



**Program of the  
Atlantic Schools of Business  
2010 Annual Conference (40<sup>th</sup>)  
Halifax, Nova Scotia**

Saint Mary's University, October 1-3

## *President's Welcome*

As Canada's longest running business conference, the Atlantic Schools of Business Conference has a rich tradition of bringing post-secondary researchers and instructors together to disseminate their research and teaching knowledge. Over the last several years, with the formation of the Atlantic Schools of Business (ASB) Executive and the ASB renewal initiative, our annual conference is increasingly recognized as a valuable venue for national and international scholars to showcase their research; whether in the administrative sciences or related pedagogy. This year, Halifax provides a wonderful backdrop for our 40th annual conference. The 2010 conference represents another opportunity present your research or to receive valuable feedback for your works-in-progress – both within a traditionally welcoming and collegial setting. I hope that you enjoy this year's conference.

G rard Fillion,  
ASB President

## *Letter from the Conference Chair*

**Welcome to Halifax and Saint Mary's University!** ASB's mission is to support and encourage the exchange of ideas in higher education. Initially, our members came primarily from the universities in Atlantic Canada, but in recent years we have welcomed national and international scholars. We are pleased to report that this year's conference has 15 different tracks and 81 papers and symposia, which will be presented in 33 sessions. In addition, we have three great guest speakers. James Spurr, General Counsel and Vice President, Government Relations, Emera Inc., will speak at the lunch on Saturday. On Saturday afternoon we are pleased to have Professors Linda Smircich and Marta Calas, of the Isenberg School of Management, University of Massachusetts Amherst as our plenary speakers. As an interdisciplinary organization, ASB hope that each of you will find the talks of the keynote speakers, and the concepts and ideas that your colleagues will be presenting here, useful in your teaching and research. Don't forget to enjoy your time here in Halifax and to spend some time to reconnect with old friends and to make new friends. The conference couldn't happen without the help of a vast number of people. So here comes my "Academy Awards" speech! I would like to thank the track chairs and the reviewers for all their hard work. I would also like to thank all our very generous sponsors, who are listed on the following pages, the Deans' of the Business Schools in Atlantic Canada, especially my Dean, David Wicks for his support and Dr J Colin Dodds, President of Saint Mary's University for making it possible to hold the conference on campus. Our conference team Karen Lightstone, Ian Feltmate, Gabie Durepos, Terry Weatherbee, Heidi Weigand, Chris Hartt, Albert Mills, Sheila Sutherland, and our numerous student volunteers. I couldn't have done it without you! And last, but certainly not least, I would like to extend my heartfelt appreciation to all of you for your continued support of ASB. Thank you everyone and have a great conference! Here's to the next 40 years!



Jean Helms-Mills  
Conference Chair, 2010

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		<b>Sunday</b>	
<b>Track</b>		<b>Academic Session 4</b>	<b>Academic Session 5</b>
		<b>9:00am – 10:15am</b>	<b>11:00am – 12:15pm</b>
		<b>Coffee</b>	
		10:15	10:45
		10:45	SF
<b>Business History</b>		<b>L274</b>	
<b>Business Law</b>			<b>L271</b>
<b>Case Track</b>		<b>L275</b>	<b>L275</b>
<b>Entrepreneurship</b>			<b>L274</b>
<b>Gender &amp; Diversity</b>		<b>L273</b>	<b>L273</b>
<b>Information Systems Management</b>		<b>L277</b>	<b>L277</b>
<b>Education</b>		<b>L276</b>	<b>L276</b>

SF = Sobey Foyer, ST = Sobey Theatre, LCH = Loyola Conference Hall, L271 = Loyola Room 271

## **The 2010 Conference Team**

**Conference Chair:** Jean Helms Mills, Saint Mary's University

**Program Chair:** Terrance G. Weatherbee, Acadia University

**Proceedings Chair:** Gabrielle Durepos, Saint Francis Xavier University

**Treasurer:** Karen Lightstone, Saint Mary's University

**Conference Director:** Albert J. Mills, Saint Mary's University

**Conference Manager:** Sheila Sutherland, Saint Mary's University

**Director of Volunteers:** Christopher M. Hartt, Saint Mary's University

**Director of Procurement and Graphics:** Heidi Weigand, Saint Mary's University

**Conference Web Master:** Ian Feltmate, Acadia University

**Doctoral Consortium Organizer:** Anthony R. Yue, Mount Saint Vincent University

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## *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 has been held every year since through an informal arrangement that saw the conference organization rotated across the different 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. The following year, 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 of many possible accounts of ASB.

<sup>2</sup> Apart from the year – 1971 -- we do not have any information on where on 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)

## ***Recent Conferences and Presidents of ASB (2000-2010)***

<b>YEAR</b>	<b>CHAIR</b>	<b>UNIVERSITY SPONSOR (Location)</b>
2000	Alex Faseruk	MUN (St. Johns)
2001	Paul Dixon	SMU (Halifax)
2002	Neil Maltby	StFx University (Antigonish)
2003	Ann MacGillivray	MSVU (Halifax)
2004	Ann MacGillivray	MSVU (Dartmouth)
2005	Basu Sharma	UNB (Halifax)

## ***Presidents of the Atlantic Schools of Business***

2006	Basu Sharma	University of New Brunswick
2007	Peter Sianchuk	Mount Allison University
2008	Ian Hutchinson	Acadia University
2009	Lawrence Bauer	Memorial University of Newfoundland
2010	Gerard Fillion	Université de Moncton



## *Events at a Glance*

### **Friday, October 1**

9.00 am-4.00: Doctoral Consortium: Secunda Board Room

*(Doctoral Consortium sponsored by Nelson Canada)*

4:00 – 8:00pm: Registration Sobey Foyer

5:00 – 6.30 pm: Deans' Meeting: Secunda Board Room

5.00 - 6.30pm: ASB Executive Meeting: Sobey 225

6.:00 – 8:00pm: Opening Reception: Sobey Foyer

*(Reception sponsored by Dr. J. Colin Dodds, President, Saint Mary's University)*

### **Saturday, October 2**

8:00 – 9:00am: Breakfast: Loyola Conference Hall:

*(Breakfast sponsored by University of New Brunswick, Faculty of Business Admin.)*

9:00 – 10:15am: Academic Session One

10:15-10:45: Coffee: Sobey Foyer:

*(Coffee sponsored by Memorial University of Newfoundland, Faculty o Business Admin.)*

11.00 – 12:15pm: Academic Session Two

12:15 – 1:45 pm: Luncheon & Keynote Address: Loyola Conference Hall

*Keynote Speaker: James Spurr, V.P. Emera*

*(Keynote sponsored by: ACSA and AEFNS)*

2:00 – 3:15pm: Academic Session Three

2:00 – 5:00pm: **KPMG Student Case Competition**

3:15-3:45pm: Coffee: Sobey Foyer

*(Coffee sponsored by Memorial University of Newfoundland, Faculty of Business Admin.)*

4:00 – 5:30pm : **Plenary** Scotia Bank Theatre Auditorium,

**Plenary Speakers:** Marta Calas and Linda Smircich

*(Plenary sponsored by The Sobey PhD)*

6:00 – 7:00pm: Reception, Loyola Conference Hall

*(Reception sponsored by Dr J Colin Dodds, Saint Mary's University)*

7:00 – 9:00pm: Banquet & Awards: Loyola Conference Hall

*(Banquet sponsored by Emera)*

### **Sunday, October 3**

8:00 – 8.45 am: Breakfast & ASB General Meeting: Sobey Fourth Floor Lounge

*(Breakfast sponsored by Sobey School of Business)*

9:00 – 10:15am: Academic Session Four

10:15 – 10:45am: Coffee: Sobey Foyer

*(Coffee sponsored by Sobey School of Business)*

11:00 – 12:15pm: Academic Session Five

***Conference Closes***

## *Luncheon Keynote Speaker*



### **James Spurr**

General Counsel and Vice President, Government Relations, Emera Inc., Halifax, Nova Scotia

James joined Emera in 2007, having previously practiced in the energy sector and the public service of Nova Scotia. He is a member of the Nova Scotia Barristers Society, the Canadian Bar Association and the Canadian Corporate Counsel Association.

James is a member of the Executive Committee and the Board of Directors of the Neptune Theatre Foundation. He has also endowed the James Spurr Environmental Law bursary at the Schulich School of Law at Dalhousie University.

He was educated in Halifax at Saint Mary's University (BSc '74, MBA '76) and Dalhousie University Law School (1980). He was admitted to the Bar in Nova Scotia in 1981.

## ***Plenary Guest Speakers***



### **Marta B. Calas**

Marta Calas is a professor of Management at the Isenberg School of Management at the University of Massachusetts at Amherst. Her research in the area of management and organizational studies stem primarily from postmodern, post-structural and post-colonial orientations or perspectives. She is a prolific author, in both journal and book form, presents internationally on a regular basis, and has worked as editor and guest editor for prestigious management journals such as *Organization*, the *Academy of Management Review*, and *Gender, Work & Organization*.

### **Linda Smircich**

Linda Smircich is a professor of Management at the Isenberg School of Management at the University of Massachusetts at Amherst. Her research in the area of management and organizational studies consists primarily of qualitative research in organizational behaviour, culture and organizational change; often from a feminist perspective. She is a prolific author with numerous books and journals. She travels internationally, regularly presenting her research at numerous academic fora, and has worked as editor or on the editorial board of several prestigious journals including *Organization*, *Gender, Work & Organization*, and the *Scandinavian Journal of Management*.

## *Academic Sessions*

### **Accounting / Comptabilite**

**Academic Session 1: 9:00 – 10:15**

**Loyola Room 271**

Chair: Egbert McGraw

- a. Pertinence de la Divulgence D'information sur la Juste Valeur des Instruments Financiers Selon le Chapitre 3860 de L'ICCA  
(Vicky Therrien, Sylvie Berthelot, Tania Morris)
- b. Rapports de Developpement Durable de Societes Canadiennes Exploitant des Ressources Naturelles : Qu'en Est Il ?  
(Kevin Daigle, Michel Coulmont, Sylvie Berthelot)
- c. Analyse du Contenu Social, Environnemental et Economiques des Rapports de Developpement Durable de Societes Canadiennes  
(Dany Leclerc, Sylvie Berthelot)
- d. Pertinence des Rapports de Developpement Durable des Entreprises Canadiennes Incluses dans l'ndice Compose S&P/TSX  
(Sylvie Berthelot, Michel Coulmont)

**Academic Session 2: 11:00 – 12:15 Loyola Room 271**

Chair: Egbert McGraw

- a. Differential Market Pricing of Components of Accounting Rate of Return on Common Shareholders Equity  
(Andrew Oppong, Oumar Sy)
- b. Performance des Services Public Municipaux des Villes Camerounaises : Entre outils du Contrôle de Gestion et Facteurs Contingents  
(Donatien Avele)
- c. The Balanced Scorecard as a Stakeholder Report for Public Sector Agencies  
(Daphne Rixon)

- d. L'évaluation Contingente de la Performance des Services Publics Municipaux: Les Resultants  
D'une Etude Empirique

(Donatien Avele)

## **Business History / Histoire des Affaires**

**Academic Session 4: 9:00 – 10:15 Loyola Room 274**

Chair: Gabie Durepos

- a. Keeping up with the Joneses: A Legitimacy Analysis of the Atlantic Schools of Business

(Susan Myrden)

- b. The Gendered Substructure of the Atlantic Schools of Business

(Kathy Sanderson, Albert Mills)

- c. A Glimpse into the Historical Context of the Public Servant: The textbook Influence

(K. Doreen MacAulay)

## **Business Law / Loi D'affaires**

**Academic Session 5: 11:00 – 12:15 Loyola Room 271**

Chair: Steve Enman

- a. Entrepreneurship Comes With Legal Risks

(Wendy Wadden)

- b. Aboriginal Finance and Regulation - What Are the Regulatory Impediments to Establishing an  
Atlantic Canadian Aboriginal Financial Institution?

(Tom Cooper, Alex Faseruk, Patrick Phillips)

## Case Track / Etudes de Cas

**Academic Session 4: 9:00 – 10:15**

**Loyola Room 275**

Chair: Robert MacDonald

- a. United Way's Tobacco Dilemma  
(Cathy Driscoll, Heather McKelvey)
- b. Bait and Switch Marketing? Jason Simmons Buys a Chrysler  
(Robert MacDonald, Amy MacArthur, Graeme Ching)
- c. Crossing the Thin Blue Line: The City of Moncton's Struggle with Policing Services  
(Robert MacDonald, Heather Steeves)

**Academic Session 5: 11:00 – 12:15 Loyola Room 275**

Chair: Robert MacDonald

- a. The British Petroleum Oil Spill: A Brief Case Study on Operations Management and Public Relations  
(Amy Hsiao, Matthew Clark, Andrew Downey, Charles O'Keefe)
- b. Bulk Barn in Moncton  
(Peter Sianchuk, Gordon Fullerton)
- c. Evaluating Opportunities for Growth: Connetik Interactive and the Kitchener Decision  
(Robert MacDonald, Jonathon Dunnet)
- d. Memorial's Mini-Baja: A Case Study on Operational Strategy and Management of a New Enterprise in Small-Vehicle Design  
(Hsiao, Henderson, MacNeil, Manning, Strong, Tooktoshina, Walters)

# Entrepreneurship / Entrepreneuriat

**Academic Session 5: 11:00 – 12:15 Loyola Room 274**

Chair: Vivi Koffi

- d. Spin-Offs in The Metal-Mechanic Sector in Mexico : The Case of Machine Tools  
(Claudia De Fuentes)
- e. Gender Analysis in the Family Firm Context  
(Donna Boone Parsons)
- f. Chefs D'entreprise Hommes et Femmes Comment Rendre Credibles Votre Releve  
(Vivi Koffi, Izold Guihir)

# Finance / Finance

**Academic Session 1: 9:00 – 10:15 Loyola Room 277**

Chair: Andre Leclerc / Hamadou Boubacar

- a. Empirical Evidence on Financing Challenges in the Social Economy  
(George Karaphillis, Stephen Moore)
- b. The Relationship Between Analyst COverage and Higher Moments of the Return Distribution  
(Stephen MacLean)
- c. Per Capita Income Convergence Across U.S. States and Canadian Provinces  
(Ilona Shiller)
- d. The Value of Cash : Industry and Temporal Effects  
(Jun Zhou)

**Academic Session 2: 11:00 – 12:15 Loyola Room 277**

Chair: Andre Leclerc / Hamadou Boubacar

- a. Time-Varying Equity Index and Bond Market Premia in China  
(Wei Xuan Li, Jijay Kumar Vishwakarma)
- b. Transactions-Boursieres des Adminstrateurs des Grandes Banques Canadiennes Pendant la  
Derniere Crise Financiere



(Hamadou Boubacar, Tanya Morris)

- c. Understanding Regulatory Risk to Broaden Aboriginal Financial and Economic Development in Atlantic Canada

(Tom Cooper, Alex Faseruk)

**Academic Session 3: 2:00 – 3:15 Loyola Room 277**

Chair: Andre Leclerc / Hamadou Boubacar

- a. Do Investors Value Payout Increases? Evidence from the Canadian Income Trust Sector

(Ian Glew)

- b. Comparing the Performance of a Managed Portfolio to the Performance of a Benchmark Portfolio

(Iraq Fooladi, John Rumsey)

## **Gender and Diversity / Genre et Diversite dans les Organisations**

**Academic Session 4: 9:00 – 10:15 Loyola Room 273**

Chair: David Wicks

- a. Written Narratives of Four Women Managers in Mexico: Gendered Managerial Identities

(Salvador Barragan, Albert J. Mills)

- b. A few Good Men: Top Ten Reasons Why Men Choose Nursing as a Profession

(Arlene Haddon Corbitt)

- c. Help not wanted: Preliminary Research About Black Nova Scotians Working in Retail Sales

(Judy Haiven)

**Academic Session 5: 11:00 – 12:15 Loyola Room 273**

Chair: David Wicks

- a. Immigrant Women in Atlantic Canada: Employment Policies and Practices

(Kelly Dye, Wendy Carroll, Bruce Dye)

- b. Female Engineers: A Radical Call for Organizational Level Action

(Janet Porter)

- c. Diverse options: Whose diversity is it anyway?

(Jill Manderson, Mary-Liz Grize, Jan Myers)

## **Human Resources / Ressources Humaines**

**Academic Session 1: 9:00 – 10:15 Loyola Room 274**

Chair: M. Rashid

- a. Learning and Performance in the Subprime Mortgage Crisis

(Kelsey Rioux, Elizabeth Kelley)

- b. The Impact of Managers' Work Hours on Employees' Use of Parental Leave

(Jing Wang)

- c. The Influence of Place on Gen Y Career Pathways

(Heather L. Rossiter)

**Academic Session 2: 11:00 – 12:15 Loyola Room 274**

Chair: Karen Blotnicky

- a. The Role of Family Socialization in Shaping Union Attitudes: The Case of Nova Scotian Daycare Workers

(Chris M. Hartt, Hari Das)

- b. Examining the Business Ethics Training and Development Practices of Atlantic Canadian Organizations

(Margaret C. McKee, Wendy R. Carroll, Cathy Driscoll, Terry H. Wager)

- c. Business Ethics vs. Business Law: Rules, More Rules and Deliberations

(Bruce Anderson)

- d. Precarious Work: Hospitality Workers and Tipping in Halifax

(Judy Haiven)

**Academic Session 3: 2:00 – 3:15 Loyola Room 274**

Chair: Basu Sharma

- a. Exploring the Labour Shortage in the Halifax Accommodations Industry  
(Candace Balyney, Karen Blotnick, Peter Semadeni)
- b. Email and Performance Feedback: An Exploratory Study of E-feedback  
(Matthew R. Balsor, Terrance G. Weatherbee)
- c. Psychological Contract and Organizational Commitment: Empirical Observations on the Experience of Reciprocity in the Service Sector  
(Gilles Marcoux)
- d. Effects of Rater Priming and Incentives on Rating Accuracy  
(Deborah M. Powell, R. Blake Jelley, Richard D. Goffin, Robert L. Heneman)

## **Information Systems / Systemes D'information**

**Academic Session 4: 9:00 – 10:15 Loyola Room 277**

Chair: JP Ekionea

- a. Classifying Organizations by Knowledge Intensity? A First Step in Knowledge Management  
(Joyline Makani)
- b. Using a moderator-type research model to identify the determining factors in satisfaction of using High Speed Internet in household  
(Gérard Fillion, Jean-Pierre Booto Ekionea)
- c. Assessing KM Capabilities in two African healthcare organizations: Case Study  
(Jean-Pierre Booto Ekionea, Gérard Fillion, Prosper Bernard, and Michel Plaisent)

**Academic Session 5: 11:00 – 12:15 Loyola Room 277**

Chair: JP Ekionea

- a. Using UTAUT to Identify the Influencing Factors on the use of ERP Systems in Medium to Large Sized Canadian Enterprises  
(Gérard Fillion, Jean-Pierre Booto Ekionea)
- b. Towards a Knowledge Management Capabilities Taxonomy and Maturity Model  
(Jean-Pierre Booto Ekionea, Gérard Fillion)
- c. Towards A Framework and a Taxonomy for a Knowledge Management Strategies Alignment  
(Jean-Pierre Booto Ekionea, Gérard Fillion)

## **Management Education / Formation en Gestion**

**Academic Session 3: 2:00 – 3:15 Loyola Room 276**

Chair: Shripad Pendse

- a. Exploring the Impact of Literacy on Business Education and Job-Readiness: An Examination of the Reading Comprehension Skills of First Year University Students  
(Susan Graham, Wendy Caroll)
- b. Evidence Based Millennials  
(Randy Delorey)
- c. Reflective Learning: Educating Managers for a Sustainable World  
(David Sable)
- d. Literacy-based technology Support for Post-secondary Second Language Learners  
(Daniel Yakimchuk)

**Academic Session 4: 9:00 – 10:15 Loyola Room 276**

Chair: Shripad Pendse

- a. (Graduate) Life is a Battlefield: A Case Study of the Graduate Student Experience  
(Kristal Frank, Mary Runte)
- b. The Superstar Phenomenon in the Knowledge Management and Intellectual Capital Academic Discipline

(Alexander Serenko, Raymond Cox, Nick Bontis, Lorne Booker)

c. Business School Myths

(Richard Nason)

**Academic Session 5: 11:00 – 12:15 Loyola Room 276**

Chair: Shripad Pendse

- a. The Role of Business Partnerships within a School of Business (Corporate Residency MBA) – An Integrated Approach to Leadership and Business Effectiveness

(Scott Comber, Jenny Baechler, Ally Howard, Mark Galbraith, Dan MacDonald)

## **Management Science & Production and Operations Management / Gestion des Operations et Production**

**Academic Session 3: 2:00 – 3:15 Loyola Room 271**

Chair: Mehmood Khan

- d. A Two Stage Supply Chain with Inspection Error and Learning in Production

(Mehmood Khan, Mohamad Jaber, Abdul Rahim Ahmad)

- e. Using Synthetic Designs, a New Form of True Experimental Design: Can Length of University Exams be Shortened without Losing Integrity of the Test?

(Eric Lee, Connie Bygrave, Magdalena Jung, Vinita Mishra, Thom Whalen)

- f. Price, Rebate and Order Quantity Decisions in a Newsvendor Framework with Rebate-dependent Recapture of Lost Sales

(F. Arcelus, Ravi Gor, G. Srinivasan)

## **Marketing / Marketing**

**Academic Session 3: 2:00 – 3:15 Loyola Room 273**

Chair: Dona Sears

- g. Giving or Receiving? The Social Interactionism and Metaperception in Gift Card Usage  
(Lei Huang, Caroline Graham)
- h. Relationship Between Corporate Financial Performance and Corporate Reputation of Canadian Firms: An Empirical Analysis  
(Richard Watuwa, Joyline Makani)

## **Organizational Behaviour / Comportement Organisationnel**

**Academic Session 4: 9:00 – 10:15 Loyola Room 271**

Chair: Connie Bean

- i. Total Participation in Worker Co-operatives: Theory, Measures and Impacts  
(Sonja Novkovic, Piotr Prokopowicz, Ryszard Stocki)
- j. Does Independent Thinking Live Here? Investigating Discourses Surrounding Student Engagement at Mount Saint Vincet University  
(Martha Gallagher)
- k. Performance Dysfunction: Improving the Function of Academic Departments  
(Shripad Pendse)

## **Organizational Thoery / Theorie des Organisations**

**Academic Session 2: 11:00 – 12:15 Loyola Room 275**

Chair: William Murray

- a. Stop Signs on the Wireless Highway or Rear-ended by Rogers: What can a Mall Community Stakeholder Do? (Mark Mullally, Cathy Driscoll)
- b. The Construction of Spiritual Work and Spiritual Workers (Brad S. Long)

- c. Meaning in Work: An Existential Critique of the Discourse of Callings (Scott MacMillan)

**Academic Session 3: 2:00 – 3:15 Loyola Room 275**

Chair: William Murray

- d. Once Upon a Time: Developing a Doctoral Program through Stories of Plausibility (Patricia Genoe McLaren, Shelagh Campbell, Adam Rostis, William C. Murray, Rhonda Pyper)
- e. Pushing the Boundaries: Forging New Identities as Faculty in the Emergent Media Environment (Amy Thurlow, Anthony R. Yue)
- f. Battle of Narratives in a Changing FMCG Distribution Channel (Asad Aman, Gilliam Hopkinson)

## **Strategy / Strategie**

**Academic Session 1: 9:00 – 10:15 Loyola Room 273**

Chair: Alidou Ouedragao

- a. Board Governance Issues with Not-For-Profit Organizations: Knowledge of Financial Statements and Assurance Received  
(Derrick Hayes)
- b. A Matrix, A Table and a Bridge: Structuring Alternative Formulation and Evaluation Within the Strategic Positioning Framework  
(Mark Fuller)
- c. For Whom the Firm Toils: Investigating the Ownership – Performance Linkage  
(Sujit Sur)

**Academic Session 2: 11:00 – 12:15 Loyola Room 273**

Chair: Alidou Ouedragao

- a. Les Détenteurs d'un MBA ont-ils plus d'aptitudes Susceptibles d'Améliorer leur Performance Individuelle au Travail ?  
(Gilles Marcoux, Alidou Ouedraogo)
- b. Bold Strategic Decisions : CEO\_Reputational and Environmental Contingencies

(Russell Fralich)

- c. Validation du Concept D'apprentissage Organisationnel dans le Contexte des Equipes de Projets D'aide Publique au Developpment

(Seydou Sane, Ababacar Mbengue)

## **KMPG Case Competition / KPMG Competition du Cas**

**Academic Session: All Room L171 (break-out rooms L173, L174, L175, L176, L181, L179, L186, L187, L188, L191).**

Chair: Karen Lightstone

## **Communications / Communications**

**Academic Session 1: 9:00 – 10:15 Loyola Room 276**

Chair: Karen Grandy

- a. Business Communications Roundtable: Pedagogy

(Binod Sundararajan)

**Academic Session 2: 11:00 – 12:15 Loyola Room 276**

Chair: Karen Grandy

- b. Business Communications Roundtable: Research

(Karen Grandy)



## *Persons Who Made the Conference Possible*

We would be remiss if we did not give credit where credit is due. The ASB Executive would like to publically thank the track chairs, session chairs and reviewers whose commitment, time and tireless effort, made this conference possible. Thank you all!

### ***Track Chairs***

#### **Accounting**

Egbert McGraw, Université de Moncton  
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#### **Business History**

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#### **Business Law**

Steve Enman, Acadia University  
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#### **Case Track**

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#### **Entrepreneurship**

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#### **Finance**

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#### **Gender & Diversity**

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Hello and welcome to the ASB 2010 Conference. I hope that I have captured all the relevant information needed to produce a conference program that meets all of your conference needs and which provides you a well paced and collegial environment in which to present your paper or work. While both I and the Track/Session Chairs have made every effort to accommodate the many unique requests that many of you have individually communicated to us, unfortunately not every request could be so accommodated.

For my part I would like to thank the efforts of the Track and Session Chairs for putting up with my constant requests for information. On that note, any and all errors or omissions in the preparation and production of this program are solely mine and my apologies in advance.

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