University library learning everything about the emergence and history of accounting.

From her findings, Ruff knew exactly what she needed to do— she would create a successful and meaningful social



Kate Ruff

impact measurement standard; one that hadn't been achieved despite over a century of attempts. To do this she set her course: Get a PhD in accounting, then a job at a university that values research and making a difference in the world (welcome to Carleton!), then use that platform to research, inform and influence how the social impact standard gets created.

From Nepal, to Harvard, to becoming an accountant; through this culmination of wisdom, Ruff discovered that, not only had no useful system worked to unify impact measurement standards since the invention of accounting, but she learned why—the missing puzzle piece—two puzzle pieces in fact. She learned that for a social impact measurement standard to be successful, it must have *bounded flexibility*, and it must involve the creation of an ecosystem. It works like this: to create data that tell an important story about the value of social and environmental impact, the numbers need to be malleable to the principles and values that exist around the globe. It's a bit of a "Goldilocks" scenario—for standards to be successful balance must be struck between loose standards that have no guided boundaries and rigid ones that thwart innovation.

The second piece to a successful social impact standard is creating an ecosystem.

"It's really about the group of enterprises who agree to stay aligned and stay in communication about the standards and how they will evolve over time. It's about a community working together to keep that standard

relevant—and this is so much more important than what ever gets put on a piece of paper."

That brings us to today, where Ruff is exactly where she wants to be. And one may argue that due to her passion and dedication to her mission in life, she is now spearheading one of the largest projects ever done in Canada to create a social impact measurement standard. Ten years to the day from that final epiphany, she was one of a select few invited by the Government of Canada to submit a proposal to create a social impact measurement standard. And she won. She is now creating a highly valuable flexible standard that can be managed across a broad band of Canadian social enterprises. It's the first of its kind, and it's major; it's called: *The Common Approach Project*. Funded by the Employment and Social Development Canada, Ruff is working alongside an all-star team of partners including leading academics in Canada from various fields including, information technology, impact investing, along with charities, not-for-profits, and social enterprises.

The success of this project will ensure that socially- and environmentally-conscious consumers and investors have effective data that provide disclosure of, and a true account of, firms' social and environmental impact—and therefore help consumers make good and informed decisions on how to invest ethically and sustainably. This is Ruff's life's work; her mission.

Here's to the most passionate and enthusiastic, humanitarian accountant, this world has seen!

A visionary who is not afraid to say “Yes”

François Brouard doesn't say “no” very often. In fact, he would describe himself as one who has a high proclivity for saying “yes” or “oui” — namely when it comes to topics within his research program.

As a result, Brouard has an extremely robust and diverse program that, interestingly as an accounting professor and taxation expert, has Brouard researching well-beyond the accounting world. It's safe to say Brouard is a true trailblazer—certainly in accounting because he sees his research as expansive rather than restrictive. His research taps into an eclectic mix of topics, which include the governance of charities and nonprofits, strategic intelligence of small- to mid-size enterprises, the recruitment and life trajectories of professional accountants, to the business of comedy!

Brouard attributes his agreeable nature to two factors: his love of learning, and his love of working with his students and colleagues. He also admits that this attribute can be a bit of conundrum. “I am interested in everything, but this is both a good thing and a bad thing—good because I love what I do, bad because I'm very busy!”

As a full professor and a member of the Sprott faculty for 17 years, Brouard knows how to manage his time and his projects well. Brouard's research is also relevant to today's business challenges and he sees the importance of incorporating important social and economic issues into his research. Sometimes it's a PhD student who will come to him with an interest in a particular area of research that will direct his effort on a specific topic. Just over a decade ago, for example, a prospective PhD student approached him to work on a project that spurred him to establish the Sprott Centre for Social Enterprises

(SCSE)/Centre Sprott pour les Entreprises Sociales (CSES).

“The aim of the research center is to create a vibrant and active hub that brings together faculty interested in research on social issues so that prospective and interested graduate-level students can see who and what research is happening at Sprott.”

A decade later, Brouard helped create the Professional Accounting Research Group (PARG) with funding from CPA Ontario. Brouard recognized the importance of connecting what's happening in accounting research and academia with what's happening in the accounting profession. “It's really a win-win-win; students, faculty, and industry all greatly benefit from this synergistic interaction.”

All the while, Brouard remains extremely busy delving into his own research and mentoring his graduate students—whose work examines: accountability in health sector organizations; scientific research and experimental development; tax literacy; governance of hospital foundations; and public-private partnerships.

Much of Brouard's research circles around small organizations as he believes it's this area that needs support in terms of research development.

“Small organizations need business strategies that help them detect changes in what's happening around them, such as technology, tax changes, politics, social

“What is unique and special about what I am looking at is that I am an accountant studying an area outside of what is deemed “normal.” But when you look at my trajectories, I’ve researched many different topics that are not directly about accounting, instead they are a divergent and unique way of looking at this business area.”



François Brouard

movements, market changes, the environment—even locally with other businesses, so I believe it’s important to help manage knowledge in this area.”

Brouard’s visionary approach to his research allows him to cross-pollinate his work with faculty in other business disciplines. Brouard also likes a good laugh, as for the last five years, he’s been exploring the business of comedy. Specifically, Brouard is taking a unique perspective on the comedy industry in Quebec. His research aims to highlight successful business strategies for comedians.

“Comedians are entrepreneurs; they need to manage their business and their careers to ensure they are successful and to potentially become famous.”

Brouard is looking at this from many angles, including the factors that distinguish “A” listed comedians from those less successful, such as script content, venue location and production—teasing out the factors that allow a comedian to rise to stardom. But it’s not always a laughing matter. Brouard is delving further into how female comedians fare in the industry—a sensitive and important issue in entertainment and business alike. To date, males have dominated the comedy world, but as female representation grows, Brouard is interested in comparing female and male perceptions of women in this industry. Brouard is one of the first academics to study the business of comedy. He’s even been invited to judge comedy activities, and while sitting on panels, he’s often asked: “*Accounting Professor? Are you lost?*”

“What is unique and special about what I am looking at is that I am an accountant studying an area outside of what is deemed “normal.” But when you look at my trajectories, I’ve researched many different topics that are not directly about accounting, instead they are a divergent and unique way of looking at this business area.”

Brouard breathes a wonderful blend of fresh air into the world of accounting and his love of the discipline runs deep. For as long as Brouard can remember, he wanted to be an accountant—just like his uncle. With years of experience and an impressive list of major contributions and successes in academia and beyond, it’s not surprising that in 2012, Brouard was honoured as a Fellow Chartered Accountant (FCA) and later as Fellow Chartered Professional Accountant (FCPA)—a distinction given to members who “*Have rendered exceptional service to the profession. Becoming a Fellow is the highest honour that can be bestowed on a CPA.*”

Brouard’s *joie de vivre*—and his willingness to take on whatever comes his way—is a gift highly valued at the Sprott School. And, the feeling is mutual; Brouard absolutely loves his place at the university—teaching, mentoring, facilitating, researching, and partnering with students and faculty alike. He volunteers on the Board of Directors at the Hôpital Montfort and at the Shenkman Arts Centers (stage crew). And, if you’re in for a good laugh; listen out for him in the Sprott hallways—you may hear his infectious laugh!

Research in information systems with a fresh perspective

Although Samira Farivar is a newly appointed Assistant Professor at the Sprott School of Business, she has hit the ground running and her pioneering research in the Information Systems research sphere is already bursting at the seams.

Before joining Sprott, Farivar proved she would be a force to be reckoned with in the academic world. Born and raised in Iran, Farivar was an exceptional student and attended the top university in the country. She earned her BSc and MSc both in Industrial Engineering before accepting a full scholarship to the DeGroote School of Business for a PhD in Business Administration, Information Systems. During her time in academia she made a significant impression, receiving several academic scholarships and clearly making her mark in the academic world.

As a new faculty member, you must be excited about these new beginnings. Tell us about your research program.

I am very excited to be at Carleton and to be a part of the Sprott team. My research currently includes two main areas of research: Online users' behaviour and decision making, namely in the context of social media platforms. The second area is big data analytics and its impacts on organizations.

In the first area of my research, I'm interested in looking at the factors that influence online users' behaviours in social platforms. For instance, in studies that I have developed so far, I explore social commerce users' behaviours. Social commerce is an offshoot of e-commerce and is revolutionizing the

way people shop—and how businesses and brands market their products and services and capitalize on their social media reach. In fact, recent data show that the top 500 retailers brought in \$6.5 billion from social shopping in 2017. It's a significant and emergent phenomenon and therefore essential for businesses to understand how consumers and users of sites are influenced in their purchasing intentions and rationalities. Most of the literature in this area is on developing models that explain behaviour of consumers that is compatible with rational models (the factors or drivers that encourage intentions to buy). I have taken it further and look at the factors that may skew users' rational behaviors. In a recent study, my colleagues and I analyzed survey data using structural equation modeling techniques to tease out how users' intention to purchase via the website platform Etsy.com was influenced by trust-risk and habit theories, such as the role of habitual use of the site in lessening users' evaluation of risk and increasing their trust considerations toward site members and developing purchase intentions. What is interesting about our findings is that the results demonstrate that typical rational considerations, especially trust and risk, which often drive online purchase decisions, diminish and even become irrelevant when social commerce use becomes habituated.



Samira Farivar

Your research is looking further into social commerce and how social identification on social media websites plays a role in consumer decision making. How are you looking at this?

Further to my work with understanding users' behaviour in social platforms, my colleagues and I are examining the role of social identification in skewing users' rational risk-taking propensity when it comes to making purchasing decisions on social commerce platforms. We believe social identity can be developed within a social commerce environment because these platforms offer the social elements and a sense of community. In one study, we look at whether the creation of a social profile on Etsy.com establishes a group or community of users with similarities *and* does being part of this group influence purchasing decisions on this platform. Our findings show that social-commerce users do indeed develop a social identity, and that this may bias users' decision-making in a way that reduces users' risk considerations with purchasing and participating behaviour.

What can developers of social commerce platforms learn from your findings?

Given social commerce market potential, it is important to understand what drives users' social interaction and purchasing behaviour on these sites. Based on findings of studies I have

conducted, it's suggested that developers of social commerce platforms focus more on creating and encouraging group platforms to increase the sense of community and connections and encourage engagement of users to build trust of users. By building and honouring trust of users, it is a win-win because our data show that through both increase in frequency of use of the site (habitual behaviour) and establishing a social identity that builds on a sense of community, the impact of users' assessment of risk on their behavioural intention is reduced and therefore, their propensity to buy from the site increases. This is because social commerce users can share their consumption experiences related to products or services and seek advice and recommendations from their online community members. Social commerce developers can also encourage frequent usage by providing incentives to their members, such as prizes and bonuses. As well, they can enhance the ease and accessibility of their website by providing tutorials on their features. Frequent and enjoyable repetition of a website use can eventually lead to habituation.

You're also doing some on influencer marketing, can tell us about that?

Yes, it's very exciting work that is in development. Continuing my work in the social media users' behaviour arena, I'm highly interested in "influencer marketing"—people (or influencers) who promote products via social media platforms. These influencers have a large network of followers and I'm particularly interested in the factors that make influencers, also called "micro-celebrities," so successful. Micro-celebrities are a very new phenomenon and so there is very little understanding of their impact on decision-making of consumers/users. My work is delving into a very new area of social media research and Information systems theory; it is pioneering research that will be highly contributory to our understanding of social platforms and the phenomena that ensues.

Multinational Foreign Market Expansion Strategies: Teasing out the critical factors

Frank Jiang believes business isn't just about business; it's about understanding human behaviour. Since joining the team at Sprott in 2016, Jiang has built his research program around this belief and much of his work aims to understand the factors that affect decision-making.

Specifically, Jiang's research examines how multinational enterprises (MNE) make choices and formulate strategies when they are looking to expand into other markets.

"Multinational enterprises are the most important set of organizations that have the biggest impact on international trade."

Yet, the economic theories are often limited in explaining how firms behave because there are so many moving parts—decisions are made at many levels for many different objectives and with many variables playing a part. For these reasons, Jiang's research is highly significant to helping better understand what strategic factors are important to consider to improve expansion success.

Jiang is intrigued by this perplexing puzzle and his most recent work sees him analyzing 27-years of data from multinational Japanese firms to tease out how and why decisions are subject to managerial cognitive bias. For example, when firms experience sub-par performance, they may alter their internationalization trajectory by either taking more risk, or by being more conservative. Either reaction could be argued as being not rational or consistent

with the standard economic model because behavioural bias is playing a part.

Additionally, having published in many leading management journals, Jiang's work includes a bit of an eclectic look at the socio-economic conditions of foreign markets, such as how host-country religious diversity is associated with a higher risk of overseas operation; how host-country income inequality influences expansion strategies; how firms learn from other foreign investment experiences to improve their own strategies; as well as how corruption may play an important role in the success of overseas projects in developing markets. Jiang's data analyses are challenging because of the complexity of the business environment, but his findings demonstrate that inadequate institutional infrastructure, such as corruption, increases costs of doing business and threatens the performance of foreign investments.

Moreover, the relationships revealed through Jiang's extensive analyses of one subset of multinationals can be used to help any MNE around the world.

"We can extrapolate to Canadian businesses for example, because it's about how people make choices, how



Frank Jiang

people react to changes, and how organizations react to incentives and risks. Overall, the fundamental economics are quite universal.”

Jiang is expanding his own research to include studies on Corporate Social Responsibility (CSR) within multinational firms. He is particularly interested in examining whether CSR has a positive impact on performance of foreign subsidiaries—both from the perspective of its corporate headquarters management of CSR, and how subsidiary firms manage their own CSR in their unique environment.

“I’m highly interested in CSR in multinationals because there is a big social movement, and this will make big impacts on firms’ decision-making processes.”

Jiang is making one small step for business-kind to discover the connection between corporate-level CSR and subsidiary performance and future work sees him teasing out the mechanisms that can be used to explain this association.

Before Jiang entered the academic world, he got his

undergraduate degree in science, thinking chemistry would be his future. But after many years working in the corporate world for multinationals such as Kao, GE, and Hyundai in various marketing and sales roles, he never put on that lab coat. Instead, he was highly intrigued by the business world and decided he wanted to learn more, moving to Canada to earn his MBA from Western University in London, Ontario.

The plan was to return to the corporate world, but he loved learning, sharing knowledge, and the world of academia so much more, so it was in academia he stayed earning his PhD in Business Administration, also from Western University.

“Business is a window into human behaviour. Sociology, economics, psychology, anthropology—they all interweave in helping us better understand the nature of business. For this reason, I find my research fascinating and why I’m always excited to teach and mentor students, particularly through an experiential learning platform using case studies and business simulations. It’s really interesting to see what decisions students make and how they learn from them.”

Redefining the modern career

Linda Schweitzer was supposed to be an architect. And, if she wasn't going to be an architect, she was going to be an engineer, and then maybe a mathematician. But today, Schweitzer is a highly distinguished Professor of Management.

This is just part of Schweitzer's real career journey; there's much more to the story. When Schweitzer started on this journey, she believed, as all young adults do, that she would be on a linear, logical, and upward climb to the top of the mountain to finally reach the pinnacle of her career. *Insert clapping and cheering here.* The plan was laid, the time and efforts put forth to make this climb—up, up, up we go. *Insert broken record scratching here.* That's not at all that happened in her life, and that's not at all that happens in most people's lives. This is exactly what the overarching goal of her research is all about.

Schweitzer is examining the “modern career” and her research is aimed to add clarity and robustness to the career journey—one that paints a truer picture of the realities we face through life. Schweitzer is committed to ensuring that we shift our thinking from the proverbial mountain we climb to the stones we step to get to the other side of the creek.

“There is no mountain. No straight line up. Instead, we want to redefine the idea of careers like stepping stones across a creek. This path is not linear, rather it is multidimensional and multifaceted and requires an open mind to navigate.”

Schweitzer is dedicated to developing solutions to help shift societal views around careers with the specific aim of simply taking the pressure off. There is an increase in the number of young people who are suffering from pressures

to have a “successful career” but what that looks like is unique and dynamic for everyone. Schweitzer and her co-authors have been working under a SSHRC grant to study modern careers and have recently published a book: *Generational Career Shifts: How Matures, Boomers, Gen Xers, and Millennials View Work* (Emerald Publishing, 2019).

From an in-depth study, they developed a substantive contribution to the understanding of how generations differ in career expectations, values, and attitudes in the workplace. It was the first study of this breadth in Canada. Their work is helping organizations understand generational differences to better recruit, motivate, and retain different age cohorts—to better understand how generations are different from one another to better manage their age-diverse workforce.

As the group worked to understand generation diversity and flesh out solutions to help businesses deal with changing demographics, it became evident that there was more to this story. When testimonials from over 120 individuals of their academic and career journeys were analyzed they were surprising similar. Decisions to go one direction or another were not preplanned and linear. Instead, their decisions were influenced by many factors that happened serendipitously or unexpectedly. Their paths weren't predetermined; their life and careers happened moment to moment.



Linda Schweitzer

The challenge is that all the existing academic theories still propagate the idea of linearity. And, this arguably old paradigm is being fueled by schools, business, and even during the early years at home by parents. Schweitzer is working to bridge the disconnect through education; by working with guidance counselors and career centres to redefine careers to foster a more diverse learning environment where education has a more robust profile and is less specialized. “It’s not a destination, it’s a journey.” Her goal is to mitigate the pressures that young people face today when preparing for their futures.

“We must change how we approach the idea of careers. It’s no longer that one has a beginning, middle, and end to their story, but instead, they may start, move sideways, have to go around and start from a new beginning.”

So, what led Schweitzer to where she is today? A series of unplanned events—her own stepping stones. Realizing that becoming an architect wouldn’t work out because she wasn’t artistically inclined (stone), she decided to become an urban planner, but once in the program, she hated it (stone). She found herself in the math program (another stone); she was flourishing academically, but it just wasn’t interesting – “It was boring in fact.” Her boyfriend at the time was in an engineering program and she thought engineering would be a good fit.

Perhaps serendipitously, Concordia University had a new program in Building Engineering (stone),

she was accepted, and off she went. She flourished academically in the program and as a result, was offered a work scholarship for an engineering firm (stone), worked and, well, hated it. But, she did very well, they liked her, and to keep her, asked her to create her own job. (Dream stone right!?) She did and, yup, hated it. Wait, there’s more! She set her sights on a master’s in engineering, but was dissuaded when one of her professors said women didn’t belong in engineering (ill-advised stone). While doing her MBA (stone), she worked as a project manager (stone), got married (stone), and had two children (stone, stone).

Eventually, through a series of more events—more stones—Schweitzer found herself with a PhD in Organizational Behaviour, and is now an academic and has been for the last 13 years. It’s not where she thought she would be, but she certainly didn’t fail. On the contrary, she is a leader in her field, making major contributions to the understanding of generational diversity in the workforce; and of course, redefining the “modern career.”

Perhaps her most notable achievement as a researcher and faculty member, is her fostering of the love of learning and her passion for reshaping the way we think about our lives; to be proud of the steps we take and to embrace a diverse and meandering journey across the creek. And, believe it or not, she really likes where she is today—combining her skills as a leader, teacher, and researcher. And the truth is, she wouldn’t change her journey in any way.

The Warrior-Scholar: Showing that peace and inclusivity is possible with the power of cross- sectoral partnerships

It's not often that you meet a university faculty member who is a retired airborne, assault-pioneer, infantry officer. In fact, Andrew Webb is a self-described "Warrior Scholar"—but we'll get to that.

Since joining the Sprott faculty in 2017, Webb's research has flourished in the International Business arena with contributions that are advancing our understanding of cross-sector social partnerships, namely in the field of sport for development. In addition, his forward-thinking focus on experiential learning is bringing an exciting new perspective to management education. With an intense passion for higher learning, teaching—and peace, one could argue that Webb is illuminating the value of sport in bringing about cooperation, not only in business, but in society as well.

The Scholar

Let's rewind to 2008, when Webb, as general manager of Laval University's award-winning experiential learning program, spearheaded one of their biggest and most successful projects to date—organizing, managing, and leading the 2008 National Winter Special Olympics. "It was, bar none, the best teaching experience of my life."

While this fully student-run program provided invaluable learning opportunities in management and leadership for the students, it concurrently taught Webb that by combining experiential learning with the power of sport, one can teach

management while improving societal perception of inclusion and tolerance. Sport for development can lead to accepting people with differences. Moreover, Webb recognized how students thrived in an environment that fostered trust and responsibility. "Given the opportunity, students can achieve great things."

Following this experience Webb dove into research on the idea of sports for development and inclusion. At that time, it was an emerging field of research. There were not many publications on the subject—he was at the start of the wave of this research in business.

Today, his research program looks at cross-sector partnerships; specifically, the relationship between corporations and nonprofit organizations. Webb is particularly interested in why these partnerships are established and how they're nurtured and maintained to tackle many of the world's grand challenges—even when the fundamental objectives of the partners involved are completely different.

"What's interesting is that many of the grand challenges that humanity face are just so big that there isn't a single entity that can tackle them. Think eliminating

poverty, doping in sport, or social inclusion of people with an intellectual disability. But cross-sectional social partnerships are a way to do this. However, there isn't a lot of information or research about how they work."

Webb's research mobilizes actor-network theory and semiotics to examine these unique types of alliances. He's particularly interested in the Special Olympics, as well as the nonprofit foundations of professional sports teams such as FC Barcelona's Barça Foundation, and the MLSE Launch Pad (Maple Leaf Sports and Entertainment Inc.), and their associated corporate sponsors. He's working to tease out what success criteria are important to build sustainable relationships between corporations, governments and non-profits. Moreover, he's taking a holistic approach to his research, including perspectives from the corporate sponsors, the nonprofits, as well as the athletes to triangulate the efficacies and obstacles of these alliances. Webb sees the important role sport, and other actors, can play to help mitigate world issues, but he also sees that for this to work, corporate sponsors, government, athletes, and the foundations working for a cause, need to come together to ensure development, inclusion, business, and most importantly, uniting people.

Complementary to his research, Webb is implementing a project-based, service-learning initiative at the Sprott School. With this new program, Webb brings his years of experience in experiential learning to create an environment that will be unparalleled to anything offered in Canadian universities. Keeping it a bit clandestine, but with much anticipation, students will participate in this forward-thinking learning approach that will not only better prepare them for the workforce but will teach them skills and perspectives that will propel them into the future of business—a future that values communication, flexibility, cooperation, and adaptability. "We need to prepare students for future challenges; to be able to adapt and improvise, because we don't know what the future will hold."

The Warrior

Webb has always had this visionary approach to life. At 23-years-old, a much younger Lieutenant Webb was a platoon commander and peacekeeper for the United Nations (UN) with 32 soldiers under his charge. While stationed in Srebrenica, Bosnia, he had to negotiate a passage through a Serbian controlled sector. His first attempt was unsuccessful: "Trust and language barriers are quite limiting...and inadvertently parking my armored personnel carrier in their mine field, of course, didn't help." Upon returning the next day,



Andrew Webb

Webb found that the Serbian officers were gone and only their soldiers were holding the position. Thinking quick on his feet, he seized an opportunity to initiate a friendly soccer match between the Serbians and Canadian soldiers—an olive branch if you will. "We lost horribly, but we gained their trust, and with their help, our soldiers were able to gain access through the area." Webb used this tactic again, but this time right in the centre of Srebrenica, a village that had become a refugee camp for over 40,000 refugees.

To provide some respite to his troops and to concurrently connect with the local people, Webb organized an afternoon off so his troops could play Canadian football; a sport that the locals had never seen before. Thousands of locals came to watch, enthralled and entertained, and ever curious about this unusual game. Through these experiences, Webb witnessed how sport provided a precious opportunity for breaking the ice—a chance for locals to talk to each other and his soldiers, and how it, if only for a short time, united humanity. It was then Webb realized that there was something about sports that connected two sides when language was an obstacle. Sport broke down barriers. It helped gain trust.

Working to advance the concept of higher learning, foster partnerships between those who can fund and those that can do, and perhaps ambitiously help bring about cooperation and peace—Andrew Webb is indeed a visionary and a passionate "Warrior-Scholar."

Creating Unity In Ways Once Unimaginable: Sexual harassment in the workplace

“Incredible feats of bravery and ingenuity have liberated many people around the world, creating unity in ways once unimaginable.” - Author Unknown

Even in the 21st century, with all the advancements that humans have made over time, we still have a persistent, sobering, and prevalent issue in our “modern” society—one that plagues the workplace and seeps into our personal lives. The mistreatment of individuals through sexual harassment and sexual misconduct in the workplace. Although a complicated issue with a long history, the social systems currently in place still privilege certain types of men (e.g., white, heterosexual), and when said systems are “threatened” (e.g., when women or effeminate men exercise power) there is motivation to oppose—sexual harassment is a tool that is used to do this.

But, there is hope...meet Angela Dionisi. She is an Associate Professor of Management at the Sprott School of Business. She is fighting for change and she is exactly what we need. As a visionary with passion, dedication, and the academic acumen to boot, Dionisi is doing highly relevant research in the areas of sexual harassment and gender issues. Through her contributions there is no doubt we will see the rise of equality and the eradication of mistreatment happen—she is sure to create unity in ways that are imaginable.

Dionisi understands that the complex issues around sexual harassment and aggression in the workplace need a

multi-pronged approach. Everyone has a responsibility to help mitigate sexual harassment—from leaders of companies, to parents at home.

“The norms and attitudes that have prevailed for centuries when it comes to gender, gender roles, and the treatment of men versus women, must be challenged and dismantled. Organizations need to be creating cultures of inclusivity and respect.”

Dionisi examines the varied psychological, physical, and job-related consequences of forms of this mistreatment—harm that can be felt by different parties. “There are many people affected by just one person being mistreated. The reach of this issue is staggering.”

Dionisi is particularly interested in understudied victim populations such as the sexual harassment of men, as well as bystanders of sexual and gender harassment. Further to this, one of her newer areas of study is exploring how mistreatment can span the boundaries of one’s work and personal life (e.g., how sexual harassment can impact one’s romantic partner).

Dionisi was awarded both a 2019 Carleton University Research Achievement Award, as well as a SSHRC Insight Development Grant.



Angela Dionisi

“The norms and attitudes that have prevailed for centuries when it comes to gender, gender roles, and the treatment of men versus women, must be challenged and dismantled. Organizations need to be creating cultures of inclusivity and respect.”

These awards will be used to support a collection of projects aimed at examining the intersection between workplace sexual harassment and the family. This is an exciting and emergent path for Dionisi, whose aim for *this* research is to present and explore a whole new perspective on sexual harassment, its effects and its prevention. Dionisi is particularly interested in the role parents could play in helping to combat sexual harassment, and thus, is exploring what lessons parents are teaching their children about sexual harassment, and by extension, whether the messages being communicated to youths who will one day occupy our workplaces.

Another research area of note, and one that sees an inevitable integration into the current sphere of sexual harassment, is Dionisi's research on leadership. She is exploring the predictors of destructive leadership behaviour—in particular, looking at how and why leaders often squander their opportunities to foster greatness in others, and instead behave in ways that discourage and harm their employees. She's interested in the personal factors or experiences that might compel leaders to behave destructively; for example, stressful dynamics in one's home life such as excessive childcare responsibilities or romantic relationship conflict.

From early on in Dionisi's academic journey, she knew she wanted to be part of something bigger—

to be part of a solution aimed at shifting societal values, norms, and attitudes around gender, marginalization and associated dynamics of human behaviour. How she was going to do this wasn't quite clear at first, but she was awakened to the world of academia during her undergraduate schooling in sociology. It was while sitting in one of those huge lecture halls with 500 students that Dionisi had that first touch of excitement; that moment where she knew that this—academia—felt right. Dionisi went on to earn her MSc, then a PhD, both in Organizational Behaviour, and there was no looking back. Dionisi knew that devoting her life to research and teaching would allow her to not only learn about the areas she was passionate about, but it would also provide a means by which she could be an impetus for change.

Today, Dionisi is clearly doing just that. She is a highly awarded scholar with numerous notable publications in her field, a respected expert contributing to the development of major government policies (such as the Canadian Senate Policy on Prevention and Resolution of Harassment in the Workplace), and is routinely sought by media and public interest groups to speak about her research. Moreover, she is an expert contributor to *Psychology Today* with a column entitled “(Un)Well at Work: Exploring factors that can help and hinder your well-being, happiness, and success on the job.”

With a genuine, kind heart, Dionisi is clearly, and fortunately, at the forefront of change, conducting significant research to propel humankind into the future – one where equality, respect, and love prevail; and where Dionisi is creating unity in ways once unimaginable.

Faculty News & Research

Research Achievements



Angela Dionisi

2019 Carleton University Research Award

Angela Dionisi, Assistant Professor, Management

Angela Dionisi's research, focusing on Examining the *Intersection of Workplace Sexual Harassment and Parenting*, will investigate what lessons parents are teaching their children about sexual harassment, and by extension, the potential role parents play in mitigating the occurrence of sexual harassment in the workplace. Through her research, she aims to generate knowledge that can be used to foster healthier workplace environments.

This award is administered by the Office of the Vice-President, Research and International, and selected by a committee of past recipients. It provides 10 faculty members across campus with funds in support of a research project.



Merridee Bujaki

2019 Sprott Faculty Research Award

Merridee Bujaki, Professor, Accounting

Merridee Bujaki's research project, *The Redpath Papers*, falls within her ongoing program of research on the accounting history of the construction and operation of the Rideau Canal. Her project proposes transcribing and analyzing the accounting records and other communications related to the Rideau Canal in the Redpath Papers, focusing on John Redpath's involvement. He was a key contractor involved in the construction of the Rideau Canal from 1826-1832, and there had been no research analyzing these records from an accounting perspective to date. Her research will lead to insights into private entity accounting practices in 19th century Canada, as well as insights into how these practices may have been implicated in controlling and monitoring Redpath's business activities and his employees

The Faculty Research Award is administered jointly by the Sprott School of Business and the Office of the Vice-President, Research and International, recognizing a Sprott faculty member for research excellence.



Michel Rod

2019 Carol-Ann Tetrualt Sirsly Research Award

Michel Rod, Professor, Marketing

This annual recognition is presented to a Sprott faculty member for exemplifying quality in research. Michel Rod maintains a research interest in the 'triple helix' of academic-industry-government interaction and has over 100 peer-reviewed articles in business (marketing, management, policy) and medical journals and conference proceedings. As a keen advocate of multi/interdisciplinary research, he has worked with researchers and co-supervised students in Industrial Design, Architecture, and Food Sciences. Michel moved on from Sprott in July 2019 to become Dean of the Faculty of Business at the University of New Brunswick.

The Carol-Ann Tetrualt Sirsly research award was created by Sprott School of Business in memory of Carol-Ann and the foundational role she played in the Sprott community.

Sprott School of Business Fulbright Distinguished Visiting Research Chair

Fulbright Canada has established a unique 25-year commitment with Carleton University to support collaborative scholarship between researchers from the United States and Canada. The Sprott School of Business will host one of four Carleton Visiting Chair opportunities through a series of one-year appointments from 2018 through 2043.

The Sprott School of Business welcomed Florence Neymotin as the 2019/20 visiting Fulbright Canada Distinguished Chair in Entrepreneurship. Florence is an Associate Professor of Decision Sciences with the H. Wayne Huizenga College of Business and Entrepreneurship at Nova Southeastern University. Her research focuses on issues in applied microeconomics, public goods, health and machine learning. She has published numerous articles in journals such as the *Journal of Economic Psychology*, the *Economics of Education Review*, *Economics Bulletin*, *Applied Economics Letters*, *IZA Journal of Migration*, and the *Journal of Labor Research*.

Distinguished Research Professor



Moses Kiggundu

Moses Kiggundu

Professor Emeritus and Distinguished Research Professor,
International Business

Moses Kiggundu is a Professor Emeritus and Distinguished Research Professor of Management and International Business at the Sprott School of Business. His career has focused on advancing management scholarship in and about Africa and globally through research, education, policy, practice and service. His research focuses on Africa as it connects to the rest of the world. He is interested in the study of conceptual and practical questions of building state and non-state capacities in open societies for the facilitation of effective, gainful and equitable participation in the global economy and society. He is also founding editor of the *Africa Journal of Management (AJOM)*, published by Taylor & Francis for the Africa Academy of Management.

Newly Funded Research Projects



Ruth McKay

Building Climate Resistance in Canadian Housing through a Community Practice

Principal Investigator: Ruth McKay, Management

Funder: SSHRC Engage

Partner Organization: Insurance Bureau of Canada

Globally and across Canada, climate change is associated with increasingly severe and erratic weather. Both governments and the insurance industry share the desire to reduce risks associated with climate change to homeowners. This research partnership will link Insurance Bureau of Canada (IBC) with Carleton University researchers to study regulatory processes. The process of changing codes is complicated and technical and in some cases appears unduly influenced by private interests. This research collaboration will answer some of the questions around the process of building code reviews/revisions, and how IBC can advocate for essential changes to building codes and standards that will protect Canadians and their properties. The proposed research also complements a Mitacs Accelerate postdoctoral fellowship which will identify stakeholders and blockages in the building code revision process, seeking potential conflicts of interest within code review committees.



Andrew Webb

Managing Sustainable Cross Sector Social Partnerships in Action

Principal Investigator: Andrew Webb, International Business

Funder: SSHRC Engage

Partner Organization: Special Olympics Canada

Special Olympics Canada has benefited from many longstanding partnerships with several large firms, however, Special Olympics still seeks to refine its understanding of the motivations of initial partners as well as what drives long term partnerships. Building on Webb's previous research with Special Olympics, this SSHRC Engage project will mobilize both senior management at Special Olympics, as well as with their funding partners, to collectively reflect upon the factors that contribute to the long lasting and sustainable cross sector social partnerships. Through open and frank discussions, one on one interviews, and round-table discussions, this research will allow for in-depth reflection and discussions about why partners choose to support Special Olympics Canada in the first place, and then what makes them stick around. This research collaboration will provide insight on the action of recruiting, activating, and retaining partners, from the point of view of the funding partners' themselves. This is indeed an important question for all actors involved in any cross sector social partnership. Yet, as Special Olympics have been working for over 50 years now to enrich the lives, through sport, of people living with an intellectual disability, their ability to build lasting relationships offers an exciting potential for identifying best practices that could benefit other cross-sector social partnerships.



Luciara Nardon

Immigrant Inclusion and Belonging in the Workplace

Principal Investigator: Luciara Nardon, International Business

Funder: SSHRC Engage

Partner Organization: Hire Immigrants Ottawa

Increasingly levels of migration are changing the fabric of society and organizations and pose important challenges to societies needing to integrate newcomers into the workforce, and organizations attracting and managing a diverse workforce. This newly funded project draws on a partnership between researchers at the Centre for Research on Inclusion at Work (CRIW) and Hire Immigrants Ottawa – a not-for-profit organization focused on enhancing employers' ability to access immigrant talent. The project also draws on an existing collaboration with World Skills to identify professionals who have been matched with an employer two to ten years ago. The goal of this research is to better understand the experience of immigrants in Canadian workplaces, and develop tools to help employers attract, develop and retain international talent. Specifically, focusing on identifying practices and strategies to increase immigrants' sense of belonging and inclusion in the workplace.



Isaac Otchere

Directors and Officers Insurance Protection, Corporate Risk Taking and Performance in Canada

Principal Investigator: Isaac Otchere, Finance

Co-Investigator: Sana Mohsni, Finance

Funder: SSHRC Engage

Partner Organization: Insurance Bureau of Canada

Despite two decades of data availability, we still do not know much about the effects of Directors & Officers (D&O) insurance on corporate risk taking, the quality of corporate governance, and the value effects of D&O in Canada. In the proposed project, we take advantage of the mandatory disclosure requirement of D&O insurance policies in Canada to examine the effects of D&O insurance on corporate risk taking, governance and performance of Canadian publicly traded firms. Through a collaboration with the Insurance Bureau of Canada (IBC), the national industry association representing Canada's private home, auto and business insurers, we will explore questions at the intersection of D&O liability insurance, risk taking, returns and governance, and through this research, we will be able to better understand the implications of D&O insurance in Canada. The knowledge gained by exploring these research questions will be of great interest to the IBC as it will influence evidence-based policy making and the pricing of D&O insurance premium.



Sana Mohsni

The Social Internetwork

Principal Investigator: Mohamed Al Guindy, Finance

Funder: SSHRC Insight Development



Mohamed Al Guindy

The goal of this project is to construct a novel network of all firms in the economy based on social media discussions. The project will utilize a unique dataset of over 50 million financial tweets, originating from millions of Twitter users to first identify peer firms for each firm in the economy, and subsequently aggregate these connections to construct a network of the whole economy. This network representation of the economy can be viewed as a map of all firms and all the interconnections between them – including the strength of connections. This network view will also identify the formation of clusters – or economically linked firms – on the network. Because this network is based on current social media discussions, clusters of connected firms will form and evolve over time – and this will be captured in this network: making it both dynamic and timely. We refer to this network of the economy based on social media discussions as the “social internetwork”.



Angela Dionisi

Workplace Sexual Harassment and the Family: Family-specific consequences and family as a foundational intervention

Principal Investigator: Angela Dionisi, Management

Funder: SSHRC Insight Development

The goal of this research project is to explore how sexual harassment may negatively influence the family, and how the family could potentially influence the enactment of, and response to, sexual harassment. More specifically, we will investigate whether workplace sexual harassment spills over into the family domain, negatively impacting parent specific well-being and behaviours. We will also explore whether parents' workplace sexual harassment has consequences for children. Moreover, as the attitudes and beliefs people hold about sexual harassment influence their enactment and response to this mistreatment, we will also investigate what encourages parents to engage in educative conversations about sexual harassment with their children, and among parents that do have such conversations, what messages they are sharing with youths who will one day occupy our workplaces.



Patrick Callery

Corporate Accountability in Voluntary Carbon Emissions Reduction

Principal Investigator: Patrick Callery, Management

Funder: SSHRC Insight Development

This project will address the potential of voluntary institutions, acting through normative and coercive forces, to drive higher rates of GHG emissions reductions by firms in emissions intensive industries. This research will focus on voluntary, intermediated disclosure institutions, tracking both emissions performance and corporate emissions reduction targets over time, as well as corporate political activity related to climate change regulation. The project will assess whether current corporate targets are sufficient for industry to meet relative contributions to global emissions reduction goals. More importantly, the project will determine whether investors and other corporate stakeholders sufficiently hold firms to account for targets and commitments on long-term GHG emissions reductions, and for the consistency of communications on emissions performance over time.



Ouafa Sakka

What Factors Challenge the Quality of Internal Audit: The case of the Canadian federal government

Principal Investigator: Ouafa Sakka, Accounting

Funder: SSHRC Insight Development

The objective of this research is to determine the factors that challenge internal audit function (IAF) quality in the Canadian federal sector, to validate them empirically, and to develop recommendations about how to address them. Based on concepts and findings from the accounting literature on internal auditing, the literature in public sector administration, the IA profession literature, and the Canadian federal government policies on IA, this proposal will determine the reasons why it is still hard for internal auditors to add value to the federal government. Interviews with public servants, public policy makers, and members of the IIA will be used to validate the findings from the literature and will be analyzed using concepts from the governmentality literature. Recommendations on how to overcome the validated challenges will then be formulated.



José Rojas-Méndez

Consumer Xenocentrism: Antecedents and Consequences

Principal Investigator: José Rojas-Méndez, International Business
Funder: SSHRC Insight Development

A long tradition on country of origin (COO) effect literature argues that the preference of foreign goods is due to extrinsic cues such as product development, quality and design, but recently researchers have found that this is not always the case. Consumers are buying a variety of foreign products when similar or even better quality, lower priced, local products are available in the domestic market. Therefore, this research proposal intends to shed light on why such apparently 'irrational' consumer behavior is taking place. A plausible explanation is the existence of consumer xenocentrism. This attitudinal construct has been defined as "a consumer's internalized belief of the inferiority of domestic products and a corresponding propensity to prefer foreign products for social aggrandizement purposes".



Luciara Nardon

An Analysis of Employment and Career Development Experiences of Canadian Immigrant Youth

Principal Investigator: Aliya Kuzhabekova, Post Doctoral Fellow
Co-Investigator: Luciara Nardon, International Business
Funder: SSHRC Insight Development

Despite the potential of immigrant youth to productively contribute to Canadian economy, a large share of young immigrants between 15 and 29 years of age, face difficulties in finding and keeping permanent full-time jobs and in developing a satisfying career. Given that immigrant youth comprise half of the working age immigrant population, this problem calls for an immediate action from the government, employers, and youth serving organizations. Young immigrants' employment challenges hinder not only their potential contribution to the Canadian economy, but also their integration into Canadian society potentially leading to marginalization and radicalization. Despite the critical nature of this social problem, little research has been conducted on the employment experiences and career development of immigrant youth in Canada, especially within business and management literature. The proposed study will draw on cognitive and intersectionality perspectives within international business and careers studies to expand existing understanding about labor market experiences of immigrant youth in Canada.

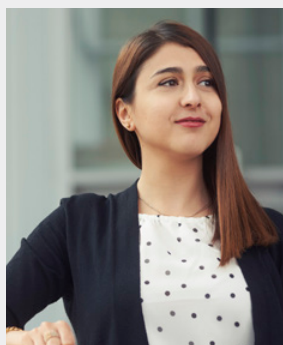


Mohamed Al Guindy

Robo News in Financial Market

Principal Investigator: Mohamed Al Guindy, Finance
Funder: SSHRC Explore

Given the rise and significance of robo-activity, the goal of this project is to use Artificial Intelligence (AI) methods to identify the extent to which financial information is generated by robots (rather than humans), and secondly to determine the impact of such news specifically on financial markets. A principal goal of this project is to contribute to the emerging debate on fake news, robo-news, and the emerging field of robo-journalism in financial markets.



Samira Farivar

The Power of Social Media Influencers

Principal Investigator: Samira Farivar, Information Systems

Funder: SSHRC Explore

This project will examine the factors that make an influencer's recommendations (promotional posts) accepted by their followers as well as identifying the different types of influencers that exist on Instagram. These factors will be studied from different perspectives: characteristics of influencers' posts such as originality; characteristics of influencers such as their relationship with their followers; and the followers' characteristics such as their decision-making style. The results of this study will help businesses and influencers in understanding the important factors they should take into account in their collaborations.



Leighann Neilson

Conference on Historical Analysis and Research in Marketing (CHARM) 2019

Principal Investigator: Leighann Neilson, Marketing

Funder: SSHRC Exchange

Leighann Neilson led a SSRHC Engage grant to support the 2019 Conference on Historical Analysis and Research in Marketing (CHARM) that was held in Ottawa (May 16-19). Since 1983, CHARM has provided a venue for leading academics, new researchers and graduate students from around the world to share, discuss and support research in all areas of marketing history and the history of marketing thought. Papers were presented by scholars from Canada, the United States, the United Kingdom, Japan, Italy, Spain, New Zealand, Slovenia, and France. While a large number of scholars came from Schools of Business (primarily Marketing & Advertising scholars), several Historians (Design History & Theory, Consumer Culture, Urban History, American History, Jewish History, Gender & Sexuality, Media), Archivists, Economists, and Legal Studies scholars who participated. This is truly an international and interdisciplinary conference.



Maryam Firoozi

Cyber Security Risks Disclosure Practices and the Quality of Disclosure

Principal Investigator: Maryam Firoozi, Accounting

Funder: The Canadian Academic Accounting Association

Cybersecurity is a major risk facing every organization, with cyberattacks costing the global economy almost \$600 billion each year. Due to the severe impact of cyber risk on the global economy and national security, regulators all over the world are taking actions to make sure firms have adequate governance mechanisms in place to prevent cyberattacks. In addition, regulatory measures are being put in place to promote firms' transparency to stakeholders about cybersecurity risks that the firms are facing and the measures that they are taking to prevent and respond to cyberattacks. Although regulatory bodies and stakeholders are emphasizing transparency about cybersecurity risks, cyber incidents, and preparedness to prevent cyberattacks, we know little about how firms disclose cybersecurity information and whether this information has any substance. Considering the recent moves by regulators, the purpose of this study is to investigate the practices and quality of cybersecurity risk disclosure and governance practices of Canadian banks, with emphasis on the role of new regulatory guidelines and policies. The results will be beneficial and informative to policymakers and stakeholders on the current status of the disclosure of cybersecurity risk, role of policies, and potential issues that may need to be addressed to increase cybersecurity preparedness and transparency in the Canadian banking industry.



Diane Isabelle

International Experiential Learning and Global Challenges: Building an International Research Partnership

Principal Investigator: Diane Isabelle, International Business
Funder: International Seed Grant, Carleton International

The aim of this project is to develop an international, interdisciplinary research partnership on experiential learning abroad to address global challenges in the Global South. More specifically, the new international research collaboration explores the outcomes and impacts of projects and social innovation developed and led by multi-disciplinary students on African communities, in this case Eastern Africa, as well as the learning outcomes and impacts of this international experiential learning on student experience and careers. The aim is to collectively enhance theory development, initiate empirical analyses and evidence-based research for the rapidly evolving field of international experiential learning related to social entrepreneurship and innovation to address global challenges.



Ruth McKay

Building Resilience into Canadian Housing: Global Knowledge Mobilization

Principal Investigator: Ruth McKay, Management
Funder: International Seed Grant, Carleton International

Globally and across Canada, climate change is associated with increasingly severe and erratic weather. Changes to building codes to make housing design more climate change resilient is of interest to municipalities that implement building codes. Municipalities not only implement a building code but they also confront political and social challenges in adapting the building code to provide for resilience in housing design in the face of climate change. This research partnership will link international municipalities/cities (in Sweden, the Netherlands and three in Germany) with Carleton University researchers to share how Canadian and European municipalities manage regulatory and political hurdles in advocating for and implementing climate adaptation and resilience in building codes. The Canadian focus of these research initiatives provides an opportunity to share and build global partners and share experiences and processes in the pursuit of climate ready building codes.



Alastair Summerlee

Developing Research Partnerships and Opportunities for Faculty and Student Mobility between Carleton, Symbiosis University and the Sahara Aalhad Centre for Residential Care and Rehabilitation

Principal Investigator: Alastair Summerlee,
Adjunct Research Professor
Funder: International Seed Grant, Carleton International

The purpose of this International Seed Grant is to develop NEW international partnerships for Carleton (particularly in the Sprott School of Business and Science) with Indian institutions to explore collaborative research opportunities, student training and establish strong partner collaboration. The proposed research lies at the nexus of evidence-based decision making in science, business, culture and politics. It is critical to engage the local communities in India in developing the solutions to commercialize the science idea that was developed in Canada. At the same time, it is an ideal opportunity to promote the development of business opportunities for a Canadian-based company, to foster student and faculty exchange between an Indian and a Canadian University, and to focus on student training.



Linda Schweitzer

Labour Force Barriers Research Group

Lead: Linda Schweitzer, Management

Funder: Multidisciplinary Research Catalyst Fund, OVPRI, Carleton University

The Labour Force Barrier Research Group brings together leading researchers from four faculties (Sprott School of Business, Faculty of Public Affairs, Faculty of Science, Faculty of Arts and Social Sciences) to provide leadership in research addressing the future of work and its contribution to the Canadian economy to better align and leverage our national resources. This research group will focus on various transitions that workers may experience throughout their lifecourse, the possible intersectionality of these experiences, and the potential economic, social and health implications (e.g., labour mobility; precarious work; working conditions; shifting career expectations and attitudes; gender, diversity and inclusion within the work environment). Specifically, the objectives of this group is to build knowledge regarding labour, immigration, organizational effectiveness, social policy and initiatives with the goal of contributing to strengthening Canada's labour force and labour economy.



Patrick Callery

The Carleton Centre for a Carbon Free Future

Co-Leads: Patrick Callery (Strategic Management), Ron Miller (Mechanical and Aerospace Engineering), James Meadowcroft (School of Public Policy & Administration)

Funder: Multidisciplinary Research Catalyst Fund, OVPRI, Carleton University

The Carleton Centre for a Carbon-Free Future will drive scientific, technological, public policy and economic advances that move us toward a carbon-neutral society. Combining research expertise in public policy, economics, business, engineering and science, the Centre will create interdisciplinary engagement and innovation. New technology and scientific discoveries that can mitigate and monitor greenhouse gas (GHG) emissions are key to our efforts to stop climate change, and indeed the Centre will foster technological innovation, for example in thermal management in building systems, carbon capture, efficient electrical energy generation and transportation. However, these technological changes cannot, on their own, solve the problem of GHG emissions. Rather, they need the full force of sound government policy, economic analysis, business cases, and public incentives to spur widespread business adoption and effect real change in human behaviour. The Centre will bring together researchers from across the academic spectrum to holistically and radically transform how we address these challenges.

Network 2030

Co-Leads: Shaobo Ji (Information Systems) and Halim Yanikomeroglu (Systems and Computer Engineering)

Funder: Multidisciplinary Research Catalyst Fund, OVPRI, Carleton University



Shaobo Ji

Network 2030 is a multidisciplinary research group at the crossroads of ICT (information and communications technologies) and social sciences. The group builds on Carleton's historic and quantifiable strengths in ICT, policy, and management. The rich, complementary and broad range of research interests of the team members will enable the group to study the highly complex and multidisciplinary, technical and societal dynamics of the information and communication networks of the 2030s which will have strategic significance to Canada and unprecedented importance to society and the individual.

Graduate Research

Two Cities, Curious Minds: Graduate research thesis competition

Six Sprott School of Business PhD in Management students took part in the 2019 National Capital Region Thesis Competition. The competition is designed to provide a unique opportunity for business students in the National Capital Region to feature an aspect of their research that is innovative, from the perspective of business transformation. Students were given 10 minutes to present their thesis followed by a question and answer period, with poster sessions in between presentations. Congratulations to all of our Sprott PhD students for their hard work and participation and to Vivi Zhang (2nd place oral competition), Steven Guo (2nd place poster competition) and Nada Elnahla (3rd place poster competition) for being recognized for their excellent research contributions.



From left to right: Sprott PhD candidates Ali Nazari, Tasnuva Chaudhury, Nada Elnahla, Vivi Zhang, and Steven Guo.



Student Feature

Living in an on-line world

Dora (Yun) Wang is a PhD student whose research intersects marketing and information systems. Growing up in China, Dora received her undergraduate and master's degrees, both in Business Administration. But it was after working at Nestle in China that Dora became quite interested in the health/nutrition marketing and social commerce side of business.

Dora was accepted at Sprott to do her PhD and has evolved her work from analyzing the use of social media analytics in marketing to her current project where she is exploring consumer behaviour in a social media context. “We live in an online world and people have different patterns of purchasing and use behaviours that emerge. I want to understand why there are differences based on consumer perceptions and ideologies toward the product or service.”

Social commerce is a fast-growing field indeed, where more and more products and services are not only promoted through social media platforms, but they are being sold and distributed through these channels as well. Dora has directed her research to focus on a specific market of complementary and alternative medicines—namely dietary supplements (DS) in China—conducting in depth, highly exploratory interviews on Chinese consumers who are buying these products from the western world (North America, Australia and New Zealand). China is the second largest market of dietary supplements, only second to the United States. As this emerging market grows, Dora’s research will be highly contributory to understanding how businesses can effectively sell to this market—but do it in a safe and educated way.

“I am passionate about this topic because it has really positive implications for public health by improving consumer understanding of why they like supplements and to help consumers make more educated choices.”

What’s great is that Dora is taking a unique angle to studying online consumer behaviour. Most current models focus on pre-purchase stage of consumption and predict consumers’ intentions to purchase—why they want to buy a certain product or service. Dora is taking our understanding to the next level by taking on a dynamic, process-view of DS consumption. She argues that, in addition to intention-to-purchase, it is important to include the “use behaviour” of consumers. In other words, why consumers use dietary supplements, as well as how they use them to fully uncover consumers’ context-dependent motivations. Uncovering the “how” of DS users is highly contributory because research indicates that some consumers will continue to take DS even if the products are shown to be ineffective in scientifically conducted clinical studies.

Dora hypothesizes, then that there are different types of committed DS users that express different motivations to use the product, such as learning-oriented (value health benefits), expressing-oriented (value a cultural relationship to the product), and experience-oriented users (simply want to try it out). That is, DS consumption might be understood as a complex phenomenon which involves many layers of meanings.

These different conceptions of the product not only suggest their intentions to purchase is varied, but it also suggests that it will impact their subsequent behaviours, both in health and mass cultural consumptions. For example, when a consumer uses dietary products regularly, they may in turn exercise more, or believe in the product more, or express their values more favourably about the countries of origin and the local culture. By understanding how consumers may perceive the value of dietary supplements, one can get a better picture of how

these consumers may value other healthy habits—and then how they may tend to purchase other related products or services—highly valuable for adding specificity to marketing strategies.

Dora is also excited to take the next steps in her research exploration, and future work may see her expand her research to a more holistic picture of the health market and include consumer online behaviour of more products and services such as therapeutic practices, functional foods, and eastern Chinese medicines, as examples. As well, Dora is highly interested in exploring how perceptions of health products may vary between China and North America and other western cultures.

Co-supervisors:

Leighann Neilson, Associate Professor, Marketing
Shaobo Ji, Associate Dean, Research and International, Professor, Information Systems

Student Feature

A passion for understanding cross-cultural consumer behaviour

One of the exciting aspects of being a PhD student is knowing your working on research that can have a valuable impact, not only in academia, but hopefully in society as well. Dhana Kannan, a PhD student in International Business, is doing just that by contributing to our understanding of emerging markets.

Dhana is summing up her research on consumer xenocentrism in developing countries—a very interesting and relevant phenomenon within the international business arena. Xenocentrism is a culturally based tendency to value other cultures more highly than one's own; a behaviour that can materialize in a variety of different ways, such as a preference for foreign products or services. Dhana has over a decade of corporate experience in consumer behaviour, and it is where her passion for further understanding cross-cultural consumer behaviour developed.

Growing up in India, and living in various places around the world, Dhana gained great insight into how cultures differ in their perceptions of consumerism and xenocentric behaviour—the latter a phenomenon that isn't well-understood in the developing nations. Dhana's research, under the tutelage of José Rojas-Méndez (Professor, Sprott School of Business), and fully funded by the Ontario Graduate Scholarship, will be a major contribution to the research and limited literature in this area. Her project is one of the largest studies of its kind on consumer xenocentrism, comprising robust data from four developing countries—India, Romania, Ecuador, and Kenya; nations that are exhibiting high economic growth and are becoming more prominent in the world economy—and are showing high levels of xenocentric behaviour.

Through Dhana's extensive research and data analyses, she is revealing the primary factors that

lead to xenocentrism—the two strongest factors: status and peer pressure. Dhana has shown that consumers within her dataset aren't objective purchasers; in other words, they don't buy a product or service based on how the product performs, instead, they buy it based on how the product will improve their status in society, as well as among their close-knit cohort, such as family and friends. It's a subjective preference for foreign products because foreign countries have the perception of having a "better way of life." It's a bit of a hybrid between the "grass is greener" and "keeping up with the Jones" phenomena happening in these countries.

Further to this, those who had experienced international travel tended to exhibit a stronger sense of xenocentrism than those who had not, thus further fueling the idea that western culture is superior to one's own. Moreover, through extensively delving into the history of xenocentrism and cross-pollinating anthropological and sociological theories, Dhana is showing that xenocentric behaviour is a bit of a hangover of past philosophies—a colonial hangover in fact, and combined with a high power-

index (societies that are very hierarchical in nature), these emerging markets are continuing to compare themselves against the western world, so anything domestic might never be good enough.

Dhana sees how her research is highly contributory to moving the knowledge forward on understanding emerging cultures and their purchasing behaviours because of xenocentrism, and her timing couldn't be better: "It's vital that Canada recognizes the value of the world market, namely these emerging countries, where disposable income is on the rise, border and trade deals are shifting, and the fact that Canada relies so heavily on export to support economic growth. Canada needs to look to markets that are open to our products and services."

Dhana is excited to see her research evolve as she expands her work to look at Canadians' perspectives of American products—does xenocentrism happen in Canada too?

Supervisor: José Rojas-Méndez, Professor, International Business and Marketing



Lucille Perreault

Student Feature

Accountants working to change the world for the better

Accountants may very well be the secret agents working to change the world for the better.

Lucille Perreault, a PhD student at the Sprott School, is no exception. Perreault is working under the tutelage of Francois Bourard and her research could have big implications in the business world—namely helping small- to medium-sized enterprises (SMEs) improve innovation goals and grow in the market. Moreover, it's a win-win—for

“If the program is designed to encourage innovation, but in reality, many companies aren’t taking advantage of the SR&ED program, nor are they engaging in R&D as extensively as before, something is amiss. This may suggest the program is lacking efficacy and not meeting the needs, specifically for SMEs. I’m very interested to know why.”

SMEs, as well as the Canadian government, because they’re the ones with a program that, with Lucille’s help, can make it happen.

The Scientific Research and Experimental Development (SR&ED) federal tax incentive program is at the heart of Lucille’s research. The program was introduced in 1986 with the goal to encourage Canadian firms to invest in innovative research and development (R&D). As the biggest business program in Canada, it is open to all Canadian controlled private corporations and, as a basic description, provides tax credits and deductions on expenditures related to firm innovation projects. However, over the last decade, Statistics Canada has reported a substantial reduction in firm R&D expenditures, and this is where Lucille steps in.

“If the program is designed to encourage innovation, but in reality, many companies aren’t taking advantage of the SR&ED program, nor are they engaging in R&D as extensively as before, something is amiss. This may suggest the program is lacking efficacy and not meeting the needs, specifically for SMEs. I’m very interested to know why.”

Lucille is focusing on the R&D practices of SMEs specifically because they seem to struggle the most with the success of the program. Lucille is highly interested in how and why SMEs make decisions to engage in, manage, and structure their R&D; and from this, Lucille is investigating how and why these decisions may (or may not) influence their decision to participate in the SR&ED program.

Lucille is taking a first-line, qualitative approach to her research questions and is currently in the data-collection phase of her research; interviewing Canadian controlled private SMEs on their R&D practices and how they utilize the SR&ED program. Perreault hypothesizes that SMEs struggle with the success of the program because of financial and resource constraints. While large firms can manage upfront financial costs associated with innovation and allow the program to simply let them save money each year without interfering with future R&D; SMEs must manage the risk of up-front costs in the hopes of getting reimbursed by meeting a strict set of criteria. Without the assurance of financial reimbursement, it may have a significant impact on R&D practices in subsequent years. This may be the reason they are less willing or able to participate in the program.

What is noteworthy is that Lucille brings a highly valuable and unique set of skills to her research. Working at high-level positions for many years—Director of IT at a large public firm and CFO at an SME—Perreault has wisdom, familiarity, and industry acumen that allows her to understand the inner workings of both large firms and SMEs. Lucille has witnessed the incredibly significant differences between large and smaller firms with the ability to apply to SR&ED and the access to valuable resources, such as talent and financial support. Moreover, she understands the complexity of filling out forms and going through the review with Canadian Revenue Agency (CRA) to understand the program criteria for valid R&D projects—something that is very challenging for many companies, particularly SMEs.

Lucille is passionate about helping make the system around tax incentives really work for SMEs to ensure their success and potential for growth. And, Lucille’s research will no doubt be highly valuable to the CRA and Canadian government alike in helping rethink and reshape SR&ED program policies. It’s vital for SMEs to benefit from innovation success in order to grow; and this in turn is vital for the Canadian economy—this is what makes Lucille part of the team of accountant-secret agents working to change the world for the better.

Supervisor: François Brouard

Undergraduate Research

We are pleased to support undergraduate student involvement in research projects through our faculty's participation in the Carleton University Discovery Centre I-CUREUS program and the Sprott School of Business Summer Undergraduate Research Internship. Both programs provide research opportunities to engage students in their undergraduate years that may inspire them to continue into graduate studies.

2019 I-CUREUS Awards

- Liam Hoselton (Bachelor of International Business) – Supervisor: Luciara Nardon
- Jamie Snow (Bachelor of Commerce: Accounting) – Supervisor: Daniel Gulanowski
- Josée Lachance (Bachelor of International Business) – Supervisor: Patrick Callery

2019 Sprott School of Business Undergraduate Research Interns

- Elisha Samarasinghe (Bachelor of Commerce: Management) – Supervisor: Andrew Webb
- Marcus Sickett (Bachelor of Commerce: Finance) – Co-Supervisors: Yuriy Zabolotnyuk and Isaac Otchere
- Sophia Krystek (Bachelor of Commerce: Marketing) – Supervisor: Leighann Neilson

The emergence of experiential learning opportunities within Canada

By: Elisha Samarasinghe

Sprott's summer research internship provided me with an opportunity to explore the presence and effectiveness of experiential learning opportunities in Canadian business schools. The opportunity itself was unique and advantageous; very rarely are undergraduate students allowed to co-author a research paper with the possibility of publishing.

Having been a TA at Sprott for several courses, I have seen firsthand the necessity and importance of experiential learning opportunities for the development of students. With the guidance of Professors Andrew Webb and Rowland Few, I probed several databases to mine data on the broad topic of experiential learning within business schools. Our goal was to conduct a scoping review of the current experiential learning literature in modern management journals (post 2010). The preliminary search yielded over 800 results, and were



Elisha Samarasinghe

sequestered into common themes and ideals; resulting in 37 appropriate articles to be considered for our scoping review. A discernible commonality between all of the articles proved to be a tenet of soft skill development. Unsurprisingly, experiential learning assisted in the development of skills that were required and demanded by employers after university.

This initial discovery prompted us to ponder the equality of experiential learning opportunities in provinces across the country. Considering that there are over 80 business schools in Canada, a student's exposure to experiential learning is heavily dependent on the school they attend. Provincial mandates vary from province to province, and densely populated provinces like Ontario and British Columbia offered a seemingly unfair advantage in experiential learning opportunities when compared to smaller provinces. Accreditation bodies like the AACSB also play a role in a university's experiential learning opportunities; which can limit or enhance opportunities depending on which school a student attends. The aforementioned preliminary research raised more questions than answers for our paper's

direction, so we took our work-in-progress paper to the ASAC conference held at the Goodman School of Business. Presenting at a conference for the first time, I had no idea what to expect. I was granted a high level of autonomy by Professor Webb, and I was able to present our work to a room of highly established professors. The experience was gratifying and humbling, and provided extensive insight on which direction to take our paper.

Experiential learning within management education has been researched thoroughly since Kolb's introduction to learning styles in 1984, and has been on the forefront of pedagogical development ever since. When collating and summarizing the data we collected, it was clear that there is a large disconnect between the proponents of experiential learning in management education and its opportune presence within post-secondary curriculums. From a practical perspective, it is within a business school's best interest to promote said learning opportunities; as their alumni become ambassadors of their school's brand. However, the current business school model is preparing students for the current work environment; which can be surmised as irresponsible.

Our world is facing a plethora of unforeseen issues that require change agents to solve, and that becomes possible with a curriculum that encourages the type of learning to inspire individual and creative thought processes.

Professor Webb, Rowland and I have decided to submit a theoretical essay to the Academy of Management and Learning Journal to address that avenue of our research, and submit our scoping review to other journals in the hopes of publishing. I would have never been able to participate in this research opportunity if it weren't for Sprott's commitment to providing experiential learning opportunities to its students. The logical and essential next step for our school is to make opportunities and experiences like mine accessible to the majority of its student body.

Stock split event analysis

By: Marcus Sickert

This summer I was afforded the opportunity to work alongside professors Yuriy Zabolotnyuk (Associate Professor, Finance) and Isaac Otchere (Professor, Finance) as a research assistant analyzing short-term market reactions following stock splits. As a fourth-year student concentrating in Finance, I found this topic both interesting and educational and believe much of the knowledge I have gained during the research process will be applicable towards my future career in business.

Before working on this paper, I had experience conducting research through my involvement on the Sprott Student Investment Fund, and several fourth-year finance classes. Although these experiences provided me with a solid foundation of the academic research process, I wanted

to further my capacity as a researcher and saw the Sprott Summer Research Experience as an excellent opportunity to do so.

The purpose of my research was to perform a meta-analysis collecting data specific to short term cumulative abnormal returns surrounding stock split events. The explicit type of meta-analysis that was used is referred to as replication analysis. In this replication analysis, a regression analysis was conducted to summarize a wide range of existing published findings.

But what are stock split events, and what data points was I looking for? Stock splits are events that occur when companies listed on publicly traded exchanges decide to increase the number of outstanding shares available to the public by dividing each share and ultimately reducing its price. For example, if one share of Apple Inc. is currently worth \$200 and the company decides to perform a 2-for-1 stock split, current shareholders will receive two shares of the stock now valued at \$100. It may seem rational that if a stock splits 2-for-1 the number of shares double while the price is halved. However, this logic rarely holds and due to a variety of signalling factors including increased affordability, changed perception of the firm, and perceived wealth creation for current investors the split leads to a change in investor psychology resulting in a share price that deviates slightly from the half-way mark.

But how much does the price deviate? Well, my role as a researcher was to collect data from various financial journal articles and working papers that report this abnormal price movement and summate the findings. These findings will then be used to assist Professor Zabolotnyuk and Professor Otchere's research on stock splits by providing them with the raw data to support their meta-analysis paper.

Overall, this summer's research project was an excellent experience. It allowed me to work closely with two of Sprott's leading researchers who taught me a variety of new research techniques and about the importance of being meticulous in my work. Furthermore, I believe that participating in this research gave me a huge step up in my professional career by demonstrating to prospective employers my credibility, willingness to learn, and acceptance of new challenges. I would highly recommend the Sprott Summer Research Experience to anyone interested in exploring the world of academic research beyond the classroom as it provides a fun and intellectually challenging opportunity like no other.



Marcus Sickert



Not your typical summer internship

By: Sophia Krystek

As a recent graduate from the Bachelor of Commerce program that is heading into the Master of Science (MSc) program in the fall here at Sprott, the Summer Undergraduate Research Program provided me with the opportunity to experience the world of research firsthand under the guidance of both Dr. Leighann Neilson and PhD Candidate Nada Elnahla. This program is a non-traditional summer job that allows students to learn firsthand how academic research works, without the constraint of working 9 to 5.

The project I worked on over the summer was entitled, “Immigrants’ Non-voluntary Disposal Regret” (Research Project Ethics Approval #109174), which

was initiated during Nada’s Consumer Culture Theory Course. The research project proposes to answer two main research questions: (1) Does immigrants’ non-voluntary disposal of objects lead to regret? And (2) when there is a feeling of regret, does it increase or decrease with the passage of time? The focus of this research, therefore, is on consumers discarding a desirable past self, a self that is “reflected in the meaningful possessions that consumers intentionally dispose” (Lastovicka & Fernandez, 2005, p. 821).

Throughout the summer, I had the opportunity to gain a variety of skills while conducting research. I was able to gain experience conducting semi-structured qualitative interviews, listening to the unique individual stories from eight immigrants. Through the interviewing process, the team was able to identify new themes to add to the original disposal regret model including: “burn the ships”, the transformation of ownership to parents (sentimental or hoarding), and the attachments to ‘little’ things. Such discoveries allow for models to development and more accurately reflect the realities faced by many immigrants around the world.

Working with Sprott researchers has given me the opportunity to gain new analytical skills through the introduction to both the Qualtrics Survey and Nvivo software, resources I was unaware of previously. I was also able to successfully complete the TCPS-2 Core Certificate (Ethics Clearance) issued by the Canadian government’s Panel on Research Ethics which consists of eight modules focusing on the guidance in TCPS 2 that is applicable to all research regardless of discipline or methodology, as well as the opportunity to attend the Conference of Historical Analysis and Research in Marketing (CHARM) hosted by the Sprott School of Business. These experiences allowed me to gain further insight into how to conduct research, how long it takes to conduct research, and where such research is submitted or presented. Thus, I can say that this summer program has provided me with a full circle view of the research process, and a brief glimpse into the challenges faced by researchers during their work.

As the summer comes to an end, I will continue to be working on this project into the fall term. I strongly believe that the skills and experiences gained throughout the Sprott Undergraduate Research Internship Program has allowed me to further strengthen my analytical abilities and set me up for success as I start the Master of Science in Management program this fall.



2019 Publications

Books

Duxbury, L., & Bennell, C. (2019). *Police in schools: An evidence-based look at the use of school resource officers*, New York: NY: Routledge/Taylor and Francis.

Book Chapters

Brouard, F., Paré, C., & Lafortune, J.M. (2019). RBO à la conquête du monde ... médiatique et commercial. In Joubert, C. Paré (dir.) (Ed.), *Rock et Belles Oreilles: THE recueil de textes savants*. Lévesque éditeur

Colbourne, R., & Anderson, R. (2019). Economic Wellbeing of the Indigenous People in the Asia Pacific Region: The Role of Entrepreneurship in Sustainable Development. In Fleming, C. & Manning, M. (Eds.), *Routledge Handbook of Indigenous Wellbeing*. UK: Routledge.

Tanev, S., Rasmussen, E., Zijdemans, E., Lemminger, R., & Svendsen, L. (2019). Lean and Global Technology Start-ups: Linking the Two Research Streams. In Brem, A., Tidd, J., & Daim, T. (Eds.), *Managing Innovation, Series on Technology Management* (pp. 199-239). World Scientific.

Webb, A. (2019). An introduction to Sport for Development Marketing. In M. Desbordes, & A. Richelieu (Eds.), *The Neo-marketing of sport*. De Boeck.

Westerlund, M., Craigen, D., Bailetti, T., & Agwae, U. (2019). A Three-vector Approach to Blind Spots in Cybersecurity. In Mehdi Khosrow-Pour, D.B.A. (Ed.), *Advanced Methodologies and Technologies in System Security, Information Privacy, and Forensics* (pp. 93-104). USA: IGI Global.

Peer-Reviewed Journals

Ahmed, Z., Kumar, U., Kumar, V., & Eryilmaz, E. (2019). Social Capital and ICT Intervention: A Holistic Model of Value. *Pacific Asia Journal of the Association for Information Systems*, 11 (4), 44-74.

Akhter, M., Yogesh, S., Dwivedi, K., Kumar, V., Davies, G., Nripendra Rana, Abdullah Baabdullah (2019). Purchase intention in an electronic commerce environment: A trade-off between controlling measures and operational performance. *Information Technology and People*, 32 (6), 1345-1375.

Ashworth, L., Darke, P. R., McShane, L., & Vu, T. (2019). The Rules of Exchange: Evidence that Consumers Demand an Exchange Premium and its Role in Producing the Endowment Effect. *Organizational Behavior and Decision Processes*, 152, 11-24.

Becker, H. (2019). A Proposal for Using Blue Ocean Strategy in Ecotourism Product Development: Methodology for Use in the Cuban Tourism Industry. *Review of Business Research*, 19 (1), 39-44.

Brouard, F., & Paré, C. (2019). Écosystème de l'industrie de l'humour francophone. *Revue Organisations et Territoires*, 28 (3), 11.

Bujaki, M., Lento, C., & Sayed, N. (2019). Utilizing professional accounting concepts to understand and respond to academic dishonesty in accounting programs. *Journal of Accounting Education*, 47, 28-47.

Chevers, D. A., & Grant, G. (2019). Developers' views on the adoption and benefits of software process improvement programs in Canadian software development firms. *International Journal of Business Information Systems*, 32 (2), 238-252.

Chow, D., Pollanen, R., Baskerville, R., Aggestam-Pontoppidan, C., & Day, R. (2019). Usefulness of consolidated government accounts: A comparative study. *Public Money and Management*, 39 (3), 175-185.

Cray, D., Mittelman, R., & McKay, R. (2019). Teaching in Iran: Culture and Consequences. *Intercultural Education*, 30 (4).

Deng, Q., Hine, M., Sur, S., & Ji, S. (2019). Inside the Black Box of Dictionary Building for Text Analytics: A Design Science Approach. *Journal of International Technology and Information Management*, 27 (3), 7.

Dionisi, A., & Barling, A. M. (2019). What happens at home does not stay at home: The role of family and romantic partner conflict in destructive leadership. *Stress and Health*.

Doha, A., Elnahla, N., & McShane, L. (2019). Social commerce as social networking. *Journal of Retailing and Consumer Services*, 47, 307-321.

Duxbury, L. (2019). It's Not Just About Paying Your Dues: Impact of Generational Cohort on Active and Passive Union Participation. *Human Resource Management Journal*, 29 (3), 371-394.

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Hine, M., Nardon, L., & Gulanowski, D. (2019). The Role of Emotional Expression in Accessing Social Networks: The Case of Newcomers' Blogs. *Journal of International Technology and Information Management*, 28 (1), 2.

Hodgkinson, T., Caputo, T., & McIntyre, M. (2019). Beyond crime rates and community surveys: a new approach to police accountability and performance measurement. *Crime Science*, 8 (13).

Hossain, M., Leminen, S., & Westerlund, M. (2019). A Systematic Review of Living Lab Literature. *Journal of Cleaner Production*, 213, 976-988.

Isabelle, D., Westerlund, M., Rajala, M., & Leminen, S. (2019). Understanding the aspirations of Finnish entrepreneurs and venture capitalists: their effects on international operations and growth. *International Journal of Entrepreneurship and Small Business*, 37 (2), 190-213.

Jimenez, A., Jiang, G., Gammelgaard, J., & Petersen, B. (2019). Within-country religious diversity and performance of private participation infrastructure projects. *Journal of Business Research*, 95, 13-25.

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Leminen, S., & Westerlund, M. (2019). Living Labs: From Scattered Initiatives to a Global Movement. *Creativity and Innovation Management*, 28 (2), 250-264.

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Lu, I., Kwan, E., Heslop, L. A., Thomas, D. R., & Cedzynski, M. (2019). The Ivory Tower and the Street: How researchers defined country image over four decades and what consumers think it means. *Journal of Business Research*, 105, 89-97.

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Lyons, S. T., Schweitzer, L., Urick, M. J., & Kuron, L. (2019). A Dynamic Social-Ecological Model of Generational Identity in the Workplace. *Journal of Intergenerational Relationships*, 17 (1), 1-24.

- McKay, R., Cray, D., & Mittelman, R. (2019). We're not in Kansas anymore: Academic honesty in an international business program. *International Journal of Management Education*, 17 (1), 1-14.
- McShane, L., Pancer, E., & Poole, M. (2019). The Influence of B to B Social Media Message Features on Brand Engagement: A Fluency Perspective. *Journal of Business-to-Business Marketing*, 26 (1), 1-18.
- Muegge, S., & Reid, E. (2019). Elon Musk and SpaceX: A Case Study of Entrepreneurship as Emancipation. *Technology Innovation Management Review*, 9 (8), 18-29.
- Papadopoulos, N. (2019). Consumer cultural identity: a comment. *International Marketing Review*, 36 (5), 637-641.
- Richelieu, A., & Webb, A. (2019). A tale of two networks: Contrasting sport for development and peace actor-networks. *Journal of Global Sport Management*, 4 (4), 371-391.
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