

Faculty of Business Council Meeting

Dean's Report

Friday, February 16, 2018

1. Advancing the Faculty of Business

- i. The proposed Business Development and Professional Sales stream in the MBA program was approved by Senate at its January 31 meeting. This is an important step forward in the continuing development of the MBA program.
- ii. The MBA program continues to grow. There were 55 new acceptances and 16 deposits as of last week compared to 36 acceptances and 14 deposits at this time a year ago. A larger MBA class in 2018-2019, and the additional growth expected in the years ahead, will require more physical space and better facilities. Alternative locations for the MBA program are being considered, but it will be several months before any new arrangement is finalized.
- iii. *Co-op Placements for Winter term 2018:*
Thirty-nine BBA students and four Computer Science students for a total of 43 Co-op students have begun their four-month Winter term work terms. These students have secured positions in 15 different firms and government departments, working in accounting, human resources, supply chain, financial standards and governance, business intelligence and analytics, public affairs, project management, software development and cyber security. Twenty-one of the placements are Accounting Co-ops. Of those placed, eight are with Irving Oil, a further eight with JDI and six with Grant Thornton. As in the past, S. Cool and E. Gillespie deserve much appreciation and the Faculty's gratitude for securing these placements.
- iv. The Faculty of Business is pleased to welcome Jong-Kyou (JK) Kim from the College of Informatics at Korea University as Visiting Scholar in the Faculty for a six-week period this term. JK Kim's visit was facilitated by R. Cho and D. Kim in the Operations and Information Management Area Group. While he is in residence, JK Kim will instruct four sessions of "Python for Everyone" workshops at UNB Saint John.

The first session, held on January 26, was very successful. Sixty-three participants attended – six faculty members (including one from UNBF), two UNB staff members, five professionals from the community (from Bell Aliant and other area firms), 10 Computer Science students, six BBA students, and the remainder MBA students. The enthusiasm for learning in the lecture room was palpable. JK Kim guided the Python programming tour for four hours, with a short break midway through the session.

The remaining three sessions in February will address writing Python code, access to twitter data and the web data analysis. Big data analysis is one of the most prominent fields in business education these days, notes R. Cho, saying "I believe that we, as

educators, should prepare our students for the future business environment. Yesterday, I saw their passion for learning a new technology and a new direction.”

- v. Further to the discussion of the UT Dallas Journal Quality List at the December 2017 Faculty Council meeting, it should be noted that many of the leading business schools are using the UT Dallas JQL as a guide for research excellence in addition to Financial Times 50. For example, tenure track candidates at some of the leading business schools in Canada are specifically referred to the UT Dallas 24 as a guide of which journals are rated among the highest. Here is the link:
<http://jindal.utdallas.edu/the-utd-top-100-business-school-research-rankings/list-of-journals>

2. Student and Faculty News and Accomplishments

- i. The inaugural (first annual) *UNB Saint John Faculty of Business Undergraduate Case Competition* under the able leadership of G. Flanagan and G. Fleet was held on January 18-20, 2018. The event kicked off with a reception sponsored by local law firm Gorman Nason on Thursday evening attended by students, faculty and members of the local business community.

The competing teams received a written business case on Friday morning and had all day Friday and Saturday morning to solve a business problem(s) by analyzing the information in the case, developing a feasible set of alternatives, and recommending a course of action. Members of faculty and volunteers from the local business community were on hand to serve as mentors to the teams as they prepared their cases. On Saturday afternoon, the teams presented their recommendations to the four-member volunteer panel of judges: J. Higgins, recently retired Vice President of Cervus Equipment; O. El-Temtamy (Accounting), S. Rinehart (Marketing) and S. Rizvi (Management).

On Saturday evening, the winners were announced at a celebratory banquet attended by faculty and staff, and members of the local business community. The students and faculty were pleased to have Faculty of Business Advisory Board Chair G. Pond, President and CEO, Mariner Partners, and Board member C. Francoeur, New Brunswick Office Managing Partner, Ernst and Young attend some of the weekend's festivities.

The winners of the 2018 UNB Saint John Undergraduate Case Competition are: First Place: Abby Bryant, Taylor Chiasson, Belinda Goodine and Jackson Jones; Second Place: Shawn Barrett, Alex Downing and Matthew Snelgrove; Third Place: MacKenzie Beddow, Chelsea Driscoll, Alena Jirotka, Stephanie Maguire and Sarah McLaughlin.

Special thanks are due to members of the faculty who volunteered to mentor the competing teams on Friday and Saturday as they prepared their cases: G. Amin, B. Collings, H. Eslaminostratabati, G. Fleet, M. Mendelson, R. Moir, S. Ramani, C. Van Horne, B. Watson, and M. Wegener. Thanks are also due to volunteers from the MBA program W. Ali, V. Barto, J. Nunes, L. Oviedo and A. Shagoti who gave generously of their time to mentor the teams over the weekend. D. Doiron and his co-author D. Shreyer deserve special mention for providing the case on Cervus Equipment used in the competition (published by Ivey Publishing). Last but not least, this case competition would not have been possible without the active engagement of the competition organizers G. Flanagan and G. Fleet, and the dedicated work of B. Collings, P.

Chisholm, N. Folster and M. McElman behind the scenes in making this event a huge success.

Here is the link to a story on the case competition that appeared on the UNB website: <http://blogs.unb.ca/newsroom/2018/01/18/unb-students-to-race-the-clock-in-competition-to-solve-real-world-business-issues/> As well, G. Fleet was interviewed by CBC Saint John Information Morning about the competition on January 19, 2018. Here is the link to that interview: <http://www.cbc.ca/player/play/1140759107506>

- ii. Professor of Marketing, E. Civi, well known nationally and internationally as a distinguished teaching scholar, was featured in the UNB news blog in January on the occasion of receiving his most recent award for teaching excellence: the Neil Scott Award for Educational Leadership. Here is the link to the article: <https://blogs.unb.ca/newsroom/2018/01/17/unb-professor-honoured-with-award-for-leadership-in-education/>
- iii. Two Faculty of Business students have been recommended for the prestigious *Sir Howard Douglas Award* for 2018: Jordan Tracey and Kenya Plut. The Selection Committee reviewed 53 impressive nominations from the 14 faculties at UNB Fredericton and UNB Saint John. As a result, 12 students will be inducted into the Sir Howard Douglas Society for 2018, including K. Plut and J. Tracey. This is an impressive result for a small faculty such as the Faculty of Business.

Membership in the [Sir Howard Douglas Society](#) is intended to recognize, promote, cultivate and encourage outstanding UNB undergraduate students who have achieved academic excellence while actively participating in extracurricular or co-curricular activities, particularly volunteer activities, after completing at least year two of their undergraduate studies. Scholars exemplify the society's motto, Non Nobis Solum: Not for Ourselves Alone.

- iv. On Friday, January 26, 2018, ten outstanding undergraduate students from the Faculty of Business were awarded Alumni/Alumnae Scholarships and Merit Awards in recognition of their high academic performance. The 2018 honourees are: *The Alumni Undergraduate Scholarship*: Alannah Hansen, Christian Pelkey, and Lady Vanessa Osam-Duodu; *The Alumnae Undergraduate Scholarship*: Sara Hossain; *The University Merit Award*: Alex Allison, Hunter Gray, Chandler Hofstra, Montanna Meyer, Luke O'Grady and Hannah Thorne.
- v. M. Hussain has been honoured with the Outstanding Paper Award at the 15th Asian Business Research Conference 2017 in Dhaka, Bangladesh. He is also currently in the top 10 percent of Authors on SSRN by total new downloads within the last twelve months (www.ssrn.com).
- vi. G. Amin (with A. Emrouznejad and G. Yang) has a paper entitled "A novel inverse DEA model with application to allocate the CO₂ emissions quota to different regions in Chinese manufacturing industries" accepted for publication in the *Journal of the Operational Research Society*, 2018, an A-ranked journal in ABDC.
- vii. B. Watson (with L. Osberg) has a paper entitled "Job Insecurity and Mental Health in Canada" accepted for publication in *Applied Economics*, also an A-ranked journal in

ABDC. From the journal's editor: "It is a very fine piece of work and we look forward to seeing it in print."

- viii. B. Watson has been invited to speak in Denmark at the upcoming International Association for Research in Income and Wealth (IARIW) conference, and in Montreal for the 2018 Canadian Economics Association (CEA) meetings. The latter is an invited talk.

3. External Engagement

- i On Tuesday, January 23, a high school student from École Samuel de Champlain, who recently arrived in Saint John from Syria and is interested in a career as a university professor, spent the day at UNB Saint John, shadowing Faculty of Business faculty members C. Van Horne and O. El-Temtamy. The student attended C. Van Horne's undergraduate Introduction to Business class and sat in on an interview on her weekly radio show on local entrepreneurs. He then spent some time with O. El-Temtamy following which C. Van Horne gave him a tour of the campus and introduced him to faculty, staff and students.
- ii From the *Telegraph Journal*, January 16, 2018, pg. B3: Enterprise Saint John's Navigator finished out 2017 with some encouraging numbers for its innovative program targeting entrepreneurs. ESJ's Navigator has four programs within it: Venture Validation, Kick Start, Impact Loan, and the Business Incubator.

To quote ESJ'S Entrepreneur Development Officer, Dakota Lutes, "Entrepreneurship in Saint John had a vibrant year in 2017, so all our programs are healthy as a result. We were successful in planning, financing, and getting businesses launched in 2017. The collective results of all our programming was 26 new companies and 55 new full-time jobs."

The Venture Validation Program is looking for a new group of aspiring entrepreneurs. The 13-week program uses a combination of workshops, one-on-one mentoring to guide participants from business idea to launch. They create value propositions, identify customers and competition, start-up costs, and develop their business model. It culminates in a Pitch Night to mentors and the public, where they get final feedback on their business pitch. Enterprise Saint John is hoping to build on the success with the VVP and its other programming. A lot of that success is based on feedback from business mentors from UNB – D. Doiron and G. Fleet – as well as program participants.

- iii. Faculty of Business Adjunct Professor A. Adisesh, JD Irving Ltd. Research Chair in Occupational Medicine at DalMed New Brunswick, has recently been interviewed by several media outlets about his research linking metal (as found in toenail clippings) to prostate cancer. For information, here are some links to TV and radio interviews with A. Adisesh:

Dalhousie Medicine website:

https://medicine.dal.ca/news/2018/01/30/linking_metal_in_toenails_to_prostate_cancer.html

Global News Report and Video: <https://globalnews.ca/news/3998562/atlantic-canadian-researchers-using-toenail-clippings-in-fight-against-prostate-cancer/>

CBC As it Happens:

<http://www.cbc.ca/radio/asithappens/as-it-happens-wednesday-edition-1.4512118>

CBC New Brunswick:

<http://www.cbc.ca/news/canada/new-brunswick/toenails-anil-adisesh-dalhousie-prostate-cancer-1.4510014>

Information Morning Saint John:

<http://www.cbc.ca/news/canada/new-brunswick/programs/informationmorningsaintjohn/world-s-largest-toe-nail-collection-to-help-in-prostate-cancer-research-1.4510061?autoplay=true>

On February 1, A. Adisesh was also interviewed by Winnipeg Radio Station 680CJOB about his research.

■ Fazley Siddiq