



September 2019

Fostering Business Leadership
with a Global Vision
in the North and Beyond!

SCHOOL OF BUSINESS NEWS LETTER

Welcome! We here at the School of Business had a restful but productive summer, and we hope you had the same.

In April our faculty attended a case teaching workshop, which helped apply experiential approaches when teaching business courses. The aim is to teach critical thinking, communication, organizational, and professional skills to all students enrolled.

At our annual retreat, learning goals and objectives were reviewed to maintain and enhance the high quality of Business education at UNBC. Furthermore, we reviewed our 5-year strategic plan for the 2015-2020 and developed action plans for the remaining year.

A few of our strategic initiatives are underway, and I anticipate we will have some updates in the near future! I would like to wish you a fantastic academic year.

Sincerely,

Dr. Sungchul Choi, Chair of the School of Business



UNBC'S PARTNERSHIP WITH NORTHERN HEALTH



PAID FULL TIME INTERNSHIP OPPORTUNITY

UNBC Career Centre is making available an exciting internship opportunity for Commerce students. ***Northern Health is offering two internships to UNBC students who have completed the Fundamentals of Business Process Management course, COMM 360, new this fall.***

Also new this Winter semester, the following courses will be offered; COMM 461/698 Information System Analysis and COMM 498/698 Advanced BPM. These courses are not required for the Northern Health internship.

Paid internships would be between May and August 2020, with a minimum of 10 weeks and a maximum of 12 weeks working 37.5 hours a week.

Specific projects will be assigned by Northern Health. Remuneration will be based on the NH salary administration guidelines for non-clinical co-op students.

For more information contact Amelia Kaiser at 250-960-5361 or at amelia.kaiser@unbc.ca

FAREWELL AND WELCOME

Farewell Dr. Reza H. Chowdhury, a former Associate Professor in Finance. Reza has made an incredible impact with UNBC over a number of years with us.

We appreciate his dedication to the school and wish him the very best!



Welcome Darren B Karunanithi, an assistant professor new to UNBC. Darren earned his Ph.D. (2004-2008) in Data Compression and VLSI Design from the National Cheng Kung University, Taiwan, and his MBA (2012-2014) from the National Cheng University as well. He is about to receive his Ph.D. (expected in late 2019) in Management from The Australian National University, Australia. Prior to joining the UNBC, he was on the faculty of Korea University, South Korea, and Feng Chia University, Taiwan. He has also worked as a senior information and communication engineer at SPIC lab, Taiwan. Darren has also worked as a business data analyst and project manager at Technology companies in Taiwan. Currently, he is serving as an Executive Committee Member at Academy of Management (AOM)-Organizational Behavior Division. His current research interests include leader humility, paradoxical leadership, knowledge hiding, internet of things, and video coding. Darren will be teaching COMM 330 (HRM) this fall.

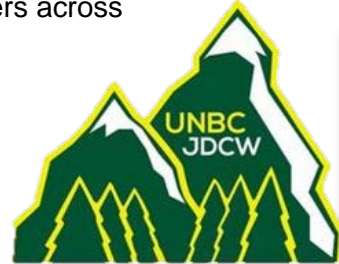
JDC WEST 2019-2020

The 2019-2020 year has been busy with Ryan Tretick (top right) and Brandon Greenall (bottom right) leading the 2020 team through monthly summer sessions, volunteering opportunities, and raising money for charity.



Last year, UNBC's JDC West team won 1st place for the 4th time consecutively! Our 2020 co-captains would like nothing more than to bring it home in 2020 for the 5th year running.

All teams aside from Debate, Social, Athletic, Operations Management, and Finance have been chosen. If you're interested in applying in-school learnings with business leaders across Prince George, and competing for UNBC in 2020's competition please contact either co-captain in September.



PATHFINDER AND LAUNCH EVENT DATES

While Career Days help all interested students to connect with employers from the region, a ***new component was added to assist students early in their undergraduate journey to "Find their Path" in the School of Business***, by having the opportunity to meet one-on-one with professionals from various fields and discuss a variety of interest within business (HR, Marketing, Accounting, Finance, etc.). The School of Business plans to host a second ***"find your path" event on January 29th 2020 in the Bentley Center.*** ***This event is welcome to all students.***

The second component is a ***networking event that connects students who have distinguished themselves in their undergraduate journey, and were ready to take the next step or "Launch" into a career with preferred employers from the region.*** The event followed a widely-used format at elite business schools, where faculty guided introductions based on students' known interests and proven capabilities. ***The second event will be invite only and take place on November 13th, 2019.*** A Testimonial from the first "Launch" event held in February 2019 where 50 students connected with 26 employers from 21 firms to discuss opportunities in Northern BC is found below:

"The "Launch" event was an excellent way to meet industry leaders. The original intent was to speak with people, and to see which jobs were available. Through direct connection made at the event, Scotiabank hired me when a position which fit my needs became available."

Testimonial from Hope Goudsward, Financial Advisor with Scotiabank as pictured to the right.



UNBC'S COMMERCE STUDENT SOCIETY (CSS)

Aaron VanderPloeg is this year's president, and welcomes you to UNBC for your first or back for another.

Annual events such as the Volley into September, the Case Competition, and Business Banquet Dinners will be happening again this academic year. If you are interested in attending, all upcoming CSS events will be posted on the CSS website at www.unbccss.ca/.

CSS has renewed their partnership with Brink, and are currently working on the proposal to renew partnership with the CPABC. The CSS is actively looking to plan other events, and seek more partnership! Feel free to reach out, using the link above, to become involved or share ideas for business students here at UNBC.

MBA HIGHLIGHTS



MBA had a successful weeklong session at the beginning of May 2019, where both the Prince George and Vancouver 1st year students joined together for an intense session in Vancouver. Dr. Kafui Monu, Dr. Sungchul Choi, and Dr. Wootae Chun provided a day on research mythology and ethics.

At the end of May, we had 29 students convocated, Congratulations to all of them!

When asked how many students received a promotion during the program, over 60% of the 2019 graduates raised their hands. One student moved from Prince George to Texas USA for a new job and his company flew him back to finish the program. Another student moved from Prince George to Princeton BC. ***The opportunities are endless with this general business MBA.***

Students from many industries come together to share learning and perspectives that allow them to see new ways of doing this and out of their comfort zone. We are so fortunate to gain the experiences from a diverse international group – Peru, Saudi Arabia, India, Iran, Vietnam and China. What a great opportunity to learn more about global trends from around the world in different industries!

MBA welcomes Dr. Chengbo Fu and Dr. Wootae Chun from the School of Business who will be teaching Corporate Finance and International Business respectively. Welcome back Dr. Balbinder Deo, who will be teaching Quantitative Decision Analysis to our Prince George students this Fall.

FACULTY HIGHLIGHTS

Research Activities:

Bahmannia, S., **Darren B Karunanithi**, Lowe K.B & Daniels M (2019) “*After all, I care: The Dual Effect of Leader Humility on Employees Co-operative Behaviors*” in Proceedings of the 79th Academy of Management Annual Meeting, Boston, USA, August 9-14.

Chengbo Fu “*Are U.S. Firms More Socially Responsible than Cross-listed Firms? Evidence from ADRs*”, The 2019 Cross Country Perspectives in Finance Conference, Jinan, China, June 25-27, 2019.

Chengbo Fu “*Idiosyncratic Volatility Spread and the Cross-Section of Stock Returns*”, Chinese Economic Association 2019 Conference, Shanghai, China, July 4-5, 2019.

Chengbo Fu “*A Separation Analysis of the Idiosyncratic Volatility-Return Relation*”, 2019 China International Risk Forum, Tianjin, China, July 19-21, 2019.

Kim, H.G., **Chun, W.**, & Wang, Z. “*Can Corporate Social Responsibility Improve Brand Value? A Stakeholder Perspective*”, Annual Meeting of Administrative Sciences Association of Canada (ASAC), St. Catharines, Ontario, May 24-27, 2019.

Kim, H.G., **Chun, W.**, & Wang, Z. “*Roles of Multi-Dimensions of CSR in Brand Value: Moderating Effect of Firm Size*”, Annual Meeting of the Academy of Management (AOM), Boston, MA, August 9-13, 2019.

Other Awards and Grants

Dr. Waquar Haque, in collaboration with UNBC students, and Northern Health have **won BC'S health care award for top innovation for developing Northern Health Trauma Dashboard** which helps health care professionals identify patterns, needs, and to improve resource allocation in support of improved trauma care for Northern Health residents.

Dr. Kafui Monu and Dr. Terry Jiang in computer science were awarded a \$15,000 grant from Mitacs group for a **joint research project with Splash Digital Media in town**. The work looks at measuring the parasocial interactivity of business and celebrity media accounts. With the developed algorithm, researchers could determine the proportion of social media followers who feel they have a special connection to the business or celebrity.