

# **Faculty of Business Council Meeting**

## **Dean's Report**

Friday, September 22, 2017

### **1. Advancing the Faculty of Business**

- i. Over 30 members of faculty and staff participated at the Faculty's 2017 Spring Retreat at the Riverside Golf and Country Club on May 17, 2017. The Retreat began at 8:00 am and ended with a closing reception at 5:30 pm, attended by community partners and members of the business community. The weather was great, and the venue, food service and overall arrangements outstanding. Tanya Chapman and Terry Conrod did a fabulous job – for the fourth year in a row – facilitating this full-day annual event. G. Fleet and N. Folster coordinated the Assurance of Learning exercise while P. Chisholm made sure that the venue and hospitality arrangements were of high quality. Of course, none of this would be possible without the tireless efforts of many faculty and staff members working behind the scenes to prepare for the retreat. Having Jerry Tomberlin, the Faculty's AACSB Mentor, and Dean of the Sprott School of Business at Carleton University, present for the first half of the day was invaluable.
- ii. A notable development this past summer has been the progress made in forming an advisory board for the Faculty of Business consisting of distinguished members of the community. The Advisory Board of the Faculty of Business will meet twice a year and be invited to participate in Faculty events such as annual retreats and generally contribute to the advancement of the Faculty. The Advisory Board will bring tremendous value to the Faculty and create a positive impact on society by bridging the gap between academia and business.
- iii. On the advice of the AACSB mentor and following the tradition in other business schools and faculties, an *ad hoc* Research Committee (pending formal approval by Faculty Council) has been struck with the Associate Dean (Research and Special Projects), R. Moir, serving as *ex officio* chair of the Committee. Other members that have agreed to serve on this committee are E. Civi, M. Hussain, L. Jolliffe and D. Kim (in his role as the Chair of the Faculty Support Fund Committee and Coordinator of the Faculty's Research Colloquium). The Committee will soon begin working on the terms of reference for Faculty Council to consider.
- iv. The Faculty's 2017-2018 Research Colloquium got off to a bright start on September 15<sup>th</sup> with presentations by G. Amin, entitled "Modelling generalized firms' restructuring using inverse DEA" and L. Jolliffe, entitled "The Automobile Heritage and Tourism: The Story of the Bricklin (New Brunswick) and the DeLorean (Northern Ireland)." G. Amin and L. Jolliffe are among the most highly published scholars in the Faculty, both with an impressive Google Scholar citation count, h-index and i-10 index. About 25 faculty members and MBA students attended this colloquium, making it one of the most well attended in the history of the Faculty's Research Colloquium.

- v. In October 2016, the Saint John Senate instructed the Academic Planning and Resources Committee (AP&R) to provide analysis of academic programming for use by University leadership and the Board of Governors in assessing how best to resource programs. The Committee was tasked with creating a campus-specific academic plan. In addition, AP&R and the UNB Fredericton campus' Academic Planning Committee (APC) were also instructed by their respective Senates to provide a bi-campus report.

To facilitate bi-campus communications, UNB Saint John Vice-President Robert MacKinnon and UNB Fredericton Vice-President George MacLean sit as non-voting members on each other's campus committees. In addition, in February 2017, Lisa Hrabluk was retained to provide project management and writing support to both committees, and prepared two draft reports, which were reviewed by the committees on each campus. A University-wide draft plan, *UNB Academic Plan*, has since been circulated for discussion at a bi-campus joint town hall meeting scheduled for September 27, 2017 at 2:00 pm. It is expected that the final version will be presented to the Fredericton and Saint John Senates, and the Board of Governors during the week of October 16.

- vi. The 2015-2017 Research Ranking Questionnaire (RRQ) Exercise has been launched. The period of information being ranked for this exercise is from July 1, 2015 to June 30, 2017. Access to the 2017 questionnaire will be (as always) via the E-Services portal by selecting the heading labeled "Research" and then by clicking on the gray tab on the left hand side of the screen entitled "Research Ranking Survey 2017". The questionnaire will be open for inputting of information until 4:00 pm on November 30, 2017. As in the past, the email address [resranking@unb.ca](mailto:resranking@unb.ca) is available for research ranking questions. The Research Ranking Coordinator in the Office of VP Research will be responding to all RRQ inquiries.

Information collected from these questionnaires usually proves to be a reliable source of valuable information and has proven to be especially helpful when units are compiling materials for their Quality Assurance reviews.

## **2. Student and Faculty News and Accomplishments**

- i. A. Adisesh (DMNB and Adjunct Professor) Study: Sweeney, E., Yu, Z.M., Dummer T., Cui, Y., DeClercq, V., Forbes, C., Grandy, S.A., Keats, M., Parker, L. and A. Adisesh, "The Effect of Shiftwork on Cardiometabolic Health: Findings from the Atlantic PATH Study." This study looked at the potential relationship between shift work, cardiovascular disease, obesity and diabetes.
- ii. K. Brunt (DMNB and Adjunct Professor) Study: K. Brunt is co-author of a study published in *Science Translational Medicine* with J. Simpson of the University of Guelph. The study found using hormone-suppressing drugs that cross the blood-brain barrier, reaching the part of the brain responsible for respiratory control, can resolve the shortness of breath experienced by most patients. That the drugs are already available

and already generic, is "one of the most exciting things [about the research], and why we got into this top journal," K. Brunt told CBC (May 18, 2017).

- iii. J. Campbell reports that the 34 MBA students taking their Business Consulting Project (BCP) in Module 5 are working on a wide range of interesting projects for a diverse range of local firms, community organizations and government agencies. These include the Town of Quispamsis, Brunswick News, JDI, the Bank of Nova Scotia and Habitat for Humanity, among other partners. Sixty-eight percent of Module 5 BCPs are paid positions. Based on discussions with employers, 15 of the Module 5 BCPs have the potential to become full-time employment for the students following the internship period. This is a sign that employer partners see the quality of UNB Saint John's MBA students, the vast majority of whom are international students. It also suggests that the MBA Program aligns well with provincial and municipal strategies to increase immigration to New Brunswick.
- iv. E. Civi has been honoured with the Neil Scott Educational Leadership Award, which recognizes leaders who encourage excellence in teaching. Up to one award is given annually to a member of faculty on each UNB campus. As founder of the Faculty of Business Faculty Mentorship program, the Teaching Colloquium, the brown bag lunch-time series of talks on pedagogy at UNB Saint John, and a long-time advocate of teaching excellence, E. Civi is a highly deserving recipient of the award.
- v. D. Doiron was selected to receive a UNB Merit Award for 2016-2017. This prestigious award is given in recognition of outstanding performance, commitment and service to the University. D. Doiron ranks among the most effective contributors in enhancing close relations between UNB and the community.
- vi. Refereed Publication: Ibn Boamah, M., "Common Stocks and Inflation: An Empirical Analysis of G7 and BRICS," *Atlantic Economic Journal*, Vol. 45 (2), June 2017, pp. 213-224.
- vii. Edited Book: Skinner, J. and L. Jolliffe, *Murals and Tourism: Heritage, Politics and Identity*, Routledge, June 2017 (320 pages).
- viii. Article Acceptance: Shahzad K., Pouw, T., Rubbaniy G. and O. El-Temtamy, "Audit Quality During the Global Financial Crisis: The Investors' Perspective," *Research in International Business and Finance*, forthcoming 2018.
- ix. B. Watson was recently elected as Vice President of the *Atlantic Canadian Economics Association (ACEA)*. This is a two-year appointment (2017-2019), after which time he will become President of the Association for another two years.
- x. Article Acceptance: B. Watson, "Healing and/or breaking? The mental health implications of repeated economic insecurity," *Journal of Social Science and Medicine*, forthcoming 2018.

### 3. Faculty and Staff Changes

- i. Departures: With considerable sadness, the Faculty and the University bid farewell to several members of faculty over the summer who have been working with much distinction at UNB Saint John on term contracts for a number of years. The Faculty regrets their departure, but wish them continued success in their future careers:

- J. Alam, accepted a tenure track position at Rollins College, Winter Park, Florida
- M. Siddiquee, accepted a tenure track position at Mount Saint Vincent University, Halifax, Nova Scotia
- Deryk Stec, accepted a position at Dalhousie University, Halifax, Nova Scotia

Their departure follows the departure in 2016 of three other members of faculty on limited term appointments who left the Faculty of Business at UNB Saint John to take up tenure track positions elsewhere:

- Y. Bourgeois, accepted the position of Dean at Université de Moncton's Shippagan campus
- M. Taghavi, accepted a tenure track position at Dalhousie University, Halifax, Nova Scotia
- S. Tucker, accepted a tenure track position at UNB Fredericton, Fredericton, New Brunswick

Additionally, after a two-year leave of absence, Hayfaa Tlaiss formally resigned from her position as a tenured Associate Professor of Management, effective July 1, 2017, to become Chair of the Department of Management and Associate Professor of Strategy and Organizational Behavior at the College of Business, Alfaisal University in Riyadh, Saudi Arabia.

Two other highly successful faculty members on full-time limited term contracts in recent years, T. Conrod and A. Sher, shall continue to teach a range of undergraduate and MBA courses as contract academic employees in 2017-2018.

- ii. New arrivals: The Faculty welcomes four new members of faculty this year:

- Hadi Eslaminosratabadi joins the Marketing Area group as a tenure track Lecturer. He is finishing off his PhD at the De Groote School of Business at McMaster University
- Srikanth Ramani joins the Finance Area group as a Lecturer on a nine-month term contract. He is nearing the completion of his PhD at the Ivey School of Business at Western University
- Sana Rizvi joins the Management Area group as an Assistant Professor on a two-year term contract. She holds a PhD from Waterloo University and was most recently a post-doctoral fellow at York University
- Constance Van Horne joins the Management Area group as an Assistant Professor on a nine-month term contract. She holds a PhD from Université Laval

and was most recently an Associate Professor at Zayed University in Abu Dhabi, UAE

#### **4. Enrolment**

- i. Stability in enrolment is critical for success. Despite the steady decline in undergraduate enrolment at UNB until last year, enrolment in the Faculty's undergraduate programs has remained more or less stable or grown slightly over the past several years. The Coop program has done well in training 59 mostly second year students, including 48 Business students, for their first of three placements, starting in January 2018. There is clearly the potential to grow the BBA Coop program and with it both domestic and international enrolment. Two things are particularly critical in this regard. First, a high quality faculty and staff complement, strong in teaching, research and academic administration, and engaged with the community, will help to attract students, especially domestic students, particularly from UNB Saint John's main catchment area in southern New Brunswick, from Sussex to St. Stephen. Second, AACSB accreditation will place the Faculty among the most recognized of all business schools and faculties in Canada, which in turn will help to attract students, especially international students.
- ii. Full-time equivalent (FTE) undergraduate enrolment at UNB Saint John rose 2.9 percent (from 1,839.2 to 1,892.6) between September 2015 and September 2017. During this period, for Arts, the increase was 3.9 percent (from 576.39 to 598.79), for Business 4.1 percent (from 466.65 to 485.78) and for Science, Applied Science and Engineering (SASE) the increase was 1.5 percent (from 796.24 to 808.09).
- iii. MBA enrolment has been volatile in recent years, partly due to visa issues, but also because of intense competition from national and international competitors. A focused and targeted recruitment strategy that is now in place is likely to result in an incoming class of between 70 and 80 full-time students for 2017-2018 and approximately 90 in 2018-2019, the latter due to a significant increase in pre-MBA students in 2017-2018, again the result of effective recruitment internationally under the leadership of MBA Director, S. Rinehart. Higher MBA enrolment leads to rising overhead transfers to the central budget that benefits the entire campus. While the long-term prospects are difficult to predict, a steady state incoming full-time MBA enrolment of 100 each year is quite possible, especially with AACSB accreditation.

#### **5. External Engagement**

- i. E. Civi was invited to Georgia State University to conduct a workshop for university faculty on "International Business Pedagogy," June 2-17, 2017. E. Civi is widely recognized at UNB and externally for his awards and accomplishments in teaching.
- ii. In his role as an economics professor, F. Siddiq was interviewed on CTV on the sudden spike in gasoline prices at the pump due to recent natural calamities in the United States – affecting among other things oil refining in Texas – on Wednesday, September 6, 2017. This price increase seems to be a short run phenomenon due to a supply shock and is not expected to last long.

- iii. In fulfilling his external role as Dean of Business and as desired by members of faculty, F. Siddiq shall henceforth dedicate relatively more time in engaging with the academic, business and professional communities, especially the business community in New Brunswick.

■ **Fazley Siddiq**