

School of Business Newsletter

WELCOME FROM THE CHAIR

As the new Chair of the School of Business, I would like to extend a warm welcome to our students, faculty, staff, alumni, and community members. In this last year, the School of Business had many changes: Dr. Steven Cronshaw and Wendy Fellers have retired —we will definitely miss them! Dr. Cronshaw will be staying with us as a Professor Emeritus. In addition, Dr. Paul R. Messinger and Dr. Rick Colbourne joined us as Adjunct Professors.

We have been working on curriculum mapping to align our offerings with the vision of “Fostering Business Leadership with a Global Vision in the North and Beyond” and to maintain our high quality of Business education at UNBC. This also helps the School of Business continually improve our offerings and align our curriculum with Business professional designations, which will significantly help our students to be more effectively prepared to enter the employment market. Recently, CPHR (Chartered Professional in Human Resources) has accredited our HR major. This is a new addition to existing accreditation by CPA (Chartered Professional Accountants) and CIM (Certified in Management). We anticipate more accreditation opportunities as a benefit of our curriculum mapping.

Furthermore, through the generous support of Peter Bentley, a Canadian businessman, philanthropist, and long-time benefactor to UNBC, a new fund has been created to strengthen business education for students at UNBC. This will enhance our students’ learning experience in the School of Business by bringing in guest lecturers.

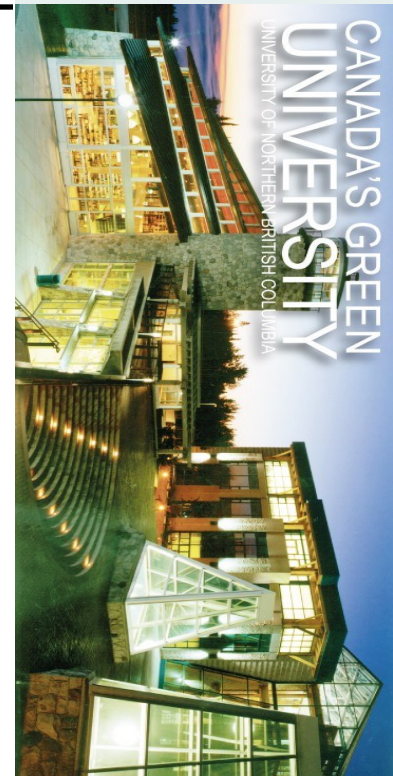
We have been seeking more opportunities and options to reach out to Northern and Global communities through our Undergraduate and Graduate programs as well as research. I believe I will have some updates on these initiatives in the next newsletter.

This is the first issue of the School of Business Newsletter. I will keep you updated more frequently and regularly throughout the school year. I hope you enjoy reading this newsletter to find out how the School of Business is progressing.

Please send us any news, contributions, links, resources, congratulations, stories or anything else that could be potentially relevant to the School of Business.

Best wishes,

Sungchul Choi



SPECIAL POINTS OF INTEREST

- Welcome from the Chair
- Graduation
- Undergraduate Highlights
- Bentley Business Visiting Lecturer Fund
- MSc. Highlights
- MBA Highlights
- Faculty Highlights
- Contact Information

UNDERGRADUATE HIGHLIGHTS

GRADUATION

We celebrated **114** graduates' achievements at this years Convocation in May.

- ◆ 89 BComm
- ◆ 22 MBA
- ◆ 3 MScBA

We wish each of them continued success!



The UNBC Commerce Student Society exists to provide the commerce students of UNBC with ways to learn about the world of business from a new perspective. Our slogan "learning beyond the classroom" is achieved through several academic, philanthropic and networking events that are spread out over the school year. If you would like to learn more or get involved, visit our website at unbccss.ca or email president@unbccss.ca.



CPHR (Chartered Professional in Human Resources) of BC & Yukon and UNBC School of Business have signed off a partnership agreement on August 10, 2017.

This agreement acknowledges our HR major as it meets the competency framework of CPHR. Graduates from our HR major program who achieve an overall cumulative average of B- and have been a member of CPHR BC & YK continuously since registering into their 3rd year major courses will be awarded national knowledge exam passing status by CPHR BC & YK. They can apply to receive the CPHR designation when they meet the experience requirements of the designation.

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



During the past two years, the UNBC JDC West team has collectively raised over \$200,000 for Northern charities; received top three placements in Marketing, Entrepreneurship, Finance, Participation, Charity, and Athletics; and continued to proudly represent our university on a national stage.



Tryouts for Athletics, Social, and remaining Academic teams are during the third week of September. For more information, visit our Facebook Page or Website.

www.facebook.com/unbcjdcw
www.unbcjdcwest.com

BENTLEY BUSINESS VISITING LECTURER FUND

Peter Bentley was the third Chancellor of UNBC, and received an Honorary Doctorate of Laws from UNBC in 2008. Mr. Bentley was made an Officer of the Order of Canada in 1983 for playing "an important role in manufacturing, business and finance in British Columbia."

Thank You

The fund will provide UNBC professors and sessional instructors in the School of Business the opportunity to bring in guest speakers that would not otherwise be available, for the purpose of enriching lectures in credit courses. Guest speakers may come from other universities, industry, professional associations or other organizations, and will share experience, perspectives and knowledge that enhance courses and support student learning. We greatly appreciate Peter Bentley's generosity.

MSc. HIGHLIGHTS

INCOMING STUDENTS

We welcome 3 new students and 4 International exchange students—we look forward to working with you. Congratulations on your acceptance to the MSc.BA Program!



Testimonial— Mohammad Reza Shaerba Akbari

“When I reflect on my four years at the University of Northern British Columbia MScBA program, I conclude that the experience not only made me a better analytical thinker, but also prepared me in unpredictable ways for my career. One year before I started my masters study, I opened Shiraz Café and Restaurant: Northern BC’s first Persian Restaurant, in Prince George. Many people ask me, “*how did you do your masters while you were running your own business at the same time?*” When you work full-time while studying, you need to sacrifice personal time, which meant that I took my studies seriously. My ambition was not only to complete my degree successfully but to make the best out of the time spent studying and researching. My Supervisor, Dr. Steven Cronshaw, fully understood the situation and in fact we designed a very interesting and unique study which we used the restaurant as the research lab. Dr. Cronshaw challenged me through the whole process to think intellectual and always seek the evidence and logic. Working closely with Business faculty of UNBC gave me a new perspective on every condition that we can intellectually process data and interpret the result to find answer. Today, data and numbers have affective meaning for me. Through my daily activities at my corporate job or managing my business, I always use the same analytical approach. In fact, I am constantly looking for opportunity to learn and improve my knowledge on the field of data analysis and data science. I’m extremely pleased with the result and it has undoubtedly opened so many doors for me. I highly recommend this program to whoever wants to challenge himself or herself with a deep academic and intellectual way of looking at different perspective of commerce.”

THESIS DEFENCE

- ⇒ Sunenan Iqbal successfully defended her thesis entitled: “Barriers to Immigrant Women’s Labor Force Integration – A Phenomenological Study Based in Prince George, BC.” Sunenan was co-supervised by Dr. Steven Cronshaw and Dr. Rick Tallman.

- ⇒ Faith Halidu successfully defended her thesis entitled: “Echoes of Colonialism: Implications of Wrongful Dismissal Judgements in Nigeria and Canada.” Faith was supervised by Dr. Steven Cronshaw.

- ⇒ Mohammad Reza Shaerba Akbari successfully defended his thesis entitled: “Interruption of an Immersive Experience in an Ethnic Restaurant.” Reza was supervised by Dr. Steven Cronshaw.



Pictured here are the three MSc. Graduates of 2017. From left to right: Sunenan Iqbal, Faith Halidu, and Mohammad Reza Shaerba Akbari.

MBA HIGHLIGHTS

CHANGES WITHIN THE PROGRAM

We have seen a number of changes in the MBA program over the last year.

Cheryl Wallace started as the MBA Director on July 25, 2016. She is a UNBC MBA graduate, (2009) and a CPA. She has experience from a wide variety of industries.

Afton Zral started as MBA Program Assistant on July 31, 2017. Afton comes to the program with over 3 years of experience with UNBC and an undergraduate degree from UBC.

The Class of 2019

Our current 2017 cohort consists of 15 students in Vancouver and 22 in Prince George. We are excited to have International students from Bangladesh, Philippines, Guatemala and Saudi Arabia. We brought the Vancouver cohort to Prince George for the start of their program so they could meet fellow MBA students, see our campus first hand, meet Alumni and get a face to face overview of the services available to them.

We now have over 250 graduates from the UNBC MBA program. We have an active MBA Alumni chapter that is engaged with the program and has 1 or 2 events each year to provide students and graduates with opportunities to network and opportunities for professional development.

MBA May Session

In May 2017 we brought our Vancouver (Langara) cohort to Prince George for the first time since its inception. They saw our beautiful campus and experienced a bit of Prince George. The students had an opportunity to hear an MBA panel of five talk about their growth from the MBA, meet some potential employers and take Comm 690 (Canada's Asia-Pacific Gateway) with a field trip to The Carrier Sekani office. As the students left from their intense week, one was quoted to say " I am proud to be a UNBC student".



MBA PROGRAM

Project Management (Comm 751)

In June 2017 we provided an opportunity for UNBC MBA Graduates to take the Project Management course with our MBA students to allow them to get their PMP designation. We had 2 Alumni attend in Langara and 2 more in Prince George. It gave the opportunity for the current students to meet and work with some Alumni and for the Alumni to re-engage with the program.

FACULTY HIGHLIGHTS



CONFERENCE PRESENTATIONS

Reza Chowdhury, Wootae Chun, and Sungchul Choi. The Impact of national Culture on the relationship Between Brand Value and Firm Performance. Presented at the 2017 ASAC (Administrative Sciences Association of Canada) in Montreal, May 29-June 1, 2017.

Sungchul Choi, Xin Ge, and Paul Messenger. Risk Preferences and Probabilistic Discounts. Presented at the 2017 ASAC (Administrative Sciences Association of Canada) in Montreal, May 29-June 1, 2017.

Sungchul Choi. The Performance Effect of Social Responsibility: Members of the United Nations Global Compact. Presented at the 2017 ASAC (Administrative Sciences Association of Canada) in Montreal, May 29-June 1, 2017.

Sungchul Choi. Probabilistic Promotions and the Number of Possible Discount Outcomes. Presented at the 2017 Summer AMA (American marketing Association) Conference in San Francisco, August 4-6, 2017.

Waqar Haque. Experiential Learning: Beyond the Classroom and Connecting with the Industry. Presented at WCCE (World Conference on Computers in Education) in Dublin, July 3-6, 2017.

IN THE MEDIA

Dr. Sungchul Choi's recent publication titled "The role of fairness in competitive supply chain relationships: An experimental study" was featured in The Globe and Mail on Feb. 24, 2017.



Professor Emeritus



Dr. Cronshaw is a highly regarded scholar, having made important new contributions in the applications of psychological principles and methodologies to organizational behavior. Dr. Cronshaw has served the University for the past 9 years. In addition to serving as a faculty member, Dr. Cronshaw has served the University as the Chair of the School of Business since 2012 and developed the strategic plan for the School of Business for 2015-2020, which presents a specific and actionable plan to achieve the School's objectives given its growth potential.

Adjunct Professors



Dr. Paul Messinger is an excellent scholar in the field of Marketing. He is an Associate Professor in Marketing, Business Economics and Law at the University of Alberta. He has an extensive record of publications and service. He recently had two books published: Citizen-Centered Cities, Volume I: Case Studies in Public Involvement and Citizen-Centered Cities, Volume II: City Studies of Public Involvement (2017, Business Expert Press) and currently serves as the Vice-Chair of the Service Science Section of the Institute for Operations Research and the Management Sciences. In addition, Dr. Messinger has been collaborating with faculty members of the School of Business on a regular basis. Dr. Messinger taught the Marketing course in our MBA program.



Dr. Rick Colbourne, PhD (Cambridge), MBA (SFU) and BA (Mount Allison), is an award winning educator with a demonstrated record of leadership, success and international experience in entrepreneurship, education and the creative, cultural and technology industries. He is a Fulbright Fellow (Visiting Research Chair in Indigenous Entrepreneurship) and has served on faculties at universities and colleges in Canada, the United States, the United Kingdom and Europe. Dr. Colbourne has been teaching in our MBA program in Prince George and Vancouver. Dr. Colbourne is a recipient of the University of Northern British Columbia's University Achievement Award for Teaching, as well as many other prestigious achievements.

CONGRATULATIONS

Drs. Sungchul Choi, Xin Ge, and Paul Messenger received the Honorable Mention Award in Marketing at the 2017 ASAC (Administrative Sciences Association of Canada) conference in Montreal for their paper, "Risk Preferences and Probabilistic Discounts"

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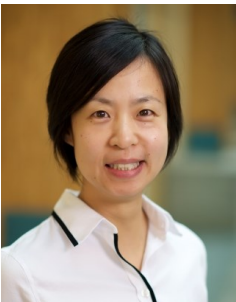


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UNBC's School of Business is located on the fourth floor of the Teaching and Learning Building (#10 on the map).

For any additional information, regarding any of the School of Business programs, please contact us at business.unbc.ca or visit us!