



OFFICE OF THE ASSOCIATE DEAN,
RESEARCH AND FACULTY

HASKAYNE ROUND-UP

October to December 2022

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UNIVERSITY OF CALGARY
HASKAYNE SCHOOL OF BUSINESS

NEWS

Michael Wright has been elected as the Haskayne School of Business representative for The University of Calgary Faculty Association (TUCFA).

New Faculty

Welcome to **Aaron Peterkin** who joined HSB on December 01, 2022.



Aaron Peterkin joins HSB as an Assistant Professor (Teaching) in the SGMA business area. Aaron has 19 years of experience as a practicing law throughout Alberta, Ontario and Manitoba.

Appointments & Recognitions

Anup Srivastava inducted as an Advisory Board Member of the Global Initiative for Governance & Sustainability (GIGS). <https://www.gigs-initiative.ca/advisory-board>

Seok-Woo Kwon selected as a Committee Member (14A – Business, management and related fields) for the 2022 SSHRC Insight Grants Adjudication Committee

RESEARCH FUNDING

Internal Funding

MOBILIZING ALBERTA CLIMATE ACTION GRANT

Houston Peschl & Derek Leahy. *Rural Routes Climate Solutions.* \$50,000.

RESEARCH PUBLICATIONS



ACCOUNTING (ACCT)

Kallousa N, Jang Y, Jung B, **Warsame H.** (In press). Labor unions and post-acquisition integration capability: Evidence from goodwill impairment. *Journal of Business Finance and Accounting.* doi: 10.1111/jbfa.12656 (AJG 3).

Bai G, Rajgopal S, **Srivastava A, Zhao R.** (2022). Profitability and risk-return comparison across health care industries, evidence from publicly traded companies 2010–2019. *Plos One.* doi: 10.1371/journal.pone.0275245

ENTREPRENEURSHIP AND INNOVATION (ENTI)

Atieh AM, Cooke KO, **Osiyevskyy O.** (In press). The role of intelligent manufacturing systems in the implementation of Industry 4.0 by small and medium enterprises in developing countries. *Engineering Reports.* doi: 10.1002/eng2.12578

Ehsani M, **Osiyevskyy O.** (In press). Entrepreneurial Strategies for Navigating the VUCA World. *Rutgers Business Review.*

Osiyevskyy O, Shevchenko L, Marchenko O, Umantsiv Y. (In press). Hybrid Firm: The Future of Organizing for Industry 4.0. *Rutgers Business Review.*

Reza TM, Karimi A, Padash H, Yazdani H, **Keyhani M.** (2022). Analysis of school entrepreneurship curriculum with a comparative study of schools in 9 European countries. *Journal of Entrepreneurship Development.* doi: 10.22059/JED.2022.339725.653920

Sinha KS, **Saunders C,** Raby S. (In press). Cooling off innovation hotspots: smaller businesses need to look wide and deep. *Journal of Business Strategy.* doi: 10.1108/JBS-07-2022-0124 (AJG 1)

Saunders C, Currie D, Virani S, de Grood J. (In press). Navigating the Systemic Conditions of a Digital Health Ecosystem in Alberta, Canada: An Embedded Case Study. *Journal of Medical Internet Research - Formative Research.*

Saunders C, Kulchitsky J. (In press). Using Code of Conduct Reminders to Enhance Self-Administered Questionnaire Response Quality. *SAGE Research Methods Cases – Business.*

ORGANIZATIONAL BEHAVIOUR AND HUMAN RESOURCES (OBHR)

Deng C, Gulseren D, Isola C, Grocutt K, **Turner N.** (In press). Transformational leadership effectiveness: an evidence-based primer. *Human Resource Development International.* doi: 10.1080/13678868.2022.2135938 (AJG 2)

Turner N, Deng C, Granger S*, Dueck PM. (In press). Subjective invulnerability impacts young workers' safety voice. *Journal of Safety Research.* (AJG 2)

Business Cases

Davidson P. (In press). Growing like a weed in a mature industry: the \$36B Merger. *Ivey Publishing.*

Kim H. (2022). Lululemon Athletica: Driving Global Growth. *Ivey Publishing*.

Li P. (2022). Amazon's Second Headquarters (A and B). *International Journal of Case Studies in Management*. Case ID: 9 40 2022 012A-B

Practitioner-oriented Articles

Govindarajan V, **Srivastava A.** (2022). Tech Talent Is Flooding the Job Market. *Harvard Business Review*. (EH, FT50, AJG 3)

Srivastava A, Silva FBG, Ilyas H, **Enache L.** (2022). Reassessing the Boundaries of Government. *California Management Review*. (EH, AJG 3)

Editorials and Other Articles

Keyhani M, Ashjari A*, Sorgner A, Kollmann T, & Hull CE. (Eds.). (2022). Handbook of Digital Entrepreneurship. Cheltenham, UK: Edward Elgar.

Santangelo GD, **Verbeke A.** (2022). Actionable guidelines to improve 'theory-related' contributions to international business research. *Journal of International Business Studies*. doi: 10.1057/s41267-022-00567-x (EH*, FT50, AJG 4+)

Srivastava A, Zhao R, Bai G. (2022). The conundrum of biopharma investing: low rewards and high risks — but a big social benefit. *STAT+*.

Book Chapters

Ashjari A*. (2022). Crowdfunding: A Competency Framework for Creators. In M. Keyhani, T. Kollmann, A. Ashjari, A. Sorgner, & C. E. Hull (Eds.), *Handbook of Digital Entrepreneurship*. (pp. 222-235). Cheltenham, UK: Edward Elgar.

Keyhani M. (2022). Startup Stacks: Understanding the New Landscape of Digital

Entrepreneurship Technology. In M. Keyhani, T. Kollmann, A. Ashjari, A. Sorgner, & C. E. Hull (Eds.), *Handbook of Digital Entrepreneurship*. (pp. 140-160). Cheltenham, UK: Edward Elgar.

Keyhani M, Ashjari A*, Sorgner A, Kollmann T, Hull CE, **Jamshidi Z***. (2022). An Introduction to Digital Entrepreneurship: Concepts and Themes. In M. Keyhani, T. Kollmann, A. Ashjari, A. Sorgner, & C. E. Hull (Eds.), *Handbook of Digital Entrepreneurship*. (pp. 2-25). Cheltenham, UK: Edward Elgar.

Keyhani M, Robinson MJ, Lehar A, & Ashjari A*. (2022). Digital Entrepreneurship and Capital Acquisition in the Global Economy. In M. Munoz (Ed.), *Digital Entrepreneurship and the Global Economy*. (pp. 91-101).

ACADEMIC ACTIVITIES

Academic Conference Presentations

Birkhead B, **Eshghi A***, Gopal R, **Hidaji H, Patterson RA.** (2022). *Algorithms to the Rescue: Market Mechanisms for Fair Trading of Unbiased Individual Data*. 32nd Workshop on Information Technologies and Systems (WITS 2022), Copenhagen, Denmark.

Birkhead B, **Eshghi A***, Gopal R, **Hidaji H, Patterson RA.** (2022). *Algorithms to the Rescue: Market Mechanisms for Fair Trading of Unbiased Individual Data*. Conference on Information Systems and Technology (CT). Indianapolis, Indiana, USA.

Choudhary A, Saggarr M, **McArdle, J.F, de Koning, AJ.** (2022, November). *Using Video Reflections to Improve Students' Engagement, Critical*

Reflection, and Composition Skills. ISSOTL annual conference. Kelowna, BC. Canada.

Duran S. (2022). *Cleaning after Solar Panels: A Circular Outlook*. The 2022 Recycling Council of Alberta Circular Economy Conference. Jasper, AB.

Hidaji H. (2022). *Provider-Firm Investment Spillover and its Implications for the Supply Chain*. INFORMS Annual Meeting, Indiana, USA.

Kwon S. (2022). *The effect of entrepreneurship on the well-being of spouses*. People and Organizations Conference, University of Pennsylvania. USA.

Lehar A. (2022). *Financial innovation: A threat to financial stability?* Federal Reserve Bank of Atlanta Conference. Atlanta, USA.

Lehar A. (2022). *Financial innovation: A threat to financial stability?* P2P Financial Systems 2022 Conference. London, England.

Lehar A. (2022). *Financial innovation: A threat to financial stability?* 5th UWA Blockchain and Cryptocurrency Conference (virtual). Perth, Australia.

Lehar A, Moravvej M*. (2022). *Private settlement in blockchain systems*. Bonn Workshop on Digital Currencies, Bonn, Germany.

Lehar A, Moravvej M*. (2022). *Private settlement in blockchain systems*. Paris Finance December Meeting, Paris, France.

Lehar A, Moravvej M*. (2022). *Private settlement in blockchain systems*. Central bank conference on digital currencies. Sydney, Australia NSW.

Lehar A, Moravvej-Hamedani M*. (2022). *Private settlement in Blockchain System*. Cardiff Fintech Conference. Wales, UK.

Lehar A, Parlour C. (2022). *Systemic Fragility in Decentralized Markets*. 2022 Tel Aviv Finance Conference. Tel Aviv, Israel.

McArdle JF, de Koning AJ. (2022). *Changing the perspective to change the dynamic: Placing the community at the center of stakeholder theory*. 21st Annual Colloquium, Academy of Business in Society. Brussels, Belgium.

McArdle JF, de Koning AJ. (2022). *Changing the perspective to change the dynamic: Placing the community at the center of stakeholder theory*. 21st Annual Colloquium, Academy of Business in Society. Brussels, Belgium.

McReynolds A, Choudhary A, Saggar M, **McArdle JF, de Koning AJ.** (2022). *Co-constructing Learning Environments: Activating students' voice and agency using visual preference surveys*. 2022 Annual Symposium on Scholarship of Teaching and Learning, Mokakiiks Centre for Scholarship of Teaching and Learning at Mount Royal University. Banff, AB. Canada.

McReynolds A, Choudhary A, Saggar M, **McArdle JF, de Koning AJ.** (2022). *Building Inclusive Learning Environments: Activating Students' Voice and Agency using Visual Preference Surveys*. ISSOTL annual conference. Kelowna, BC. Canada.

Saggar M, Choudhary A, **McArdle JF, de Koning AJ.** (2022). *The Experiential Learning Map: A Storyboarding Tool for Instructors to Design Impactful Learning*. ISSOTL annual conference. Kelowna, BC. Canada.

Saggar M, Choudhary A, McReynolds A, **McArdle JF, de Koning AJ.** (2022). *The Experiential Learning Map: an Interactive Tool for Curriculum Development*. 2022 Annual Symposium on Scholarship of Teaching and Learning, Mokakiiks Centre for Scholarship of Teaching and Learning at Mount Royal University. Banff, AB. Canada.

Conference Service

David A. (2022). *Jacobs K, Mai AT, Pederzoli P. Identifying Demand and Supply in Index Option Markets*. (Discussant). Canadian Derivatives Institute Conference. Montreal, QC. Canada.

David A. (2022). *Chen S, & Lambrecht B. Optimal Financial Policies for a Group*. (Discussant). Northern Finance Association Annual Meeting. Banff, AB. Canada

Halek M. (2022). *Eckles D, Hoyt R, Yun J. The Impact of Enterprise Risk Management on Risk Taking Behavior*. (Discussant), CEAR/MRIC Behavioral Insurance Workshop, Munich, Germany.

Halek M. (2022). *Session 4A: Insurance Management*. (Moderator), CEAR/MRIC Behavioral Insurance Workshop, Munich, Germany.

Lehar A. (2022). *Bena J. Token-based decentralized governance*. (Discussant). 5th UWA Blockchain and Cryptocurrency Conference (virtual). Perth, Australia.

Seminars

Grewal J, Richardson G, **Wang J.** (October 28, 2022). The Effect of Mandatory Carbon Reporting on Greenwashing. *Research Seminar (Online)*.

PROFESSIONAL PRESENTATIONS

Peschl H. (2022). *Education for Sustainable Development and Responsibility in Canadian Business Schools*. Business Schools Association of Canada. Calgary, AB. Canada

IN THE MEDIA

David A. (October 27, 2022). [The Bank of Canada just hiked interest rates for the sixth time — is it too late?](#) The Conversation.

Mourali M. (December 05, 2022). [Haskayne researcher finds better ways to communicate a medication's risks](#). UCalgary.

Pandes JA, Tingle BC. (October 17, 2022). [There's been only one company IPO this year on the TSX, and that's a problem](#). The Globe & Mail.

Srivastava A. (October 12, 2022). [Are global accounting regulators driving the audit and consulting split at EY?](#) Canadian Accountant.

Steel P. (October 25, 2022). [Tips on how to beat procrastination](#). BBC, UK.

Steel P. (December 12, 2022). [How to Save Yourself From 'Task Paralysis'](#). The New York Times.

FIELD OF STUDY EXAM

Lance Mortlock



Supervisor(s):
Harrie Vredenberg

Lance's research contributes a significant perspective on 'how' scenario planning influences aspects of both innovation and organizational learning, including related mechanisms, practical considerations, cross-case comparisons and a novel maturity assessment model. This new knowledge helps fill a gap in past academic literature, paves the way for future research, and has the potential to shape managerial practice.

As the Managing Partner for the EY energy market segment, Lance's leadership responsibilities include oil and gas, power and utilities and mining sectors across Canada.

As a strategy practitioner working with the c-suite, Lance has provided management consulting services on +170 projects to +70 clients in 11 countries. He brings a broad set of strategic skills and experiences, helping clients solve some of their most complex strategic problems.

Lance has authored numerous points of view on various essential business topics. Lance is also an

opinion columnist and external advisory board member for CEOWORLD magazine.

Lance is also the author of the recent business book, *Disaster Proof: Scenario Planning for Post-Pandemic Future*, which explores ways scenario planning can help organizations be more resilient, building shock absorbers at a time of great uncertainty and drastic change.

Kanwal Bokhari



Supervisor(s):
Seok-Woo Kwon

Kanwal's research examines how investors analyze multiple signals to evaluate and select nascent ventures. She employs qualitative comparative analysis and text analysis to study investor judgment and inform entrepreneurs on positioning their ventures for favorable evaluations.

Kanwal is an Assistant Professor (teaching) in the finance area of the Haskayne School of Business. Her teaching portfolio includes the UCeed Haskayne Student Fund course to support the million-dollar fund that provides opportunities to students interested in venture capital. She is the academic advisor of the Financial Feminism Investing Lab, a collaboration between the Haskayne School of Business and The51 to deliver an investment education program for women. Kanwal has more than ten years of

experience in investment banking and private equity.

Jessica Carlson



Supervisor(s):
Mohammed Keyhani

Jessica's research interest are focused on amplifying and supporting the diverse perspectives and experiences of women entrepreneurs. She is broadly interested in knowledge mobilization and in becoming an effective professional scholar.

Jessica has 20 years of experience in providing front-line care, research, policy and leadership working for hospitals and youth addiction treatment centres, the Universities of British Columbia and Alberta, the federal government, and for the last 15 years with the Government of Alberta. She is currently the Assistant Deputy Minister of Economic and Social Policy, for the Policy Coordination Office in the Executive Council at the Government of Alberta.

Jessica has held executive leadership roles in international trade policy and public health. She is an active volunteer in the community and is an advocate for quality childcare with nearly a decade of non-profit daycare board experience. She has been with the United Way for over five years working on impact and evaluation of their granting dollars.

Eddison Lee-Johnson



Supervisor(s):
Loren Falkenberg

Eddison's research interests focus on business innovation models, community and corporate governance, and environmental and social governance (ESG). His DBA research seeks to understand the complex relationships that ten indigenous communities have entered with Suncor concerning two major Oil Sands infrastructure projects: East Tank Firm and the Northern Courier Pipeline.

He is the Chief Executive Officer tasked to set up Oosita Group of Companies, the business arm of Fort Chipewyan Métis Nation. Eddison has worked with Indigenous communities in British Columbia and Alberta. The Government of Alberta recognizes Eddison in a co-lead and support role from 2017-2020 for developing the Credible Assertion Policy guidelines currently used for non-settlement Métis Consultation and Harvesting rights.

Jason Parker



Supervisor(s):
Ari Pandes

Jason's research interests focus on behavioural finance, and specifically how personality structures influence behaviours, decision making processes and outcomes in the capital markets. His research examines biases and heuristics, overconfidence, and choices, as well as career attainment and market efficiency.

Jason is also currently working towards a BA in Guitar Performance at Berklee College of Music. Jason holds an Honours BA from Wilfrid Laurier University in Geography and Political Science, an MA from The University of Toronto in Geography, an MA in International Affairs from Carleton University and an MEd in Developmental Psychology and Education from University of Toronto. Jason is a CFA charter holder and a Fellow of the Canadian Securities Institute.

Jason has 25+ years of capital markets experience. He is very pleased to have joined iA Investment Management (iAIM) last year as Vice President and Portfolio Manager, Fixed Income. Jason provides credit analysis for a number of sectors (Oil and Gas, Midstream, Pipelines and Autos), and helps oversee various rates and

credit portfolios. He provides regular written commentary on the fixed income markets.

Outside of work, Jason created and Co-Chaired the AdvanceAbility Mentorship Program at WCM for women in finance with special needs. He is also on the CFA Society Toronto's Mentorship Program Steering Committee. Jason is proud to be a Co-Founder and Executive Sponsor of Leader Circle, a not-for-profit organization comprised of over 1,000 members that helps women and recent immigrants develop careers in finance and other sectors.

Mark Ward



Supervisor(s):
Oleksiy Osiyevskyy

Mark's research focuses on three inter-related streams: identifying and capturing new sources of competitive advantage *ex-ante*, sales, and corporate entrepreneurship and leadership. His work appears in the *Journal of Business Strategy*.

Mark is a corporate entrepreneurship and leadership consultant who helps organizations to strategically engage the sales function to create and capture new sources of competitive advantage.

Previously, he served as the Energy Practice Director for an IT consulting company, and as Vice President of Corporate Development, and as

Treasurer for Koch Pipelines Canada, L.P. Mark has also served on the boards of the Canadian Sport Institute (Calgary) and Ringette Alberta.

Catherine Heggerud



Supervisor(s):
Oleksiy Osiyevskyy

Catherine has over 20 years of experience in technology organizations, specializing in strategic planning, stakeholder engagement, organizational change management and financial management. Additionally, Catherine has also consulted for the oil and gas industry, specializing in the areas of recruitment, employee engagement and market segmentation.

Catherine's research interests include the impact of disruption on organizational culture, learning and innovation in organizations and the implications of higher education as a consumer product.

DISSERTATION DEFENSE

Dallas Novakowski



Supervisor(s):
Mehdi Mourali

Dallas successfully defended his dissertation "Examining the Role of Inequality in Security Consumption." on November 23rd, 2022.

Dallas is a PhD candidate in the Marketing area at the Haskayne School of Business.

His research examines how economic inequality and social comparisons cause people to adopt more risky and short-sighted consumption strategies to try and "keep up (or cope) with the Joneses," such as gambling, smoking, or engaging in speculative investments. He is also interested in how inequality foments distrust in groups: where better-off individuals make costly security investments to protect themselves from envious peers.

His work has appeared in various outlets, including *Personality and Individual Differences*, *Behavioral and Brain Sciences*, and the *Encyclopedia of Evolutionary Psychological Science*.

His doctoral studies were supported by the SSHRC Doctoral Fellowship, Alberta Gambling Research Institute Doctoral Scholarship, the Robert A. Willson Doctoral Management

Scholarship, and the University of Calgary Ruby Doctoral Scholarship.



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CONTACTS

Haskayne Research Information including tools for grant funding, faculty and university policies, case writing and publishing, and various workshop information is available on the [HSB Research Info Centre](#) on D2L.

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