



DHILLON
SCHOOL OF BUSINESS

RESEARCH CELEBRATION REPORT

2022 IN REVIEW



MESSAGE FROM THE DEAN'S OFFICE

2022 was a very successful year for research within the Dhillon School of Business. As many conferences returned to in-person formats, our colleagues represented DSB around the world. The quality of work produced is quite impressive. We all recognize that there are many ways to evaluate research quality, and journal rankings are just one, but it is still great to see so many DSB articles published in A and A* journals.

The breadth of work produced is also impressive. Our colleagues addressed topics that range from organizational learning and mindfulness to robo-financial advising and global alliances, among many. We celebrate the diversity of knowledge created and support the principle of academic freedom this represents.

We are proud to share these accomplishments with you and look forward to the continued success of our Dhillon School of Business research community.



Kerry Godfrey
Dean



Carla Carnaghan
Associate Dean

Message from the Dean's Office Pg 2

Journal Article Publications Pg 4-41

- Institutional Investor Trading around Dividend Announcements
- A Club Goods Strategy for Global Alliances under Double Circulation Policy of China
- Affect and Cognition in Upper Echelons' Strategic Decision Making: Empirical and
- Theoretical Studies for Advancing Corporate Governance
- A Risk Management Framework for AI-integrated Enterprise
- Mandating Geo-Political Lessons for Global Enterprise
- Strategic Ambiguity and Social Happening: How to Manage Meaningful Incidents
- TACK Environment and Ten Relational Patterns in Dynamic Complex Systems
- Taming the Wicked Problem of ESG
- Value in Variance: Managing Meaningful Randomness
- Examining 50 Years of Social Marketing through Bibliometric and Science Mapping Analysis
- Socially Conscious Consumer Behaviour: The Roles of Ethical Self-identity and Priming
- Understanding People's Motivations for a Long-Distance Hiking Trip
- Guest Editorial: Introduction to the 50th Anniversary Special Issue
- CDS Contract Initiations: REITs Board Monitoring and Corporate Decision Outcome
- Personal Bankruptcy and Consumer Credit Delinquency: The Case of Personal Finance Education
- Subsidiary Staffing, Location Choice, and Shareholder Rights Effectiveness
- Who uses Robo-Advising and How?
- New in Town, Already Settled In: Assessing the Behavioural and Experiential Indicators that Lead to Acculturative Advantages
- Lumpy Investment and Credit Risk
- Price Discovery Between Forward-looking SOFR and LIBOR
- Price Disparity Between Chinese A- and H-shares: Dividends, Currency Values, and the Interest Rate Differential
- The Power of Profanity: The Meaning and Impact of Swearwords in Word-of-Mouth
- Helicopter Parenting During Emerging Adulthood: Consequences for Career Identity and Adaptability
- Auditor Distraction and Audit Quality
- PCAOB International Inspection Access and Debt Contracting: Evidence from American Depository Receipt Firms
- Re (Read)
- Effects of Perceived Scarcity on COVID-19 Consumer Stimulus Spending: The Roles of Ontological Insecurity and Mutability in Predicting Prosocial Outcomes
- Identity Salience Moderates the Effect of Social Dominance Orientation on COVID-19 'Rule Bending'
- The Relationships Between Masculine Gender Role Discrepancy, Discrepancy Stress and Men's Health-related Behavior
- Be Yourself or Adapt Yourself? Authenticity, Self- Monitoring, Behavioural Integrity, and Trust

- ICT Knowledge Transfer in Complex Organizations: Investigating Antecedents of Potential Absorptive Capacity
- Organizational Learning Through Character-based Judgment
- Challenging What We Think We Know: Theory and Evidence for Questioning Common Beliefs About the Gender Gap in Entrepreneurial Confidence
- Mitigating Initial Orthostatic Hypotension: Mechanistic Roles of Muscle Contraction Versus Sympathetic Activation
- Implications of the State Assistance Program in the Province of Quebec: The Case of Lamb Production
- Investor Diversity and Liquidity in the Secondary Loan Market
- Good Begets good? Reciprocal Relationships Between Mindfulness, Approach Coping, and Subjective Vitality
- Jack of all Trades, Master of None? Exploring Factors that Influence Responses to White-Collar Professionals with Multiple Jobs
- Auditor Bias and Deliberative Reasoning
- Professionalism, Professional Commitment, and Performance
- Online Social Network Fundraising: Threats and Potentialities

Honours and Awards Pg 42-43

Dhillon Scholars Pg 44-45

Books Pg 46-47

- ESG Corporate Guidebook, Volume 1
- Study supplement for Canadian Taxation
- Indigenous governance and business management: Navigating exceptions and finding success

Book Chapters Pg 48-51

- Marketing Education For Social Impact
- The Sustainability Solution In MNEs: Understanding The Impediments To Its Implementation

Presentations Pg 52-61

Grants Pg 62-63

Supervision of Graduate Student Thesis Research Pg 64-65

Business and Popular Press Pg 66-67

Funded Undergraduate Student Research Pg 68-69

High-impact Publications from Our 2021 Report Pg 70-71

- Accounting
- Agriculture
- Corporate Social Responsibility
- Ethics

- Finance
- Indigenous
- International
- Marketing

- Non-profit
- Organizational Studies
- Policy/Strategy
- Sustainability/Environment

- Well-being

**Indicates student author*



DHILLON
SCHOOL OF BUSINESS

JOURNAL ARTICLE PUBLICATIONS



INSTITUTIONAL INVESTOR TRADING AROUND DIVIDEND ANNOUNCEMENTS

Prior evidence on whether institutions are informed about dividend changes is mixed. We contribute to this debate by examining institutional trade around dividend changes by industrial firms and REITs. We find that abnormal institutional volume is higher when industrial firms change dividends than when REITs do so. This is consistent with the higher information asymmetry associated with dividend changes by industrial firms, suggesting institutions trade more upon arrival of the more informative dividend changes by the industrial firms. Institutional buys offset institutional sales after both dividend increases and reductions by the industrial firms. The higher abnormal institutional volume and the non-directional nature of the abnormal volume suggest that institutions, on average, are not as informed about dividend changes by the industrial firms as they are about the same events by REITs due to their transparent nature. Thus, we uncover new evidence that institutions are not informed about dividend changes by industrial firms.

Full citation: Asem, E., Baulkaran, V., Jain, P., & Sunderman, M. (2022). Institutional investor trading around dividend announcements: The case of REITs vs. industrial firms. *Review of Quantitative Finance and Accounting*, 58 (4), 1685-1707.



**Ebenezer (Ben)
Asem**



**Vishaal
Baulkaran**

“Our research on institutional trade around REITs and industrials dividend changes shows that institutions are not in general informed about dividend changes, suggesting the retail investor need not be concerned about the dividend payment status of firms in selecting stocks.”

Dr. Ben Asem

Finance

A CLUB GOODS STRATEGY FOR GLOBAL ALLIANCES UNDER DOUBLE CIRCULATION POLICY OF CHINA

Full citation: Bao, YJ, Yuan, W., & Yilong, D. (2021). A club goods strategy for global alliances under double circulation policy of China. *Tsinghua Business Review*, 3 (April), 41-51 (In Chinese).



Yongjian (YJ) Bao

Policy/Strategy

AFFECT AND COGNITION IN UPPER ECHELONS' STRATEGIC DECISION MAKING: EMPIRICAL AND THEORETICAL STUDIES FOR ADVANCING CORPORATE GOVERNANCE

Research over the last 40 years has greatly advanced the investigation of upper echelons' strategic decision-making processes, in which top managers and board directors are regarded as playing a pivotal role in shaping organizational outcomes. However, what remains largely unknown is the interplay of affective states and cognition, considered by some scholars to be two parallel competitive systems of the human mind. In particular, little is known about how these two intertwine and influence the scale-up from the individual to collective strategic decision making as well as financial and nonfinancial performance outcomes. The proposed research by Dr. Bao and coauthors aims to advance this line of inquiry: investigating the role of affective states, cognition, and their interplay in upper echelons' strategic decision making.



Yongjian (YJ) Bao

Full citation: Cristofaro, M., Bao, Y. J., Chiu, S., Hernández-Lara, A. B., & Perez-Calero, L. (2022, online version published). Affect and cognition in upper echelons' strategic decision making: Empirical and theoretical studies for advancing corporate governance. *Frontiers in Psychology*, 13.

Policy/Strategy

A RISK MANAGEMENT FRAMEWORK FOR AI-INTEGRATED ENTERPRISE

Full citation: Bao, YJ., Tu, W., & Yuan, W. (2022). A risk management framework for AI-integrated enterprise. *Tsinghua Business Review*, 5 (June), 51-62 (In Chinese)

Policy/Strategy



Yongjian (YJ) Bao

MANDATING GEO-POLITICAL LESSONS FOR GLOBAL ENTERPRISES

Full citation: Bao, YJ. (2022). Mandating geo-political lessons for global enterprises. *Management Insights*, 28 (March), 78-83. (In Chinese)

Policy/Strategy

STRATEGIC AMBIGUITY AND SOCIAL HAPPENING: HOW TO MANAGE MEANINGFUL INCIDENTS

Full citation: Bao, YJ. Yuan, W., & Yilong, D. (2022). Strategic ambiguity and social happening: How to manage meaningful incidents. *Tsinghua Business Review*, 3 (April), 14-23 (In Chinese)

Policy/Strategy

TACK ENVIRONMENT AND TEN RELATIONAL PATTERNS IN DYNAMIC COMPLEX SYSTEMS

Full citation: Bao, YJ. (2021). TACK environment and ten relational patterns in dynamic complex systems. *Entrepreneur*, 3, 26-31. (In Chinese)

Policy/Strategy



Yongjian (YJ) Bao

TAMING THE WICKED PROBLEM OF ESG

Full citation: Bao, Y.J, Yahan Hu and Shujun Tang. (2022). Taming the wicked problem of ESG. *Tsinghua Business Review*, 11, 97-103 (In Chinese)

Policy/Strategy

VALUE IN VARIANCE: MANAGING MEANINGFUL RANDOMNESS

Full citation: Bao, YJ. (2022). Value in variance: Managing meaningful randomness. *Management Insights*, 30, 95-97 (In Chinese)

Policy/Strategy

"Knowledge in use embodies wisdom of practice. There is no better source of wisdom in management than direct learning from business practice. That drives my interests to publish in practitioner journals."

Dr. YJ Bao

EXAMINING 50 YEARS OF SOCIAL MARKETING THROUGH BIBLIOMETRIC AND SCIENCE MAPPING ANALYSIS

Dr. Basil and co-authors examine research in the field of social marketing over the past 50 years and propose a future research agenda. A bibliometric analysis based on keyword co-occurrences is used to analyze 1,492 social marketing articles published from 1971 to 2020. The results show that advertising, fear and children were some of the driving themes of social marketing over the past 50 years. In addition, the analysis identifies four promising areas for future research: consumption, intervention, strategy and analytical perspectives.

Full citation: Salgado Sequeiros, J., Molina-Collado, A., Gómez-Rico, M. and Basil, D. Z. (2022). Examining 50 years of social marketing through a bibliometric and science mapping analysis. *Journal of Social Marketing*, 12(3), 296-314. <https://doi.org/10.1108/JSOCM-06-2021-0145>



**Debra Z.
Basil**

Marketing

Well-being

SOCIALLY CONSCIOUS CONSUMER BEHAVIOUR: THE ROLES OF ETHICAL SELF-IDENTITY AND PRIMING

Dr. Basil and co-author examine the roles that dispositional ethical self-identity (ESI) and situational priming play in socially conscious consumption choices using an experimental design approach. They advance the literature of socially conscious consumption by specifically comparing the competing explanations of assimilation, licensing, compensation, and neutralization. This study contributes to theory by testing competing explanations for environmental choices. It demonstrates a tendency toward assimilation rather than licensing when positively primed, and a tendency toward neutralization rather than compensation or assimilation when negatively primed. It also demonstrates that there is a practical benefit of prompting consumers to consider their past positive environmental behaviors to encourage further environmentalism.



**Debra Z.
Basil**

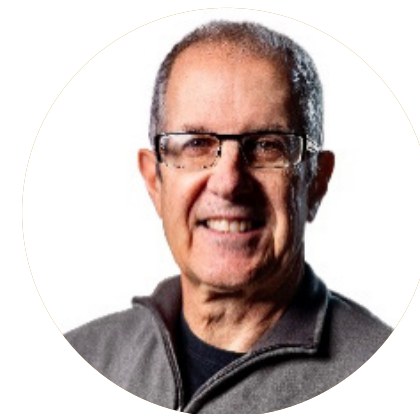
Full citation: Hanel, V. & Basil, D.Z. (2022). Socially conscious consumer behaviour: The roles of ethical self-identity and priming. *International Review on Public and Nonprofit Marketing*.
<https://doi.org/10.1007/s12208-022-00348-0>.

Marketing

Well-being

UNDERSTANDING PEOPLE'S MOTIVATIONS FOR A LONG-DISTANCE HIKING TRIP

This research examines the process behind the decision to undertake a multi-week hiking trip. It analyzes memoirs to understand people's interest in, preparation for, and consumption of three long-distance thru-hiking trails – the Camino de Santiago, the Appalachian Trail, and the Pacific Crest Trail. The study reveals that the inspiration for long-distance hiking often arises as a vague notion, serendipitously through accidental exposure. This idea may incubate for years as people add the idea to a mental 'bucket list'. Most typically, an important event triggers the decision to attempt the trail. Once people commit, preparation requires information and intensive planning. The trip itself is typically a time of self-discovery. Finally, some hikers become devotees and serve as online evangelists to other potential hikers. These narratives provide an understanding of the psychological aspects behind the consumer journeys and the value of examining people's narratives as a source of this understanding.



**Michael
Basil**

Full citation: Basil, M. D. (2022) Understanding people's motivations for a long-distance hiking trip. *Leisure Studies*. <https://doi.org/10.1080/02614367.2022.2115108>

Marketing

Well-being

GUEST EDITORIAL: INTRODUCTION TO THE 50TH ANNIVERSARY SPECIAL ISSUE



**Michael
Basil**

Marketing

CDS CONTRACT INITIATIONS: REITS BOARD MONITORING AND CORPORATE DECISION OUTCOME

In this article, we investigate whether the negative creditor governance shock due to the initiation of credit default swap (CDS) contracts results in monitoring substitution effects between bondholders and shareholders. Using several mechanisms to test increased shareholder monitoring such as board structure, CEO-chair duality, and institutional ownership, we show that shareholder monitoring increases post-CDS contract initiation. We examine board decision outcomes and show that incentive compensation is higher for real estate investment trusts (REITs) post-CDS initiation. Furthermore, we find that post-CDS initiation, REITs undertake more acquisitions that are more likely to be paid for with stocks and take longer to complete than non-REITs. Finally, we find that REITs industry-adjusted cash holdings and dividend yield increases post-CDS initiation.

Full citation: Baulkaran, V., & Jain, P. (2022). CDS contract initiations: REITs board monitoring and corporate decision outcome. *Journal of Financial Research*. <https://doi.org/10.1111/jfir.12314>



**Vishaal
Baulkaran**

Finance

PERSONAL BANKRUPTCY AND CONSUMER CREDIT DELINQUENCY: THE CASE OF PERSONAL FINANCE EDUCATION

Given the increasing complexities of the financial markets as well as a shift away from employer/government sponsored pensions to individuals managing their retirement funds, personal finance education is an important tool in order to navigate the evolving and complex financial environment. In this paper, I examine the impact of personal finance education on credit delinquency. Prior studies show that financial literacy affects financial decisions such as savings, retirement planning, wealth accumulation and stock market participation. Using U.S data on personal bankruptcy and consumer credit delinquency rates, I show that personal finance education is important in reducing personal bankruptcy as well as consumer credit delinquency rates. Furthermore, personal finance education does not appear to moderate the impact of gambling legislation on personal bankruptcy or consumer credit default.



**Vishaal
Baulkaran**

Full citation: Baulkaran, V. (2022). Personal bankruptcy and consumer credit delinquency: The case of personal finance education. *International Review of Financial Analysis*, 12, 102098.

<https://doi.org/10.1016/j.irfa.2022.102098>

Finance

SUBSIDIARY STAFFING, LOCATION CHOICE, AND SHAREHOLDER RIGHTS EFFECTIVENESS

Institutional differences between countries influence strategic choices and performance of international businesses, but the unintended effects of legal institutions on firm legitimacy have received less attention. We argue that, while minority shareholder rights protection in an investment location does not directly protect shareholder interests abroad, the normative and mimetic effects it has on host country managers can mitigate agency problems. Using Japanese FDI established between 1986 and 2013 we find that (a) subsidiaries established in host countries with higher shareholder rights protection employ a smaller proportion of Japanese expatriates, (b) shareholder rights protection enhances a country's FDI attractiveness, and (c) that the impacts of shareholder rights protection on expatriate ratio and location attractiveness are stronger when firm ownership is concentrated among exchange-listed firms. This research contributes to the literature on institutional difference in international business, in particular by highlighting the value of studying the imprinting effects of regulations.

Full citation: Lupton, N. C., Baulkaran, V., & No, Y. (2022). Subsidiary staffing, location choice, and shareholder rights effectiveness. *Journal of Business Research*, 151, 222-231.

<https://doi.org/10.1016/j.jbusres.2022.07.007>



**Vishaal
Baulkaran**

Finance

WHO USES ROBO-ADVISING AND HOW?

Using propriety data from a large Indian robo-advisory firm, we show that users of robo-advisory services are relatively young, predominantly male, married, small investors, and professionals. We show that the majority of small retail investors utilize a systematic investment plan (SIP). Additionally, we document that there are differences in demographic characteristics, occupation, and geographic location of investors in utilizing SIP versus one-time lump sum investments. Furthermore, we find that daily user account creation increases during periods of high market volatility.



**Vishaal
Baulkaran**

Full citation: Baulkaran, V., & Jain, P. (2022). Who uses robo-advising and how? *The Financial Review*, 58 (1), 65-89. <https://doi.org/10.1111/fire.12324>

Finance

NEW IN TOWN, ALREADY SETTLED IN: ASSESSING THE BEHAVIOURAL AND EXPERIENTIAL INDICATORS THAT LEAD TO ACCULTURATIVE ADVANTAGES

We supplement extant literature on acculturation by introducing a new construct – individual acculturation action profile (IAAP) – consisting of a configuration of behavioural and experiential indicators that reflect an individual's previous and current contact with and participation in other cultures. We operationalise each IAAP indicator individually, and the IAAP construct as an aggregated index (IAAPi), by assigning different weights to each construct indicator based on the magnitude of its theorised influence. We distinguish the antecedents of IAAP at multiple levels. Whilst contextual factors are likely to enhance or hinder people's participation in other cultures, we propose a taxonomy that addresses the dynamism between context and individual initiative. This article thereby expands literature on acculturation, offering notable implications for advantageous acculturative processes and outcomes. The proposed operationalisation of the IAAP construct at the acculturation–organisation nexus can be applied to study many walks of society and outcomes at multiple levels.



Qin Han

Full citation: Han, Q. (2022). New in town, already settled in: Assessing the behavioural and experiential indicators that lead to acculturative advantages. *The International Journal of Cross Cultural Management*, 22(1), 105-135. <https://doi.org/10.1177/14705958221081631>

International

LUMPY INVESTMENT AND CREDIT RISK

We examine the effect of investment lumpiness on firms' default risk. A structural model is established and shows that firms with lumpier (or more indivisible) investments will encounter higher credit risk, all else being equal. We use the model solutions to simulate investment and default dynamics for a variety of firms structurally similar to their empirical counterparts. Using the relative size of investments, time between investments, and the skewness of investment rates as the proxies of investment lumpiness, the regression exercises of the simulated samples demonstrate that the degree of lumpiness is monotonically related to the probability of default. The models' implications are generally supported by reduced-form tests using actual data. This article sheds new light on the linkage between firms' investment patterns and default risk.



Feng Jiao

Full citation: Jiao, F., & Zhang, C. (2022). Lumpy investment and credit risk. *Journal of Corporate Finance*, 77, 102293. <https://doi.org/10.1016/j.jcorpfin.2022.102293>

"By shedding new light on the connection between firms' investment patterns and default risk, we hope to contribute to a better understanding of the drivers of corporate financial distress for investors and inform risk management practices for managers."

Dr. Feng Jiao

Finance

PRICE DISCOVERY BETWEEN FORWARD-LOOKING SOFR AND LIBOR

Using the forward-looking Secured Overnight Financing Rate (SOFR), we find that SOFR provides more price discovery than the London Interbank Offered Rate (LIBOR). In the context of incorporating information about monetary policy into market rates, our results support the Alternative Reference Rates Committee policy of selecting SOFR as a replacement for LIBOR.



Feng Jiao

Full citation: Indriawan, I., Jiao, F., & Tse, Y. (2022). Price discovery between forward-looking SOFR and LIBOR. *Finance Research Letters*, 47, 102797. <https://doi.org/10.1016/j.frl.2022.102797>

Finance

PRICE DISPARITY BETWEEN CHINESE A- AND H-SHARES: DIVIDENDS, CURRENCY VALUES, AND THE INTEREST RATE DIFFERENTIAL

We provide new evidence on price disparity between Chinese A- and H-shares for cross-listed companies in the period 2006–2019. Our panel-data results show that the A-share price premium is negatively related to cash dividends and expected relative currency values between mainland China and Hong Kong. International investors in H-shares prefer companies that pay dividends regularly, and they buy when the Chinese currency is expected to appreciate. A discounted dividend theoretical model explains these results.



Feng Jiao

Full citation: Jiao, F., Liu, Q., Tse, Y., & Wang, Z. (2022). Price disparity between Chinese A- and H-shares: Dividends, currency values, and the interest rate differential. *Global Finance Journal*, 53, 100619.
<https://doi.org/10.1016/j.gfj.2021.100619>

Finance

International

THE POWER OF PROFANITY: THE MEANING AND IMPACT OF SWEARWORDS IN WORD-OF-MOUTH

Dr. Lafreniere and coauthors adopt a linguistic perspective to develop and test a model of how, why, and when swear word use affects consumers in online word of mouth. In two field data sets and four experiments, the authors show that relative to reviews with no swear words, or with non-swear-word synonyms (e.g., super), reviews with swear words (e.g., damn) impact review readers. Swear words impact readers because they convey meaning about (1) the reviewer and (2) the topic (product) under discussion. Thus, swear words in reviews provide value to readers—and review platforms—because they efficiently and effectively convey two meanings.

Full citation: Lafreniere, K. C., Moore, S. G., & Fisher, R. J. (2022). The power of profanity: The meaning and impact of swearwords in word-of-mouth. *Journal of Marketing Research*, 59 (5), 908-925
<https://doi.org/10.1177/00222437221078606>



**Katherine
Lafreniere**

We wish Dr. Lafreniere well as she has moved to another institution.

Marketing

HELICOPTER PARENTING DURING EMERGING ADULTHOOD: CONSEQUENCES FOR CAREER IDENTITY AND ADAPTABILITY

This study explores the relationship between parental over involvement and the career development of emerging adults. Specifically, Dr. LeBlanc and co-author investigate how emerging adults' career meta competencies of vocational identity formation and career adaptability relate to perceived helicopter parenting. Results indicate that individuals reporting higher levels of perceived helicopter parenting experience significantly lower levels of career adaptability and in-depth exploration. Furthermore, these individuals report higher levels of career self-doubt and are more likely to be in the vocational identity status of searching moratorium.

Full citation: LeBlanc, J. E. & Lyons, S. T. (2022). Helicopter parenting during emerging adulthood: Consequences for career identity and adaptability. *Frontiers in Psychology*, 13, 886979.
<https://doi.org/10.3389/fpsyg.2022.886979>



**Josh
LeBlanc**

We wish Dr. LeBlanc well as he has moved to another institution.

Organizational Studies

Well-being

AUDITOR DISTRACTION AND AUDIT QUALITY

Dr. Li and coauthors examine how auditors would react when there are exogenous negative shocks to their client portfolios. The study investigates whether industry shocks to a subset of an auditor's clients distract the auditor and affect the professional skepticism applied in the audits of other clients. The findings reveal that clients of distracted auditors are more likely to meet or beat analyst consensus forecasts, suggesting that auditors' professional skepticism is compromised by distractive events. Overall, the empirical evidence suggests that when distracted, auditors render lower quality audits.



Yutao Li

Full citation: Chang, C.J., Li, Y. & Luo, Y. (2022), Auditor distraction and audit quality. *Review of Accounting and Finance*, 21(4), 341-373. <https://doi.org/10.1108/RAF-11-2021-0317>

“By identifying distracted auditors and providing empirical evidence that distracted auditors render lower audit quality, our study has important implications for financial statement users who rely on financial statements for decision making and auditor regulators that inspect auditors to ensure high quality audits.”

Dr. Yutao Li

Accounting

PCAOB INTERNATIONAL INSPECTION ACCESS AND DEBT CONTRACTING: EVIDENCE FROM AMERICAN DEPOSITARY RECEIPT FIRMS

We examine whether the Public Company Accounting Oversight Board's (PCAOB's) international inspection access affects the usage of accounting-based debt covenants in bank loan contracts of American Depositary Receipt (ADR) borrowers. We show that there is an increase in the use of financial covenants in debt contracts after the auditor of an ADR borrower becomes subject to PCAOB inspections. We also document that lenders increase the usage of financial covenants only in loans to ADR borrowers domiciled in countries with weak home country intuitions, and the increase is more pronounced for ADR borrowers from countries without a local auditor regulatory oversight body. These findings suggest that PCAOB regulatory oversight enhances the perceived credibility of accounting numbers for debt contracting and serves as a substitute for the weak monitoring of auditors for ADR borrowers domiciled in countries with weak country institutions..



Yutao Li

Full citation: Huang, H., & Li, Y. (2022). PCAOB international inspection access and debt contracting: Evidence from American Depositary Receipt firms. *Journal of Accounting and Public Policy*, 41 (3), 106937.

<https://doi.org/10.1016/j.jaccpubpol.2021.106937>

Accounting

Policy/Strategy

RE (READ)

Within the Western myth of Indigenous culture as solely oral lies a richer and more layered truth. Aboriginal cultures have maintained law and order through conveyance of story sometimes orally but also through the making of Marks that can be read just like a Western storybook. These Indigenous narratives convey lessons on how to be a good citizen, a good neighbour, and a good human. Within these Markings and stories lie Indigenous interpretations of law. The record of those stories as law remains. The myth of Indigenous oral tradition prospers because we do not take the time to understand the lexicons of 'Indigenous pre-contact literature'. The myth helps in maintaining the failure, of the West, to acknowledge traditional Indigenous communication systems in the work of Reconciliation.

(re)Read superimposes is a small collection of legal words and phrases, used to describe Indigenous states of being, that most people don't understand. We accept this unrecognizable jargon without question. In the work of Reconciliation, it is essential that we all question what the law, and our governments write as right. Superimposing traditional iconography, I have written the stories of Aboriginal peoples and matched those with Western treatise. The result is an artistic and social bricolage that we must work to comprehend.

Full citation: McIntyre, D. A. (November 2021-January 2022). Re(Read). Gallery Exhibition, CASA Lethbridge.



**Don Ahnahnsisi
McIntyre**

Indigenous

EFFECTS OF PERCEIVED SCARCITY ON COVID-19 CONSUMER STIMULUS SPENDING: THE ROLES OF ONTOLOGICAL INSECURITY AND MUTABILITY IN PREDICTING PROSOCIAL OUTCOMES

In 2021, the United States government provided a third economic impact payment (EIP) for those designated as experiencing greater need due to the COVID-19 pandemic. With a particular focus on scarcity and ontological insecurity, we collected time-separated data prior to, and following, the third EIP to examine how these variables shape consumer allocation of stimulus funds. We find that scarcity is positively associated with feelings of ontological insecurity, which, interestingly, correlates to a greater allocation of stimulus funds toward charitable giving. We further find evidence that mutability moderates the relationship between ontological insecurity and allocations to charitable giving. In other words, it is those who feel most insecure, but perceive that their resource situation is within their control, who allocated more to charity giving. We discuss the implications of these findings for theory, policymakers, and the transformative consumer research (TCR) movement.



**Rhiannon
Mesler**

Full citation: Leary, B. R., Mesler, R. M., Simpson, B., Meng, M. D., & Montford, W. (2022). Effects of perceived scarcity on COVID-19 consumer stimulus spending: *The roles of ontological insecurity and mutability in predicting prosocial outcomes*. *Journal of Consumer Affairs*, 56 (3), 1046-1061.

<https://doi.org/10.1111/joca.12452>

Marketing

Well-being

IDENTITY SALIENCE MODERATES THE EFFECT OF SOCIAL DOMINANCE ORIENTATION ON COVID-19 'RULE BENDING'

Amidst the economic, political, and social turmoil caused by the COVID-19 pandemic, contrasting responses to government mandated and recommended mitigation strategies have posed many challenges for governments as they seek to persuade individuals to adhere to prevention guidelines. Much research has subsequently examined the tendency of individuals to either follow (or not) such guidelines, and yet a 'grey area' also exists wherein many rules are subject to individual interpretation. In a large study of Canadians (N = 1032, mean age = 34.39, 52% female; collected April 6, 2020), we examine how social dominance orientation (SDO) as an individual difference predicts individual propensity to 'bend the rules' (i.e., engaging in behaviors that push the boundaries of adherence), finding that SDO is significantly and positively associated with greater intentions toward rule-bending behaviors. We further find that highlighting a self-oriented or in-group identity enhances the relationship between SDO and rule-bending, whereas making salient a superordinate-level identity (e.g., Canada) attenuates this effect. Implications for theory and practice are discussed.



**Rhiannon
Mesler**

Full citation: Mesler, R. M., Simpson, B., Chernishenko, J*, Jain, S., Dunn, L. H., & White, K. (2022). Identity salience moderates the effect of social dominance orientation on COVID-19 'rule bending'. *Acta Psychological*, 223, 103460. <https://doi.org/10.1016/j.actpsy.2021.103460>

Marketing

Well-being

THE RELATIONSHIPS BETWEEN MASCULINE GENDER ROLE DISCREPANCY, DISCREPANCY STRESS AND MEN'S HEALTH-RELATED BEHAVIOR

Dr. Mesler and colleagues aim to clarify relationships between masculine gender role discrepancy, discrepancy stress, and traditional masculine identity on men's self-reported health-related behaviors. Overall, discrepancy stress negatively mediated the relationship between masculine gender role discrepancy and health behaviors including taking proactive health and safety measures, engaging in healthy social relationships, and engaging in healthy stress management practices. Higher discrepancy stress resulted in fewer positive health-related behaviors. Additionally, discrepancy stress positively mediated the relationship between masculine gender role discrepancy and deleterious mental health outcomes, wherein higher discrepancy stress resulted in more negative mental health experiences. Importantly, traditional masculinity ideology moderated these effects, such that men who were higher (vs. lower) on traditional masculinity ideology were less (vs. more) likely to report positive health-related behaviors, whereas men higher (vs. lower) on traditional masculinity ideology were more likely to report negative mental health outcomes.



**Rhiannon
Mesler**

Full citation: Mesler, R. M., Leary, R. B., & Montford, W. J. (2022). The relationships between masculine gender role discrepancy, discrepancy stress and men's health-related behavior. *Personality and Individual Differences*, 184, 111205. <https://doi.org/10.1016/j.paid.2021.111205>

Marketing

Well-being

BE YOURSELF OR ADAPT YOURSELF? AUTHENTICITY, SELF-MONITORING, BEHAVIOURAL INTEGRITY, AND TRUST

Prior work has offered good arguments to trust both authentic and self-monitoring individuals, yet these two constructs have been described as incompatible and even opposite. This tension raises the question of which strategy will best build trust: Be yourself or adapt yourself? Informed by theory on private and public selves at work, this paper argues that both self-monitoring and authenticity behaviours foster trust, but only when not accompanied by the other behaviour. While actors can combine authenticity and self-monitoring in their self-concept, observers see this combination as lacking behavioural integrity (i.e., word-deed misalignment), thus reducing trust. We test these relationships in a time-lagged, multi-source survey study with project teams. Our results support the hypothesis and demonstrate that behavioural integrity mediates the interaction between authenticity and self-monitoring on perceptions of trust. We discuss the implications of our findings for the development and implementation of effective trust-building strategies.

Full citation: Nguyen, B., Leroy, H., Gill, C. & Simons, T. (2022). Be yourself or adapt yourself? Authenticity, self-monitoring, behavioural integrity, and trust. *Journal of Trust Research*, 12 (1), 24-42.

<https://doi.org/10.1080/21515581.2022.2093211>



**Brenda
Nguyen**

Organizational Studies

Well-being

ICT KNOWLEDGE TRANSFER IN COMPLEX ORGANIZATIONS: INVESTIGATING ANTECEDENTS OF POTENTIAL ABSORPTIVE CAPACITY

This paper is an empirical analysis of ICT knowledge transfer in a large commercial bank. We assess how the 'potential absorptive capacity' (PAC) affects the effectiveness of ICT knowledge transfer. The study design includes interview data with 10 branch managers of the bank and a survey of the highest-ranking manager in each of the bank's 50 largest branches. The study revealed that the parameters most significant to the effective intra-branch diffusion of ICT technical knowledge are formalization, perceived procedural justice, and motivation, and these relationships are explained by their link to PAC. The parameter informal relationships, however, was found to not be a significant factor. In addition, while some variables, such as procedural justice, have been identified in previous studies to affect successful knowledge transfer, we argue in our study that these variables are important mainly because they influence potential absorptive capacity (i.e., PAC).

Full citation: Nguyen, B., Radnejad, A. B., Verbeke, A., & Zoirou, A. (2022). ICT knowledge transfer in complex organizations: Investigating antecedents of potential absorptive capacity. *Journal of Information Technology Cases and Application Research*, 24 (3), 184-223. <https://doi.org/10.1080/15228053.2022.2072162>



**Brenda
Nguyen**

Organizational Studies

ORGANIZATIONAL LEARNING THROUGH CHARACTER-BASED JUDGMENT

We introduce character into organizational learning by building theory about how strength of individual character enhances organizational learning and how unbalanced or weak character undermines organizational learning. Bringing character into organizational learning theory helps to elucidate the type of judgment (i.e., character-based judgment anchored in all dimensions of character) that is missing but required in organizational learning to resolve organizational learning dilemmas that have persisted in the field. In connecting character to organizational learning, we rely on the multi-level processes of the 4I framework of organizational learning as scaffolding to theoretically introduce the processes of character activation, character contagion, and character embeddedness and discuss how the different character configurations and processes enhance organizational learning across levels in an organization.



**Brenda
Nguyen**

Full citation: Crossan, M. M., Nguyen, B., Sturm, R. E., Vera, D., Ruiz Pardo, A., & Maurer, C. C. (2022). Organizational learning through character-based judgment. *Management Learning*, <https://doi.org/10.1177/13505076221100918>

Organizational Studies

Ethics

CHALLENGING WHAT WE THINK WE KNOW: THEORY AND EVIDENCE FOR QUESTIONING COMMON BELIEFS ABOUT THE GENDER GAP IN ENTREPRENEURIAL CONFIDENCE

Skeptical of prevailing depictions and recommendations regarding the gender gap in entrepreneurial self-efficacy (ESE), our aim is to raise and examine alternative interpretations and inferences. We question the common belief that women are under-confident with respect to entrepreneurship and whether this is a “problem” that needs fixing. The findings from two distinct datasets indicate, instead, that women are as likely as men to possess accurate entrepreneurial confidence, which is less likely than over-confidence to be associated with proclivities potentially detrimental to business venturing. Our analysis therefore calls for revised portrayals of—and suggestions for—the ESE of both women and men.



**Zahid
Rahman**

Full citation: Jennings, J. E., Rahman, Z., & Dempsey, D. (2022). Challenging what we think we know: Theory and evidence for questioning common beliefs about the gender gap in entrepreneurial confidence. *Entrepreneurship Theory and Practice*, <https://doi.org/10.1177/10422587221102108>

“Our study should help entrepreneurship educators and policy makers realize that the gender gap in entrepreneurial self-efficacy does not necessarily imply that women are under-confident in their entrepreneurial ability. We found that women are just as likely as men to possess accurate entrepreneurial confidence. We also found that a realistic assessment of one’s entrepreneurial ability is less likely than over-confidence to be associated with behaviours that are arguably detrimental for venture performance.”

Dr. Zahid Rahman

Policy/Strategy

MITIGATING INITIAL ORTHOSTATIC HYPOTENSION: MECHANISTIC ROLES OF MUSCLE CONTRACTION VERSUS SYMPATHETIC ACTIVATION

Initial orthostatic hypotension (IOH) often presents during an active stand, but not with a passive tilt, suggesting that a muscle activation reflex involving lower body muscles plays an important role. Runté and coauthors hypothesized involuntary muscle contractions before standing would significantly reduce the drop in BP seen in IOH while increasing sympathetic activity would not. Results indicate that the drops in systolic BP following the serial 7 mental arithmetic stress test, cold pressor test, and electrical stimulation were significantly reduced compared with no intervention. The drops in systemic vascular resistance following the serial 7 mental arithmetic stress test and cold pressor were significantly reduced compared with no intervention. Thus, sympathetic activation mitigates the BP response in IOH, while involuntary muscle contraction mitigates the BP response and reduces symptoms.

Full citation: Sheikh, N. A., Phillips, A. A., Ranada, S., Lloyd, M., Kogut, K., Bourne, K. M., Jorge, J. G., Lei, L. Y., Sheldon, R. S., Exner, D. V., Runte, M., & Raj, S. R. (2022). Mitigating initial orthostatic hypotension: Mechanistic roles of muscle contraction versus sympathetic activation. *Hypertension*, 79 (3), 638-647.

<https://doi.org/10.1161/HYPERTENSIONAHA.121.18580>



**Mary
Runté**

Well-being

IMPLICATIONS OF THE STATE ASSISTANCE PROGRAM IN THE PROVINCE OF QUEBEC: THE CASE OF LAMB PRODUCTION

This study investigated the impact of the Farm Income Stabilization Insurance (ASRA) on the adoption of price risk management strategies by lamb producers in the province of Quebec. This study employed a Generalized Autoregressive Conditional Heteroskedasticity (GARCH) process to model price risks. The results indicated that the application of the Farm Income Stabilization Insurance in Quebec generates crowding-out effects on price risk management strategies, which decreases the efficiency of this program. On the other hand, the product-specific nature of ASRA leads to some challenges such as a modification in the revenue distribution across the farm, increased production, increased indebtedness of farmers and increased financial burden on governments' shoulders. Finally, the results revealed an asymmetric impact of positive and negative shocks on the production decision of lamb producers. This asymmetric impact of negative and positive shocks generated by ASRA results in an increasing risk-aversion of producers over the periods of decreased prices and a decreasing risk aversion over the periods of increased prices.



**Bahareh
Mosadegh Sedghy**

Full citation: Sedghy, B. M., Tamini, L. D., & Lambert, R. (2022). Implications of the state assistance program in the province of Quebec: The case of lamb production. *European Journal of Applied Sciences*. 10 (1), 68-89.
<https://doi.org/10.14738/aivp.101.11090>

"Although this study appreciates the effort of governments in managing the risk in the agricultural sector, it reveals that Canadian risk management programs in the agricultural sector are not efficient. There is not only overlap between different risk management programs, but some programs even encourage farmers to adopt a higher level of risk. Consequently, a revision in the risk management programs seems necessary."

Dr. Bahareh Mosadegh Sedghy

Agriculture

Sustainability/Environment

INVESTOR DIVERSITY AND LIQUIDITY IN THE SECONDARY LOAN MARKET

Dr. Shao and colleague find strong evidence that investor diversity is beneficial to loan liquidity: More diverse syndicates, as measured by the number of investor-types or the concentration of loan shares by investor-type, hold loans that have lower quoted bid-ask spreads in the secondary market. These results are robust, and do not appear to be driven by investors' borrower/loan selection. Further, they are not driven by the presence of any particular type of investors. These findings are consistent with Goldstein and Yang's (2015) insight that there is a strategic complementarity between different groups in trading on their information and producing information.



Pei Shao

Full citation: Santos, J. A. C., & Shao, P. (2022). Investor diversity and liquidity in the secondary loan market. *Journal of Financial Services Research*, <https://doi.org/10.1007/s10693-022-00377-0>

Finance

GOOD BEGETS GOOD? RECIPROCAL RELATIONSHIPS BETWEEN MINDFULNESS, APPROACH COPING, AND SUBJECTIVE VITALITY

Dr. Stuart-Edwards finds that mindfulness has been linked to numerous positive outcomes, yet the mechanisms of these benefits and reciprocal relationships are not fully understood. Drawing on the broaden-and-build theory, this paper proposes that mindfulness will mobilize vitality, both directly and indirectly via the employment of approach coping strategies, which will enhance mindfulness and create an upward spiral. The results from weekly survey data demonstrate that (1) mindfulness predicts a variety of approach coping strategies, but only active coping and positive reframing mediate the relationship between mindfulness and vitality on a between-person level; and (2) vitality predicts mindfulness and the employment of several approach coping strategies. Providing evidence for an upward spiral involving mindfulness, approach coping, and vitality, these findings have implications for broaden-and-build theory and practice.



**Anastasia
Stuart-Edwards**

Full citation: Stuart-Edwards, A. (2023). Good begets good? Reciprocal relationships between mindfulness, approach coping, and subjective vitality. *Personality and Individual Differences*, 202, 111970.

<https://doi.org/10.1016/j.paid.2022.111970>

"I hope that this research will benefit those who might find themselves lacking vigor in life or work as it points that developing mindfulness (e.g., through consistent brief mindfulness practices) and/or intentionally choosing positive coping strategies (e.g., taking steps to remove or minimize the stressor or trying to look for positives in adverse situations) can enhance vitality.."

Dr. Anastasia Stuart-Edwards

Organizational Studies

JACK OF ALL TRADES, MASTER OF NONE? EXPLORING FACTORS THAT INFLUENCE RESPONSES TO WHITE-COLLAR PROFESSIONALS WITH MULTIPLE JOBS

Together with two collaborators, Dr. Stuart-Edwards investigates perceptions and responses to white-collar professionals with secondary employment across five empirical studies. The findings reveal that individuals who are evaluating potential service providers tend to discount multiple jobholding white-collar professionals along several dimensions. The project provides incremental evidence regarding when this discounting effect is mitigated, including the availability of information regarding the motivation for holding multiple jobs, the perceiver's level of social identity complexity, and the professional's primary occupation. From here, a framework was developed to explain when and why multiple jobholders may be subject to social discounting.



**Anastasia
Stuart-Edwards**

Full citation: Caza, B. B., Main, K., & Stuart-Edwards, A. (2022). Jack of all trades, master of none? Exploring factors that influence responses to white-collar professionals with multiple jobs. *Academy of Management Discoveries*, <https://doi.org/10.5465/amd.2020.0109>

Organizational Studies

AUDITOR BIAS AND DELIBERATIVE REASONING

How does auditor decision making differ when biased versus unbiased decisions are made? How is this affected by auditor socialization? This understanding is important for designing effective auditor ethics training. It is posited that ethical and unethical decisions are made in foreseeable ways. Auditor decisions were compared with fourth year accounting students to assess the effect of auditor socialization. Results indicate that auditors relied on three ethical rationales when faced with auditor independence and conflict-of-interest decisions: moral equity, relativism, and egoism. Auditor reliance on a post-conventional mode of deliberative reasoning, moral equity, led to more ethical decisions than auditor reliance on egoism, a pre-conventional mode of deliberative reasoning. Disappointingly, auditors did not rely on post-conventional rationales for all three scenarios and there was reliance on the egoism rationale, for two of the three scenarios. The accounting students had higher deliberative reasoning, used more post-conventional modes of deliberative reasoning, less pre-conventional modes of deliberative reasoning and made more ethical decisions than auditors. These results have implications for auditor socialization, ethics training and ultimately their ethical decision-making and supports the use of the moral equity mode of deliberative reasoning for making more ethical auditor independence and conflict-of-interest decisions..



**Stuart
Thomas**

Full citation: Thomas, S. (2022). Auditor bias and deliberative reasoning. *Accountancy, Business and the Public Interest*, 21.

"It was very interesting to examine how auditor bias is affected by their decision-making process. Making ethical decisions appears to be affected by how the ethical dilemma is framed by auditors."

Dr. Stuart Thomas

Accounting

PROFESSIONALISM, PROFESSIONAL COMMITMENT, AND PERFORMANCE

The current study examines public accountants' professionalism and professional commitment (PC) and their effect on job performance. Results provide support for four of five dimensions of Hall's (1968) professionalism framework (beliefs in professional affiliation, professional dedication, self-regulation, and social obligation) and Meyer et al.'s (1993) three-dimensional PC framework (affective, continuance and normative professional commitment) for modelling public accountants. Support was also found for most of the hypothesized relationships between professionalism and PC. Beliefs in professional affiliation, professional dedication and self-regulation positively influenced affective professional commitment (APC). Belief in professional affiliation was negatively influenced by continuance professional commitment (CPC) but positively influenced by normative professional commitment (NPC). Belief in social obligation was also positively influenced by NPC. As expected, professionalism and PC were associated with job performance. Professionalism had an incremental effect beyond PC on job performance and as well, PC had an incremental effect over professionalism on job performance. Identifying relationships between professionalism and professional commitment with desirable outcomes are important for justifying future investments in the public accounting profession. Understanding these issues will assist in determining the types of professional attributes and commitments that are and should be fostered by the accounting profession.



**Stuart
Thomas**

Full citation: Thomas, S. (2022). Professionalism, professional commitment, and performance. *Advances in Accounting Behavioral Research*, 25.

Accounting

ONLINE SOCIAL NETWORK FUNDRAISING: THREATS AND POTENTIALITIES

There has been a growth in online fundraising from crowdfunding apps, like GoFundMe, that propagate fundraising appeals on social networking sites. In the online space, these crowdfunding apps pose a potential threat to the traditional intermediation role of charities. The disintermediation threat is that donors choose crowdfunding intermediaries instead of charities to channel their giving. In this article, we discuss what makes crowdsourced fundraising effective and how charities can adapt to this new dynamic for more effective online fundraising emphasizing two key success factors: brand strength/reputation and managing the donor experience. In addition, we explain the advantages and disadvantages of social media fundraising and giving and propose ways charities can leverage their good reputations and public trust to stimulate reintermediation. Finally, we propose a landscape for future research based on a model that emphasizes the fundraising campaign's ability to stimulate viral sharing within and between online social networks.



**Walter
Wymer**

Full citation: Wymer, W., & Čačija, L. N. (2022 published online). Online social network fundraising: Threats and potentialities. *Journal of Philanthropy and Marketing*, e1782. <https://doi.org/10.1002/nvsm.1782>

Marketing

Non-profit



DHILLON
SCHOOL OF BUSINESS

HONOURS AND AWARDS





Feng Jaio

Dr. Feng Jaio's manuscript "Liquidity Picking and Fund Performance" with co-authors authors Sergei Sarkissian and David Schumacher from McGill University, was a semi-finalist for the best paper awards given at the 2022 FMA Annual Meeting.

Finance



**Katherine
Lafreniere**

We wish Dr. Lafreniere well as she has moved to another institution.

Dr. Katharine Lafreniere won best paper in Track Award (Consumer Behavior) at the 2022 American Marketing Association Winter Academic conference.

Marketing



**Rhiannon
Mesler**

Dr. Rhiannon Mesler was elected to serve a 3-year term on the Society for Marketing Advances Board of Governors.

Marketing



DHILLON
SCHOOL OF BUSINESS

DHILLON SCHOLARS



**Brenda Nguyen**Dhillon Rising
Scholar

Dr. Brenda Nguyen was selected as the Dhillon Rising Scholar for the 2022-2023 academic year. This was a very competitive process, with several strong researchers competing for the award. Dr. Nguyen's outstanding publication record prevailed. Her research is positioned within organizational studies and human resources management. She studies a variety of relational issues including trust, character, and organizational learning.

"In my work on interpersonal trust in the workplace, I find it fascinating that individuals taking the middle road seem less trustworthy. That is, a person should either fully be their authentic self, or adapt to the situation, but doing both may damage their integrity." Dr. Brenda Nguyen

Organizational Studies**Walter Wymer**Dhillon
Distinguished
Scholar

Dr. Walter Wymer was selected as the Dhillon Distinguished Scholar for a two-year period beginning July 1, 2022. This award honours Dr. Wymer's strong research productivity. His research touches a number of areas, often focusing on the needs of non-profit organizations and universities. Specifically, he looks at social marketing, volunteerism, cause-related marketing, and charitable donations, among other topics.

"My various research streams have usually involved some aspect of nonprofit marketing. The award comes at an opportune time as the nonprofit sector is experiencing difficult times post COVID. These challenges include a strategic shortage of volunteers, and a decline of giving to local community organizations. My anticipated research activities will help to fill gaps in the research literature as well as have managerial relevance in addressing these challenges." Dr. Walter Wymer

Marketing



DHILLON
SCHOOL OF BUSINESS

BOOKS





Yongjian Bao

ESG CORPORATE GUIDEBOOK, VOLUME 1

Full citation: Huang, C., Tang, K., & Bao, YJ. (2022). *ESG corporate guidebook*, volume 1. China Financial Investment Association (In Chinese, digital booklet).

Policy/Strategy



George
Gonzalez

STUDY SUPPLEMENT FOR CANADIAN TAXATION

Full citation: Gonzalez, G. (2021/2022). Study Supplement for Canadian Taxation. *eBook through the Kobo online bookstore.*

Finance



Don Ahnahnsisi
McIntyre

INDIGENOUS GOVERNANCE AND BUSINESS MANAGEMENT: NAVIGATING EXCEPTIONS AND FINDING SUCCESS

Full citation: McIntyre, Don A. (2022). *Indigenous governance and business management: Navigating exceptions and finding success.* eBook. Kendall Hunt Publishing Company.

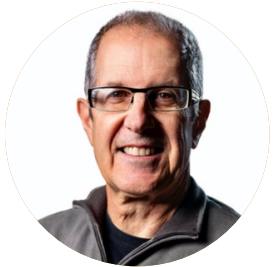
Indigenous



DHILLON
SCHOOL OF BUSINESS

BOOK CHAPTERS



**Michael Basil****Debra Basil**

MARKETING EDUCATION FOR SOCIAL IMPACT

Drs. Mike and Debra Basil write that, to many people outside the field, marketing is often associated with unethical sales practices or advertising. Those inside the field, however, are aware of the many ways that marketing can be used to improve the quality of life. This chapter reviews the most important ways that marketing education can offer a positive impact – through teaching and sensitizing students to ethics, social responsibility, environmental sustainability, social marketing, and non-profit marketing. Additionally, the chapter suggests avenues for future research.

Full citation: Basil, M., & Basil, D. Z. (2022). Marketing education for social impact. *The Routledge Companion to Marketing and Society*. Routledge. <https://doi.org/10.4324/9781003028079>

Marketing

THE SUSTAINABILITY SOLUTION IN MNEs: UNDERSTANDING THE IMPEDIMENTS TO ITS IMPLEMENTATION



Luis Escobar

Dr. Escobar writes that while scholars favour a sustainability solution strategy through which Multinational Enterprises (MNEs) resolve sustainable development pressures, the evidence suggests that few MNEs use it. Based on cognitive frames and social capital research, he builds a typology of sustainable development strategies, among which the sustainability solution is only one. He argues that the adoption of the sustainability solution depends on two conditions. First, the shared cognitive frame embedded through the MNE, which shapes managers' decisions, should point towards an expanded network of stakeholders and the understanding that sustainable development issues are intertwined. The second necessary condition builds on the notion that the MNE's subsidiaries develop different levels of bonding and bridging social capital with their host country's stakeholders. He argues that implementing the sustainability solution is only possible when these forms of social capital are abundant. Therefore, the sustainability solution may be a rare occurrence among subsidiaries; hence the MNE is unlikely to adopt this strategy as the dominant approach to address sustainable development pressures.

Full citation: Escobar, L. (2022). The sustainability solution in MNEs: Understanding the impediments to its implementation. *The Role of Multinational Enterprises in Supporting the United Nation's SDGs*. Edward Elgar Publishing

"Much has been said about why multinational corporations should adopt a corporate sustainability strategy. Many argue that it is a non-traditional source of competitive advantage; thus, it provides financial benefits. But if this is the case, why are not more companies, especially multinational corporations adopting the sustainability solution? I relied on cognitive frames and social capital to capture how difficult it is for multinational corporations to adopt a corporate sustainability strategy. I found that there are less-than-optimal sustainability strategies adopted by subsidiaries that could provide some narrow wins for the multinational, local communities, and the environment. So, this is a call to limit your expectations."

Dr. Luis Escobar

Policy/Strategy

Sustainability/Environment



DHILLON
SCHOOL OF BUSINESS

PRESENTATIONS





**Yongjian
(YJ) Bao**



**Bradley
Olson**

THE INFLUENCE OF CEO NARCISSISM ON TEAM EFFECTIVENESS

Olson, B., Bao, YJ, & Parayitam, S. (2022). *The influence of CEO narcissism on team effectiveness* (Presentation). WBM International Research Conference for the Management Discipline in Reims, France.

Policy/Strategy



**Debra
Basil**

THE EFFECTIVENESS OF GENDERED WORDING IN HEALTH PROMOTION LEAFLETS—EXPLORATORY EXPERIMENT IN FOUR ENGLISH-SPEAKING COUNTRIES: THE UK, USA, IRELAND, AND CANADA

Czarnecka, B., Baxter, K., Basil, D., Guzman, F., O'Neill, C. (2022). The effectiveness of gendered wording in health promotion leaflet—exploratory experiment in our English-speaking countries: the UK, USA, Ireland, and Canada (Presentation). XXI International Congress on Public and Nonprofit Marketing (IAPNM), in Braga, Portugal (presented by co-author).

Marketing

BEHAVIOUR CHANGE BASICS: AN INTRODUCTION TO SOCIAL MARKETING

Basil, D.Z. (2022). *Behaviour Change Basics: An Introduction to Social Marketing* (Presentation). Lethbridge Chamber of Commerce Women in Business conference in Lethbridge, Alberta.

Marketing



**Vishaal
Baulkaran**

THE IMPACT OF ROBO-ADVISING ON INVESTMENT PLANNING

Baulkaran, V. (2022). *The Impact of robo-advising on investment planning* (Presentation). European Financial Management Association, in Rome, Italy.

Finance

THE IMPACT OF ROBO-ADVISING ON INVESTMENT PLANNING

Baulkaran, V & Jain (2022). *The Impact of Robo-advising on investment planning* (Presentation). The World Banking and Finance Symposium, in Miami, USA.

Finance

DETERMINANTS OF ENVIRONMENTAL NONCOMPLIANCE

Baulkaran, V., Jabbour, & Otchere. (2022). *Determinants of environmental noncompliance* (Presentation). The World Banking and Finance Symposium, in Miami, USA

Finance

DETERMINANTS OF ENVIRONMENTAL NONCOMPLIANCE

Baulkaran, V. Jabbour, & Otchere. (2022). *Determinants of environmental noncompliance* (Presentation). The 35th Australasian Finance and Banking Conference, in Sydney, Australia

Finance

CDS CONTRACT INITIATIONS: REIT BOARD MONITORING AND CORPORATE DECISION OUTCOME

Baulkaran, V. (2022). *CDS contract initiations: REIT board monitoring and corporate decision outcome* (Presentation). The American Real Estate Society Conference, in Bonita Springs, USA

Finance

LEVERAGING HOME EQUITY TO FUND RETIREMENT INCOME

Baulkaran & Jain. (2022). *Leveraging home equity to fund retirement income* (Presentation). FP Canada's Financial Planning Week, virtual.

Finance

PANDEMIC TO ENDEMIC - GLOBAL BUSINESS STRATEGY - POST PANDEMIC CHALLENGES AND FUTURE

Baulkaran, V. (2022). *Pandemic to endemic - global business strategy - post pandemic challenges and future* (Panelist Presentation). SIMSARC, in Pune, India.

Finance



Hamed Ghanbari

SHORT-TERM MARKET RISKS IMPLIED BY WEEKLY OPTIONS: COMMENTS AND EXTENSIONS

Ghanbari, H. (2022). *Short-term market risks implied by weekly options: Comments and extensions* (Presentation). The World Finance and Banking Symposium, in Miami, USA.

Finance



Lori Kopp

INTERPERSONAL TRUST AND PROFESSIONAL SKEPTICISM IN NEGOTIATIONS DURING AN AUDIT

Kopp, L. (with Ewald Aschauer and Jacqueline Strakova). (2022). *Interpersonal Trust and Professional Skepticism in Negotiations During an Audit* (Presentation). The Ninth International Conference of the Journal of International Accounting Research, virtual

Finance



Katherine Lafreniere

We wish Dr. Lafreniere well as she has moved to another institution.

SHOULD REVIEWERS AND WEBSITE MODERATORS CENSOR SWEARWORDS IN REVIEWS?

Lafreniere, K. C. & Moore, S.G. (2022). *Should reviewers and website moderators censor swearwords in reviews?* (Presentation). Society of Consumer Psychology Conference, virtual.

Marketing

SHOULD REVIEWERS AND WEBSITE MODERATORS CENSOR SWEARWORDS IN REVIEWS?

Lafreniere, K. C. & Moore, S.G. (2022). *Should reviewers and website moderators censor swearwords in reviews?* (Presentation). American Marketing Association Winter Academic Conference, in Las Vegas, USA.

Marketing

THE POWER OF PROFANITY IN WORD OF MOUTH

Lafreniere, K. C. (2022). *The Power of Profanity in Word of Mouth* (Presentation). Society for Consumer Psychology conference, in Nashville, USA.

Marketing



**Katherine
Lafreniere**

We wish Dr. Lafreniere well as she has moved to another institution.



**Rhiannon
Mesler**

SWEARING IN THE CONTEXT OF THE PRODUCT IN WORD OF MOUTH

Lafreniere, K. C., Mesler, R. M., & Lenhardt, D.* (2022). *Swearing in the context of the product in word of mouth* (Presentation). Society for Marketing Advances annual meeting, in Charlotte, USA.

Marketing



**Murray
Lindsay**

SCIENTIFIC METHOD TO DEAL WITH THE REPRODUCIBILITY CRISIS IN SCIENCE: KEY REASONS THAT YOU PROBABLY HAVE NEVER BEEN TAUGHT REGARDING WHY THE NHST PARADIGM MUST BE ABANDONED IN MANAGEMENT ACCOUNTING.

Lindsay, M. (2022). Scientific method to seal with the reproducibility crisis in science: Key reasons that you probably have never been taught regarding why the NHST paradigm must be abandoned in management accounting. McMaster Accounting Research Symposium, in Hamilton, Canada.

Accounting



**Rhiannon
Mesler**

OPEN TO EXPERIENCING...MEAT ALTERNATIVES? THE HEXACO PERSONALITY MODEL AND WILLINGNESS TO PAY AMONG OMNIVORES

Bates, Z-L.*, Mesler, R. M., & Chernishenko, J.* (2022). *Open to experiencing...meat alternatives? The HEXACO personality model and willingness to pay among omnivores* (Presentation). Society for Marketing Advances annual meeting, in Charlotte, USA Association, in Rome, Italy.



INCIVILITY ONLINE: EXPLORING THE RELATIONSHIPS BETWEEN HEXACO PERSONALITY TRAITS, GENDER STRESS, AND CYBERBULLYING OR CYBERVICTIMIZATION

Fang, Z. E.*, Mesler, R. M., Chernishenko, J.* (2022). *Incivility online: Exploring the relationships between HEXACO personality traits, gender stress, and cyberbullying or cybervictimization* (Presentation). Society for Marketing Advances annual meeting, in Charlotte, USA.



HOW BYSTANDER BRANDS CAN WIN THE FREE AGENT GAME FOLLOWING BRAND ACTIVISM

Howie, K., Vredenburg, J., & Mesler, R. M. (2022). *How bystander brands can win the free agent game following brand activism* (Presentation). Association for Consumer Research annual meeting, in Denver, USA.



HOW BYSTANDER BRANDS CAN WIN THE FREE AGENT GAME FOLLOWING BRAND ACTIVISM

Howie, K., Vredenburg, J., Mesler, R.M., & Rennie, M*. (2022). *How bystander brands can win the free agent game following brand activism* (Presentation). Association for Marketing Theory and Practice, in Hilton Head, USA.



TEACHER MINDSET INFLUENCES STUDENT MINDSET: EVIDENCE FROM CANADA AND THE UNITED STATES

Mesler, R. M., Corbin, C., & Harker-Martin, B. (2022). *Teacher mindset influences student mindset: Evidence from Canada and the United States* (Presentation). American Educational Research Association annual meeting, in San Diego, USA.

Marketing

Well-being

IT'S WHO I AM! POLITICAL IDENTITY CENTRALITY AND "CANCEL CULTURE" PROCLIVITY

Mesler, R. M., Howie, K., Shen, M. N*, Chernishenko, J.*, & Vredenburg, J. (2022). *It's who I am! Political identity centrality and "cancel culture" proclivity* (Presentation). Society for Marketing Advances annual meeting, in Charlotte, USA.

Marketing

Well-being

CAN A CHARITY MAKE THE WORLD JUST? HOW JUST WORLD BELIEFS INFLUENCE ATTITUDES TOWARDS CHARITIES AND CHARITABILITY

Scarperi, L*, Mesler, R. M., & Chernishenko, J.* (2022). *Can a charity make the world just? How just world beliefs influence attitudes towards charities and charitability* (Presentation). Society for Marketing Advances annual meeting, in Charlotte, USA

Marketing

Well-being

THE COUNTERINTUITIVE EFFECT OF SCARCITY ON FOOD WASTE

Simpson, B., Mesler, R. M., & White, K. (2022). *The counterintuitive effect of scarcity on food waste* (Presentation). Society for Consumer Psychology boutique conference on Scarcity and Luxury, in Honolulu, USA.

Marketing

Well-being



Matt Rahimi

Rahimi, M., Stevenson, J*. (2022). *WIL initiatives at DSB and also a student's perspective about their WIL experience* (Presentation). The Alberta Post- Secondary Institutions WIL Panel Event, virtual.

Organizational Studies



**Bahareh
Mosadegh
Sedghy**

OPTIMAL STRATEGIES OF SUSTAINABLE AND UNSUSTAINABLE PRODUCTION

Sedghy, B. (2022). *Optimal strategies of sustainable and unsustainable production* (Presentation). The Canadian Economic Association conference, in Ottawa, Canada.

Sustainability/Environment

OPTIMIZATION AND COORDINATION OF ORGANIC PRODUCT SUPPLY CHAINS UNDER COMPETITION: AN ANALYTICAL MODELLING PERSPECTIVE

Sedghy, B. (2022). *Optimization and coordination of organic product supply chains under competition: an analytical modelling perspective* (Presentation). The CORS/INFORMS International Conference, in Vancouver, Canada.

International

Sustainability/Environment



**Jim
Wishloff**

GROUNDING THE PRINCIPLE OF SUBSIDIARITY: CREATION, WONDER, MARRIAGE AND THE FAMILY.

Wishloff, J. (2022). Grounding the principle of subsidiarity: Creation, wonder, marriage and the family (Presentation). The Twelfth International Conference on Catholic Social Thought and Business Education, in Budapest, Hungary.



University of
Lethbridge
DHILLON
SCHOOL OF BUSINESS

GRANTS





**Debra
Basil**

Basil, D. Z. (2022). Understanding the settlement process for new immigrants in Western Canada.
Prentice Institute Research Affiliate Fund (PIRAF), **\$19,992.**



**Rhiannon
Mesler**

Mesler, R. M. and co-authors. Cancel culture: An investigation of individual and contextual Drivers.
Social Sciences and Humanities Research Council of Canada (SSHRC), Insight Grant, **\$68,536.**



DHILLON
SCHOOL OF BUSINESS

SUPERVISION OF GRADUATE STUDENT THESIS RESEARCH 2022 GRADUATES

Bao, YJ. supervised **Tristan Raposo** on 'Assessing energy policy for sustainability outcomes: A comparative study of different regulatory markets in North America'.

Bao, YJ. supervised **Omotayo Aruleba** on 'The use of analytics in decision-making: The role of information processing capability and analytical-based culture'.

Derry, R. supervised **Alison Meane** on 'Gender inclusive registration for youth soccer: A case study'.

Drollinger, T. supervised **Braden Simpson** on 'Deserting the innocent: The paradoxical effects of youthfulness in influencer apologies'.

Escobar, L. supervised **Abrar Din Darda** on 'The impact on country image on MNE's perceived CSR legitimacy and perceived CSR credibility'.

Lafreniere, K. supervised **Gurinder (Rickey) Grewal** on 'FCK, we're sorry: Self-construal, interpersonal closeness, and swearwords in brand communications'.

Perlow, R. supervised **Sakura Afrin Oni** on 'Leader humility and subordinates' organizational citizenship behavior: Investigating the role of interpersonal justice and moderating mechanisms of employee cynicism'.

Mesler, R.M., supervised **Neda Ghafoorifard** on Economic Hardship and Food Waste.

Runté, M. supervised **Shannon Jarvie** on Making sense of employment after a cardiac arrhythmia diagnosis.'



"Watching students become passionate about their research focus is very rewarding. As we guide them through this journey, we are helping to develop the next generation of research scholars."

Dr. Mary Runte



DHILLON
SCHOOL OF BUSINESS

BUSINESS AND POPULAR PRESS





Debra Basil

GLOBAL NEWS INTERVIEW REGARDING THE WOMEN IN THE WORKPLACE CONFERENCE

Basil, D. Z. (2022, November 17). Global News Interview regarding the Women in the Workplace conference.

Marketing

Well-being



Vishaal Baulkaran

MAKING RISING INTEREST RATES WORK IN YOUR FAVOUR, ACCORDING TO EXPERTS

Baulkaran, V. (2022). Making rising interest rates work in your favour, according to experts. Global News: <https://globalnews.ca/news/9135836/rising-interest-rates-favour-experts/>

Finance



Katherine Lafreniere

We wish Dr. Lafreniere well as she has moved to another institution.

WHY IT'S HELPFUL TO SWEAR IN CUSTOMER REVIEWS

Full Citation: Lafreniere, K.C., Moore, S.G., & Fisher, R.J. Why it's helpful to swear in customer reviews. *The Wall Street Journal*, Journal Reports.

Full Citation: Lafreniere, K.C., Moore, S.G., & Fisher, R.J. Why it's helpful to swear in customer reviews. *Harvard Business Review's IdeaWatch*.

Marketing



Rhiannon Mesler

BRANDS CAN BE REWARDED FOR ACTIVISM—BUT THEY ALSO RISK LOSING CUSTOMERS TO APOLITICAL RIVALS

Full Citation: Vredenburg, J., Howie, K., & Mesler, R. (2022, May 3). Brands Can be Rewarded for Activism—but They also Risk Losing Customers to Apolitical Rivals. *The Conversation*.

Marketing

Corporate Social Responsibility



DHILLON
SCHOOL OF BUSINESS

FUNDED UNDERGRADUATE STUDENT RESEARCH



**Debra
Basil**

2022.

Dr. Basil supervised undergraduate **Makayla Koshuta** for a Chinook Summer Research Award.



**Rhiannon
Mesler**

2022.

Dr. Mesler supervised several students, both U of L undergraduates and foreign visitors, in The Mesler Lab. These include **Zandria-Lynn Bates** (Chinook Summer Research Award), **Destiny Lenhardt** (Chinook Summer Research Award, co-supervised with Dr. Katie Lafreniere), **Luca Scarperi** (Mitacs Global Intern from Leuphana University, Germany), **Mingnan Nancy Shen** (Mitacs Global Intern from Shanghai Jiaotong University, China), and **Ziyi Evelyn Fang** (Mitacs Global Intern from Huazhong University of Science and Technology, China).

"Publishing with our undergraduate and graduate students is a key part of my personal research approach. Watching their research and writing skills develop through collaboration, culminating with seeing their name at the top of an article, is meaningful both for me and for them."

Dr. Rhiannon Mesler



DHILLON
SCHOOL OF BUSINESS

HIGH-IMPACT PUBLICATIONS FROM OUR 2021 REPORT



THESE PUBLICATIONS MADE A SPLASH!

These articles from our 2021 report have been highly cited since their publication, demonstrating their value to the further generation of knowledge.

Bahareh Mosadegh Sedghy

Full citation: Mohammadreza, N., Tajbakhsh, A., Sedghy, B. M. (2021). The reflection of competition and coordination on organic agribusiness supply chains. *Journal of Transportation Research, Part E: Logistics and Transportation Review*, 154, 102462.

<https://www.sciencedirect.com/science/article/abs/pii/S1366554521002258>

Mohammadreza Nematollahi

Full citation: Hosseini-Motlagh, S. M., Nematollahi, M., & Nami, N. (2021). Drug recall management and channel coordination under stochastic product defect severity: A game-theoretic analytical study. *International Journal of Production Research*, 59(6), 1649-1675.

<https://doi.org/10.1080/00207543.2020.1723813>

Bahareh Mosadegh Sedghy

Full citation: Mesler, R. M., Corbin, C. M., & Martin, B. H. (2021). Teacher mindset is associated with development of students' growth mindset. *Journal of Applied Developmental Psychology*, 76, 101299

<https://doi.org/10.1016/j.appdev.2021.101299>

Bahareh Mosadegh Sedghy

Full citation: Schlesinger, W., Cervera-Taulet, A., & Wymer, W. (2021). The influence of university brand image, satisfaction, and university identification on alumni WOM intentions. *Journal of Marketing for Higher Education*, 1-19.

<https://doi.org/10.1080/08841241.2021.1874588>



DHILLON
SCHOOL OF BUSINESS