

Business

OVERVIEW

The University of New Brunswick's (UNB) Faculty of Business on the Saint John campus and Faculty of Business Administration on the Fredericton campus primarily focus on building strong relationships with businesses and entrepreneurs throughout the Atlantic Provinces and Canada. With world class faculty members devoted to a wide variety of research areas, UNB's Faculty of Business Administration provides real world relevant research solutions.

RESEARCH CAPABILITIES

- Innovation and Entrepreneurship
- Market Analysis
- Behavioural and Corporate Finance
- Accounting
- Strategic Human Resource Management
- Consumer Decision Making and Behaviour
- Investments
- Information Systems and Analysis
- Business Law
- Technology Enabled Business
- Social Media in Business
- Understanding and Managing Behaviour in Organizations
- Supply Chain Analytics
- Business Applications in the Hospitality and Tourism Sector
- Strategic Management

MAJOR PROJECTS

What Good does doing Good Do? The Effect of Bond Rating Analysts' Corporate Bias on Investor Reactions to Changes in Social Responsibility

Researcher(s): Dr. Jeffrey Frooman, Dr. Oana Branzei (Western), Dr. Brent McKnight (McMaster) and Dr. Charlene Zietsma (York)

Exploring how investors reconcile information on a firm's social performance with analysts' assessments of a firm's risk in the pricing of long-term bonds.

Redefining Risk and Return in Common Stock Investment

Researcher(s): Dr. Eben Otuteye and Mohammad Siddiquee

Using propositions as tools to create discussion about the way risk and return in common stock investment is viewed. Aligning thoughts and models with methods that work; in particular, value investing.

Entrepreneurship Education Evaluation (EEE) Project

Researcher(s): Dr. Jeffrey McNally, Dr. Benson Honig (McMaster), Dr. Bruce Martin (Dublin), Dr. Panos Piperopoulos (Leeds), Dr. Heiko Bergmann (St. Gallen) and Zhaocheng Zeng (McMaster)

Examining both the short and long-term outcomes of entrepreneurship education across the globe.

Creating Digital Opportunity: Canada's Role and Prospects in the Globalizing Digital Economy

Researcher(s): Dr. David Wolfe (Toronto), Dr. Yves Bourgeois and others

Understanding the factors enabling and limiting ICT startups from maturing in local ecosystems and global production networks, and the integration of ICTs in improving the competitiveness of broader economic sectors.

Inside Directors and Mitigating Underinvestment of Financial Slack in R&D Intensive Firms

Researcher(s): Dr. Ibrahim Shaikh, Dr. Lois Peters (Rensselaer Polytechnic Institute) and Dr. Jonathan O'Brien (University of Nebraska-Lincoln)

Investigating the influence inside directors have in the governance of managerial cash holdings in high technology firms where R&D persistence is needed for sustained competitive advantage.

Greenhouse Gas (GHG) Emissions Data and Measures Revisited

Researcher(s): Dr. L. Jerman (HEC Montreal), Dr. R. Labelle (HEC Montreal) and Dr. Matthew Wegener
Revisiting the use of GHG data in measuring environmental performance. Providing evidence of a lack of comparability and commensurability in the GHG emissions reported through a case study of a major oil and gas firm and a comparability test of the GHG emissions reported by several oil and gas facilities.

A Master Class with Warren Buffett and Charlie Munger 2015 (Book)

Researcher(s): Dr. Eben Otuteye and Mohammad Siddiquee

Discussing the Q&A sessions of the 2014 Berkshire Hathaway shareholders meeting. Deriving timeless principles, as well as intelligent and imaginative solutions to business and life problems, from answers Warren Buffett and Charlie Munger provided at the meeting in Omaha, Nebraska.

Fifty Years of Rise and Fall of Subnational Populations in Canada and the United States: A Comparative Analysis (Book)

Researcher(s): Dr. Fazley Siddiq

Providing valuable guidance to state/provincial and local governments in the areas of economic and social policy.

FACILITIES

Fredericton

International Business and Entrepreneurship Centre (IBEC)

Working with a variety of organizations in the New Brunswick community to develop and increase the entrepreneurial spirit and promote international business opportunities.

Centre for Financial Studies

Providing first-class financial education in Canada to bridge the gap between university and the transition to the real world.

*For more information please visit: www.unb.ca/fredericton/business/
www.unb.ca/saintjohn/business/*