

# Atlantic Schools of Business

Halifax, Nova Scotia  
Dalhousie University

28, 29, 30 September

## Program 2012

42nd Annual Conference



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## **President's Welcome**

The Atlantic Schools of Business Conference is an annual opportunity for colleagues from around the region and further to come together to exchange ideas about research and teaching. This conference provides an opportunity to faculty and students to disseminate their work in a collegial setting with an opportunity for publication in the ASB proceedings.

On behalf of the ASB executive, I would like to thank Dalhousie University for organizing and hosting the 42nd Annual ASB Conference.

Enjoy the conference!

*Wendy Carroll*  
*ASB President*

## Letter from the Conference Chair

Welcome to the 2012 Atlantic Schools of Business Conference. We hope that this year's ASB conference will continue the tradition of being a friendly conference where we can present research ideas that may not be fully worked out and can receive helpful comments about them. This year's conference also includes a case competition and several symposia that complement the research paper sessions. We are also honoured that, particularly in light of CBC funding cuts, Andrew Cochran of the CBC will be giving the keynote address at Saturday's luncheon. His comments should fit well with the conference theme of how to conduct "Business as Usual" with fewer resources.

Cuts in funding have also hit universities, which means that business school deans are less generous in funding conference expenses, so we are especially pleased that you have managed to find the resources to attend the conference. We would also like to thank you for patience in dealing with the electronic paper submission and registration process. After a few more years of wrestling with it, we will probably wonder what the problems were.

Finally, I must let you know that the 'we' in this letter refers to Janet Lord and me. Janet basically did it all and kept the whole process from falling apart. While I may have the title, she is the de facto chair of the conference.

Sincerely,

*John Rumsey*  
*Conference Chair, ASB 2012*

## Introducing the Atlantic Schools of Business

First held in 1971,

the Atlantic Schools of Business (ASB) conference is one of the longest-running organizations of its type in North America. Consisting of the schools of business from the four Atlantic Provinces (New Brunswick, Nova Scotia, Prince Edward Island, and Newfoundland & Labrador) the schools collaborate on matters of mutual concern. Each autumn, a regional conference is hosted by one of the schools on a rotating basis (Haddon & Mills, 2008).

According to one history,<sup>1</sup> the seeds of ASB can be traced to a meeting of a small group of deans and directors from the region attending the opening ceremony for the new school of business at the University of Moncton in late 1964:

It was suggested by one and heartily agreed to by others that it would be beneficial to meet again, perhaps regularly, “*to trade advice and stories*”. Thus the seed was planted for the collaboration that became known as the Atlantic Schools of Business (ASB). The following year, in 1965, the first meeting took place (Haddon & Mills, 2008, p.4)

The first conference was held in 1971<sup>2</sup> and it has been held every year since through an informal arrangement that saw the conference organization rotated among the region’s business schools. In 2005 the conference moved to a standing committee, involving representatives from at least one business school from each of the four regions. In 2006, the ASB History Project was established by the Sobey PhD Program and this has generated a series of histories, most of which have been presented at subsequent ASB conferences and can be found on the 2006, 2007, 2008, 2009, and the 2010 ASB Proceedings.

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<sup>1</sup> In the spirit of encouraging plural histories (see Mills & Durepos, 2010), we would stress that this is but one of many possible accounts of ASB.

<sup>2</sup> Apart from the year (1971) we do not have any information on where or when this conference was held and would appreciate any clues that people can send us: contact Albert Mills (ASB History Project) @ [albert.mills@smu.ca](mailto:albert.mills@smu.ca)

## **ASB 2012 Conference Team**

The 42<sup>nd</sup> Atlantic Schools of Business (ASB) Conference has been coordinated by the following team:

<b>Conference Chair</b>	John Rumsey, Dalhousie University
<b>Conference Coordinator</b>	Janet Lord, Dalhousie University
<b>Doctoral Consortium</b>	Ed Ng, Dalhousie University
<b>Proceedings</b>	Connie Bygrave, Dalhousie University
<b>Sponsorship</b>	Jim Barker, Dalhousie University
<b>Conference Web Master</b>	Ian Feltmate, Acadia University

## **ASB 2012 Conference Theme**

### ***Business as Usual?***

Credit agencies tell us that, from Greece to the United States, government debt is at risk of default. The recovery from the recent recession appears to have stalled. Financial markets are in turmoil. Firms face cutbacks. Employees face layoffs. Pension funds face shortfalls. Consumer spending is down and resource costs are up.

These conditions are ‘business as usual’ for much of Atlantic Canada.

Please share your ideas about these and other issues at this year’s ASB conference in Halifax.

## Keynote Speaker

The keynote speaker for the conference is **Andrew Cochran, Managing Director, Maritimes, for CBC English Services**. He is responsible for the general management of the six CBC radio stations and three television stations in the Maritimes.



Before joining CBC in 2007, he was a Managing Director for an operationally oriented investment bank, concentrating on transactions involving intellectual property. He has been a founder, partner or advisor in several small and medium-sized enterprises and is fluent in many business models. He has produced several network television series, including Canada AM and CTV National News. As an independent producer his production company created, financed and marketed programming seen in over 80 countries, including the ground-breaking PBS documentary series *Life on the Internet*, the first television series streamed online, and the classic children's series *Theodore Tugboat*. Many of his projects established benchmarks in digital media and he most recently co-chaired the working group to establish CBC's first all-digital local station, in Hamilton.

In addition to his current business responsibilities he is a member of the part-time faculty at the Schulich School of Law, an Associate of the Dalhousie Law and Technology Institute, and Adjunct Associate Professor in the King's Graduate Program in Journalism, where he teaches Business Fundamentals for Journalists, and Emerging Business Models.

## Sponsored Events

<i>Doctoral Consortium</i>	Sobey School of Business PhD Program, Saint Mary's University
<i>Friday Reception</i>	School of Business, Dalhousie University
<i>Student Case Competition</i>	KPMG
<i>Saturday Breakfast</i>	Shannon School of Business, Cape Breton University
<i>Saturday Morning Break</i>	Ron Joyce Centre for Business Studies, Mount Allison University
<i>Saturday Lunch with Keynote Speaker, Co-sponsors</i>	Sobey School of Business, Saint Mary's University, and Faculty of Business Administration, Memorial University of Newfoundland
<i>Saturday Afternoon Break</i>	F. C. Manning School of Business, Acadia University
<i>Saturday Banquet</i>	School of Business, Dalhousie University, and Gerald Schwartz School of Business, St Francis Xavier University
<i>Sunday Breakfast</i>	Executive MBA Program, University of Prince Edward Island
<i>Sunday Morning Break</i>	School of Business, Crandall University
<i>Awards for Papers &amp; Research</i>	Administrative Sciences Association of Canada (ASAC)

*Thank you!*

## Events at a Glance

### Friday, September 28, 2012

1:00-7:00	Registration Desk is staffed	<i>Rowe Atrium, ground floor</i>
1:30-5:00	Doctoral & Early Career Symposium	<i>Rowe 5053, fifth floor</i>
3:30-5:00	Executive Meeting	<i>Rowe 3052, third floor</i>
5:00-7:00	Conference Reception with the Rhapsody Quintet	<i>McInnes Room, Student Union Building, second floor</i>

### Saturday, September 29, 2012

8:00-9:00	Buffet Breakfast and Annual General Meeting <i>McInnes Room, Student Union Building</i>				
9:00-10:30		Marketing Business History <i>Rowe 1007</i>	Accounting I <i>Rowe 1009</i>	Business Communication I <i>Rowe 1011</i>	Management Education I <i>Rowe 1016</i>
10:30-10:45	Break <i>Rowe Atrium</i>				
10:45-12:15	<b>Symposium:</b> Unstructured simulations <i>Rowe 1020</i>	Case Track <i>Rowe 1007</i>	Information Systems <i>Rowe 1009</i>	<b>Symposium:</b> Debating the historic turn <i>Rowe 1011</i>	Accounting II <i>Rowe 1016</i>
12:15-1:45	Luncheon with Keynote Speaker Andrew Cochran, Managing Director–Maritimes, for CBC English Services <i>McInnes Room, Student Union Building</i>				
2:00-3:30	<b>KPMG Case Competition:</b> Presentations 1:30-5:00 <i>Rowe 1020</i>	Organizational Behaviour I <i>Rowe 1007</i>	Strategy <i>Rowe 1009</i>	Finance I <i>Rowe 1011</i>	<b>Symposium:</b> A decline in case research? <i>Rowe 1007</i>
3:30-3:45	Break <i>Rowe Atrium</i>				
3:45-5:15	Plenary Session: Social Media Symposium <i>Rowe 1011</i>				
6:30-9:30	Reception, Banquet Buffet, Awards, and Music <i>McInnes Room, Student Union Building</i>				

### Sunday, September 30, 2012

8:00-9:00	Hearty Continental Breakfast <i>Rowe Atrium</i>				
9:00-10:30	Entrepreneurship <i>Rowe 1007</i>	Finance II <i>Rowe 1009</i>	Business Communication II <i>Rowe 1011</i>	Human & Industrial Relations <i>Rowe 1016</i>	
10:30-10:45	Break <i>Rowe Atrium</i>				
10:45-12:15	Management Education II <i>Rowe 1007</i>	Accounting III <i>Rowe 1009</i>	Organizational Behaviour II <i>Rowe 1011</i>	Ethics & Social Issues <i>Rowe 1016</i>	

## Schedule of Academic Sessions by Day and Time

Note: Papers denoted with an asterisk appear in the Proceedings.

### Friday, September 28, 1:30-5:00

<i>Track, Chair, Location</i>	<i>Title</i>	<i>Author(s)</i>
<b>DOCTORAL &amp; EARLY CAREER SYMPOSIUM Rowe 5053</b>	1:30-2:30 – ASK THE DEAN Negotiating your first job and getting hired  2:45-3:45 – GETTING PUBLISHED Finishing your dissertation and strategies for getting published  4:00-5:00 – MENTORING & NETWORKING Finding a mentor and collaborating on a research team	Deans & Directors from Dal, SMU, UPEI, MTA  Editors & editorial board members from SMU, Dal, Memorial, St FX  Open to all conference attendees. Find a mentor or a research collaborator.

### Saturday, September 29, 9:00-10:30

<i>Track, Chair, Location</i>	<i>Title</i>	<i>Author(s)</i>
<b>MARKETING</b>  <b>9:00-10:00</b> <b>Rowe 1007</b>	The relative influence of promotion, peer and family influences on youth gambling in Nova Scotia*  Do we know what we think we know? An exploration of online social network users' privacy literacy*	Karen Blotnick, Mallika Das, Carmel French, Fred French, Peter Mombourquette, Deborah Norris  Bobbi Morrison
<b>BUSINESS HISTORY</b> <b>Gabrielle Durepos</b> <b>10:00-10:30</b> <b>Rowe 1007</b>	Visualizing the ASB actor-network: A management scholarship training camp*	Ryan MacNeil, Albert Mills
<b>ACCOUNTING I</b> <b>Jenny Zhang</b> <b>Rowe 1009</b>	Loan initiation and audit pricing*  Factors influencing sustainability content on corporate websites: The case of Canadian oil companies*  Compatibility between OHADA accounting system and IASB conceptual framework (IFRS): The real difficulties and false problems*	Jennifer Kao, Yutao Li, Jenny Zhang  Michel Coulmont, Sylvie Berthelot, Kim Thibault  Donatien Avelé, Jean-Guy Degos

<b>BUSINESS COMMUNICATION I</b> <b>Karen Grandy</b> <b>Rowe 1011</b>	What are you doing under the desk? Business students' surreptitious use of mobile devices in the classroom	Patricia Post
	Texting as a discussion and learning technology in higher education classrooms	Lorn Sheehan, Binod Sundararajan, Sarah Gilbert
	Lessons in communicating bad news messages: An evaluation of existing models	Valerie Creelman
<b>MANAGEMENT EDUCATION I</b> <b>Linda MacDonald</b> <b>Rowe 1016</b>	Communication support for international students*	Linda Macdonald
	University selection in Maritime Canada: Studies of millennial students across four universities suggest it should not be business as usual*	Mark Fuller, Randy Delorey
	Occupy business education: Critically reflecting on approaches to ethics integration in business education	Cathy Driscoll

### Saturday, September 29, 10:45-12:15

<i>Track, Chair, Location</i>	<i>Title</i>	<i>Author(s)</i>
<b>SYMPOSIUM</b> <b>Rowe 1011</b>	Debating the historic turn and its relevance	Gabrielle Durepos, Terrance Weatherbee
<b>ACCOUNTING II</b> <b>Sylvie Berthelot</b> <b>Rowe 1016</b>	An illusion of independence: A working paper on the five threats*	Brent White
	The impact of the seniority of directors on their independence*	Sylvie Berthelot, Julien Bilodeau, Katy Davignon
	Key performance indicators: What are credit unions measuring and why?*	Daphne Rixon
<b>CASE TRACK</b> <b>Robert MacDonald</b> <b>Rowe 1007</b>	If we build it they will come: The role of governance in expansion decisions at Crandall University	Robert MacDonald, Heather Steeves
	Leader interactive: Sport leader and fitness leader product launches	Dan Shaw
	Tebow versus Manning: Showdown in the Mile High City	Robert MacDonald, Heather Steeves, Tommy Wood

<b>INFORMATION SYSTEMS</b> <b>Michael Bliemel</b> <b>Rowe 1009</b>	The influencing factors of using a mobile phone in Cameroon*	Gérard Fillion, Pierre Damien Mvuyekure, Aurélia Nicole Nguejo, Jean-Pierre Booto Ekionea
	Web 2.0: A new generation of knowledge management capabilities*	Hossam Ali-Hassan
	Lessons learned from using a wiki to encourage class group collaboration in an online management information systems course*	Hesham Allam
<b>SYMPOSIUM</b> <b>Rowe 1020</b>	Unstructured simulations: An integrative approach for higher level integrative learning	Rick Nason, JoAnne Akerboom, Scott Comber, Jenny Baechler

### Saturday, September 29, 1:30-5:00

<b>KPMG CASE COMPETITION</b> <b>Rowe 1020</b>	Student team presentations to judges Prizes awarded	
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### Saturday, September 29, 2:00-3:30

<i>Track, Chair, Location</i>	<i>Title</i>	<i>Author(s)</i>
<b>SYMPOSIUM</b> <b>Rowe 1016</b>	Is there a decline in case research in Atlantic Canada?	Chair: Heather Steeves
<b>STRATEGY</b> <b>Russell Fralich</b> <b>Rowe 1009</b>	CEO prestige and acquisition likelihood* [BEST PAPER]	Russell Fralich
	Managerially-held meanings of strategy-structure fit*	Ramon Baltazar
	Overview of home care in Nova Scotia	Rita Beainy, Michael Zhang
	When the tortoise becomes the hare: The role of hubris, humility, and path-dependence in the fall of GM and Toyota from the no. 1 spot	Shamsud Chowdhury

<b>FINANCE I</b> <b>Iraj Fooladi</b> <b>Rowe 1011</b>	Measuring efficiency of the banking industry before and after the recent financial crisis: Some international evidence*	Devashis Mitra, Mohammad Siddiquee
	Risk and charitable organizations: The case of Atlantic Canada*	Kirk Collins, Jonathan Rosborough, Joshua Sim
	Models for valuations of corporate social responsibility*	Ali Fatemi, Iraj Fooladi
	Modeling the Canadian real estate market* [HONOURABLE MENTION]	Vijay Vishwakarma
<b>ORGANIZATIONAL BEHAVIOUR I</b> <b>Connie Bygrave</b> <b>Rowe 1007</b>	Understanding work-life balance through existentialism*	Scott MacMillan, Anthony Yue
	Exploring a conative measure of employee behaviour*	Connie Bygrave
	Corporate social responsibility: Beyond donor fatigue	Tammy Oulton

### Saturday, September 29, 3:45-5:15

<i>Track, Chair, Location</i>	<i>Title</i>	<i>Speakers</i>
<b>PLENARY SESSION</b> <b>Rowe 1011</b>	Social Media Symposium	Donna Sears, William Murray, Duncan Ebata

**Sunday, September 30, 9:00-10:30**

<i>Track, Chair, Location</i>	<i>Title</i>	<i>Author(s)</i>
<b>ENTREPRENEURSHIP</b> <b>David Roach</b> <b>Rowe 1007</b>	Les motivations et la croissance des femmes entrepreneurs: une étude internationale*	Yves Robichaud, Egbert McGraw, Dawn Bolton, Jean-Charles Cachon, José Barragan, Cristina Eccius-Wellmann, John Gruidl
	Influence of venture capital syndication on governance and performance of new ventures*	Dhirendra Shukla
<b>FINANCE II</b> <b>Rowe 1009</b>	Portfolio efficiency and the “limit on size” debate for a too-big-to-fail (TBTF) bank*	Mohamed Drira, Muhammad Rashid
	Statistical analysis of the weekend effect of the VIX index	Reuben Domike
	Application of option price model in mining industry M&A*	Chu Xiao, Michael Zhang
<b>BUSINESS COMMUNICATION II</b> <b>Karen Grandy</b> <b>Rowe 1011</b>	“You can’t always get what you want”: Student suggestions for improving a business communication course	Karen Grandy
	Asian communication styles: A suggested theory	Nancy Chesworth
	Engagement vs indifference: Are professors inadvertently undermining student integrity in self- and peer-evaluations?	Jill Manderson, Binod Sundararajan, Malavika Sundararajan
<b>HUMAN &amp; INDUSTRIAL RELATIONS</b> <b>Cathy Driscoll</b> <b>Rowe 1016</b>	Human resource management, workplace restructuring and grievance rates: Some preliminary findings*	Shannon Webb, Terry Wagar
	Transformational leadership training and employee well-being: Insights from leaders participating in training*	Margaret McKee, Cathy Driscoll
	Women’s representation in the hotel industry	Candace Blayney, Karen Blotnicky
	Slide presentation: Madeleine Parent, trade union activist for 50 years	Judy Haiven

**Sunday, September 30, 10:45-12:15**

<i>Track, Chair, Location</i>	<i>Title</i>	<i>Author(s)</i>
<b>ACCOUNTING III</b> <b>Sylvie Berthelot</b> <b>Rowe 1009</b>	Is information on boards useful for investors' appraisal of firms' value?*	Sébastien Deschênes, Miguel Rojas, Tania Morris
	Impact de la crise financière de 2008 sur la rémunération des dirigeants canadiens*	Michel Coulmont, Sylvie Berthelot, Hugo-Olivier Bourque Cleary
	A descriptive analysis of accounting documents: Nova Scotia Court of Vice Admiralty, 1749-1818	Peter Secord
<b>MANAGEMENT EDUCATION II</b> <b>Binod Sundararajan</b> <b>Rowe 1007</b>	Understanding expectations of Commerce students and faculty	Linda Macdonald, Binod Sundararajan
	Exploring case creation	Conor Vibert, Vanessa Chang
<b>ORGANIZATIONAL BEHAVIOUR II</b> <b>Dannie Brown</b> <b>Rowe 1011</b>	University culture and risk propensity* [BEST STUDENT PAPER]	Larry Corrigan
	Media cause and effect in the Shafia case	Alison Delory
	Out with the in crowd: Constructing the individual in a crowdsourcing environment*	Amy Thurlow, Anthony Yue
<b>ETHICS &amp; SOCIAL ISSUES</b>  <b>Rowe 1016</b>	An exploration of information sharing in the Canadian anti-money-laundering/ counter-threat financing regime*	John Ross, Cathy Driscoll
	A comparison of common traits in Canada's Nortel fraud to those in US companies and a discussion of the underlying ethical issues*	Elsie Henderson
	A response to Gauntlett's 'ten things wrong with the media effects model': A broader understanding	Tammy Oulton

## Schedule of Academic Sessions by Track

Note: Papers denoted with an asterisk appear in the Proceedings.

### Accounting

<i>Day, Time, Room, Chair</i>	<i>Title</i>	<i>Author(s)</i>
<b>Saturday, 9:00-10:30</b> <b>Jenny Zhang</b> <b>Rowe 1009</b>	Loan initiation and audit pricing*	Jennifer Kao, Yutao Li, Jenny Zhang
	Factors influencing sustainability content on corporate websites: The case of Canadian oil companies*	Michel Coulmont, Sylvie Berthelot, Kim Thibault
	Compatibility between OHADA accounting system and IASB conceptual framework (IFRS): The real difficulties and false problems*	Donatien Avelé, Jean-Guy Degos
<b>Saturday, 10:45-12:15</b> <b>Sylvie Berthelot</b> <b>Rowe 1016</b>	An illusion of independence: A working paper on the five threats*	Brent White
	The impact of the seniority of directors on their independence*	Sylvie Berthelot, Julien Bilodeau, Katy Davignon
	Key performance indicators: What are credit unions measuring and why?*	Daphne Rixon
<b>Sunday, 10:45-12:15</b> <b>Sylvie Berthelot</b> <b>Rowe 1009</b>	Is information on boards useful for investors' appraisal of firms' value?*	Sébastien Deschênes, Miguel Rojas, Tania Morris
	Impact de la crise financière de 2008 sur la rémunération des dirigeants canadiens*	Michel Coulmont, Sylvie Berthelot, Hugo-Olivier Bourque Cleary
	A descriptive analysis of accounting documents: Nova Scotia Court of Vice Admiralty, 1749-1818	Peter Secord

### Business Communication

<i>Day, Time, Room, Chair</i>	<i>Title</i>	<i>Author(s)</i>
<b>Saturday, 9:00-10:30</b> <b>Karen Grandy</b> <b>Rowe 1011</b>	What are you doing under the desk? Business students' surreptitious use of mobile devices in the classroom	Patricia Post
	Texting as a discussion and learning technology in higher education classrooms	Lorn Sheehan, Binod Sundararajan, Sarah Gilbert
	Lessons in communicating bad news messages: An evaluation of existing models	Valerie Creelman

<b>Sunday, 9:00-10:30</b> <b>Karen Grandy</b> <b>Rowe 1011</b>	“You can’t always get what you want”: Student suggestions for improving a business communication course	Karen Grandy
	Asian communication styles: A suggested theory	Nancy Chesworth
	Engagement vs indifference: Are professors inadvertently undermining student integrity in self- and peer- evaluations?	Jill Manderson, Binod Sundararajan, Malavika Sundararajan

## Business History

<i>Day, Time, Room, Chair</i>	<i>Title</i>	<i>Author(s)</i>
<b>Saturday, 10:00-10:30</b> <b>Gabrielle Durepos</b> <b>Rowe 1007</b>	Visualizing the ASB actor-network: A management scholarship training camp*	Ryan MacNeil, Albert Mills
<b>Saturday, 10:45-12:15</b> <b>SYMPOSIUM</b> <b>Rowe 1011</b>	Debating the historic turn and its relevance	Gabrielle Durepos, Terrance Weatherbee

## Case Track

<i>Day, Time, Room, Chair</i>	<i>Title</i>	<i>Author(s)</i>
<b>Saturday, 10:45-12:15</b> <b>Robert MacDonald</b> <b>Rowe 1007</b>	If we build it they will come: The role of governance in expansion decisions at Crandall University	Robert MacDonald, Heather Steeves
	Leader interactive: Sport leader and fitness leader product launches	Dan Shaw
	Tebow versus Manning: Showdown in the Mile High City	Robert MacDonald, Heather Steeves, Tommy Wood
<b>Saturday, 2:00-3:30</b> <b>SYMPOSIUM</b> <b>Rowe 1016</b>	Is there a decline in case research in Atlantic Canada?	Chair: Heather Steeves

## Entrepreneurship

<i>Day, Time, Room, Chair</i>	<i>Title</i>	<i>Author(s)</i>
<b>Sunday, 9:00-10:30</b> <b>David Roach</b> <b>Rowe 1007</b>	Les motivations et la croissance des femmes entrepreneurs: une étude internationale*	Yves Robichaud, Egbert McGraw, Dawn Bolton, Jean-Charles Cachon, José Barragan, Cristina Eccius-Wellmann, John Gruidl
	Influence of venture capital syndication on governance and performance of new ventures*	Dhirendra Shukla

## Ethics and Social Issues

<i>Day, Time, Room, Chair</i>	<i>Title</i>	<i>Author(s)</i>
<b>Sunday, 10:45-12:15</b> <b>Rowe 1016</b>	An exploration of information sharing in the Canadian anti-money-laundering/ counter-threat financing regime*	John Ross, Cathy Driscoll
	A comparison of common traits in Canada's Nortel fraud to those in US companies and a discussion of the underlying ethical issues*	Elsie Henderson
	A response to Gauntlett's 'ten things wrong with the media effects model': A broader understanding	Tammy Oulton

## Finance

<i>Day, Time, Room, Chair</i>	<i>Title</i>	<i>Author(s)</i>
<b>Saturday, 2:00-3:30</b> <b>Iraj Fooladi</b> <b>Rowe 1011</b>	Measuring efficiency of the banking industry before and after the recent financial crisis: Some international evidence*	Devashis Mitra, Mohammad Siddiquee
	Risk and charitable organizations: The case of Atlantic Canada*	Kirk Collins, Jonathan Rosborough, Joshua Sim
	Models for valuations of corporate social responsibility*	Ali Fatemi, Iraj Fooladi
	Modeling the Canadian real estate market* [HONOURABLE MENTION]	Vijay Vishwakarma

<b>Sunday, 9:00-10:30</b>  <b>Rowe 1009</b>	Portfolio efficiency and the “limit on size” debate for a too-big-to-fail (TBTF) bank*	Mohamed Drira, Muhammad Rashid
	Statistical analysis of the weekend effect of the VIX index	Reuben Domike
	Application of option price model in mining industry M&A*	Chu Xiao, Michael Zhang

## Human and Industrial Relations

<i>Day, Time, Room, Chair</i>	<i>Title</i>	<i>Author(s)</i>
<b>Sunday, 9:00-10:30</b> <b>Cathy Driscoll</b> <b>Rowe 1016</b>	Human resource management, workplace restructuring and grievance rates: Some preliminary findings*	Shannon Webb, Terry Wagar
	Transformational leadership training and employee well-being: Insights from leaders participating in training*	Margaret McKee, Cathy Driscoll
	Women’s representation in the hotel industry	Candace Blayney, Karen Blotnicky
	Slide presentation: Madeleine Parent, trade union activist for 50 years	Judy Haiven

## Information Systems

<i>Day, Time, Room, Chair</i>	<i>Title</i>	<i>Author(s)</i>
<b>Saturday, 10:45-12:15</b> <b>Michael Bliemel</b> <b>Rowe 1009</b>	The influencing factors of using a mobile phone in Cameroon*	G�rard Fillion, Pierre Damien Mvuyekure, Aur�lia Nicole Nguejo, Jean-Pierre Booto Ekionea
	Web 2.0: A new generation of knowledge management capabilities*	Hossam Ali-Hassan
	Lessons learned from using a wiki to encourage class group collaboration in an online management information systems course*	Hesham Allam

## Management Education

<i>Day, Time, Room, Chair</i>	<i>Title</i>	<i>Author(s)</i>
<b>Saturday, 9:00-10:30</b> <b>Linda MacDonald</b> <b>Rowe 1016</b>	Communication support for international students*	Linda Macdonald
	University selection in Maritime Canada: Studies of millennial students across four universities suggest it should not be business as usual*	Mark Fuller, Randy Delorey
	Occupy business education: Critically reflecting on approaches to ethics integration in business education	Cathy Driscoll
<b>Saturday, 10:45-12:15</b> <b>SYMPOSIUM</b> <b>Rowe 1020</b>	Unstructured simulations: An integrative approach for higher level integrative learning	Rick Nason, JoAnne Akerboom, Scott Comber, Jenny Baechler
<b>Sunday, 10:45-12:15</b> <b>Binod Sundararajan</b> <b>Rowe 1007</b>	Understanding expectations of Commerce students and faculty	Linda Macdonald, Binod Sundararajan
	Exploring case creation	Conor Vibert, Vanessa Chang

## Marketing

<i>Day, Time, Room, Chair</i>	<i>Title</i>	<i>Author(s)</i>
<b>Saturday, 9:00-10:30</b> <b>9:00-10:00</b> <b>Rowe 1007</b>	The relative influence of promotion, peer and family influences on youth gambling in Nova Scotia*	Karen Blotnicky, Mallika Das, Carmel French, Fred French, Peter Mombourquette, Deborah Norris
	Do we know what we think we know? An exploration of online social network users' privacy literacy*	Bobbi Morrison

## Organizational Behaviour

<i>Day, Time, Room, Chair</i>	<i>Title</i>	<i>Author(s)</i>
<b>Saturday, 2:00-3:30</b> <b>Connie Bygrave</b> <b>Rowe 1007</b>	Understanding work-life balance through existentialism*	Scott MacMillan, Anthony Yue
	Exploring a conative measure of employee behaviour*	Connie Bygrave
	Corporate social responsibility: Beyond donor fatigue	Tammy Oulton
<b>Sunday, 10:45-12:15</b> <b>Dannie Brown</b> <b>Rowe 1011</b>	University culture and risk propensity* [BEST STUDENT PAPER]	Larry Corrigan
	Media cause and effect in the Shafia case	Alison Delory
	Out with the in crowd: Constructing the individual in a crowdsourcing environment*	Amy Thurlow, Anthony Yue

## Strategy

<i>Day, Time, Room, Chair</i>	<i>Title</i>	<i>Author(s)</i>
<b>Saturday, 2:00-3:30</b> <b>Russell Fralich</b> <b>Rowe 1009</b>	CEO prestige and acquisition likelihood* [BEST PAPER]	Russell Fralich
	Managerially-held meanings of strategy-structure fit*	Ramon Baltazar
	Overview of home care in Nova Scotia	Rita Beainy, Michael Zhang
	When the tortoise becomes the hare: The role of hubris, humility, and path-dependence in the fall of GM and Toyota from the no. 1 spot	Shamsud Chowdhury

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## **Note from the Conference Organizers**

There is a great deal of work to coordinate and administer all of the activities of the Atlantic Schools of Business Conference. In particular, the coordination of activities from the booking of rooms to the creation of the conference program is very extensive. We thank the Faculty of Management Dean, Peggy Cunningham, and the School of Business Administration Director, Greg Hebb, for their support, both financial and in kind. We thank Ian Feltmate at Acadia for maintaining the ASB website. We thank the track chairs for handling the paper submission and review process with tight time constraints. We also thank our Dalhousie colleague Maria Pacurar for her French translation of the Call for Papers, done at very short notice and while she was still on leave. Finally, we would like to thank all the reviewers who took the time to review articles in their area of expertise and offer constructive feedback in a timely fashion. The names of the track chairs and the article reviewers are listed on the next two pages.

Sincerely,

*John Rumsey*  
*Conference Chair*

*Janet Lord*  
*Conference Coordinator*

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