

Faculty of Business Council Meeting

Dean's Report

Friday, April 27, 2018

1. Advancing the Faculty of Business

- i. The Association to Advance Collegiate Schools of Business (AACSB) International Initial Accreditation Committee (IAC) met on February 9-10, 2018 and reviewed the initial Self Evaluation Report (iSER) from the University of New Brunswick Saint John. At that meeting, the IAC voted to accept UNB Saint John's iSER. The acceptance of the iSER is the beginning of the last phase of the process leading to initial accreditation by the AACSB. The Faculty has up to five years to complete the process, but aims to achieve accreditation by 2020.
- ii. In reviewing the iSER, the IAC identified a number of issues, which the Faculty is required to update the AACSB periodically until final approval. The Committee commends the Faculty on progress made in addressing previous issues. Progress on the Assurance of Learning (AoL) was singled out for special praise. The Committee's primary concern is the hiring of five limited term faculty in the past year and the perception that this level of qualified faculty will not be sustained in the long run. In the next report, i.e., the first update, the Faculty should be prepared to discuss how faculty sufficiency and qualification percentage thresholds will be sustained into the future.
- iii. Following the completion of detailed interviews on campus, the appointment of two tenure track faculty – one in Management and the other in Operations Management – is imminent. These are essential replacements for retirements in these areas. Two more tenure track appointments to fill existing vacancies and/or gaps –another position in Management and one in Accounting – are likely to be made in 2019. These tenure track appointments, reducing the reliance on limited term placeholder positions, are critical in demonstrating the Faculty's long-term faculty resource sufficiency. As more vacancies arise due to faculty turnover, promising research intensive scholars of high potential will be recruited to further accelerate the Faculty's research output, its overall research momentum, and its national and international reputation.
- iv. The Faculty will continue to update the IAC on its financial stability and enrollment trends with both domestic and international students.
- v. The 2018 Winter Term Teaching Colloquium was held on Friday, April 6, 2018 featuring Shannon Murray, Professor of English at UPEI and a distinguished 3M National Teaching Fellow. S. Murray conducted a well-attended full-day workshop on *Active Learning*, leading members of faculty through several exercises demonstrating strategies and techniques, which can be employed in the classroom to promote active learning. The event was organized by E. Civi, the Faculty of Business Teaching Coordinator as part of a regular series of workshops, guest speakers and brown bag discussions on teaching and learning.

- vi. The Faculty of Business has formed a Teaching Committee to further promote excellence in teaching and learning within the Faculty. The Committee is composed of E. Civi, B. Collings, G. Fleet (Chair) and S. Rinehart.
- vii. The Faculty of Business Annual Spring Retreat, moderated by T. Chapman and T. Conrod for the fifth year in a row, will be held at the Riverside Golf & Country Club on Wednesday, May 9, 2018. This year's theme is entitled *Enhancing Community Relations and Collaboration*.

2. Student and Faculty News and Accomplishments

- i. A team of students from the University of New Brunswick Saint John campus pitching a concept for an intelligent highway is in the running for the top prize in a nation-wide transformational infrastructure competition. The business students reached the top 20 of the CanInfra Challenge with their proposal for a smart highway design that feeds vital road, traffic and weather data to drivers, self-driving cars and road maintenance crews. The team consists of Nakul Gupta, a first-year business student and leader of the Smart Roads Project, second-year science student Blake Constable, along with first-year business students Prajain Raj Maskey and Peter Hopper, who were admittedly taken aback to make it to the top of a national competition dominated by teams with much more knowledge and expertise. Since making it to the top 20, the team has been working tirelessly to expand and refine their idea with help from Boston Consulting Group, one of the companies sponsoring the competition. They have taken their concept of a highway that only feeds data to autonomous vehicles and broadened it to the creation of an open, peer-to-peer data network that funnels key information required for both drivers and self-driving vehicles, including road hazards, traffic and hyperlocal weather. Faculty of Business member, C. Van Horne, made competing in the CanInfra Challenge a term project. The top 10 teams will each receive \$5,000 to further develop proposals and travel to Toronto to pitch their ideas in May 2018. The top winner from the third and final round receives \$50,000 and a pitch session with senior government and private-sector leaders while second place and people's choice each receive \$25,000.
- ii. BAMHT student AbbyLee dePencier-Cook is the award winner designated as Baxter Student Ambassador for UNB for 2018. The Baxter Student Ambassador Program is a mentoring program for travel and tourism students offering learning and networks opportunities with the aim of getting young people involved in the industry, creating chances for graduating students to meet key industry leaders, and providing mentorship for the next generation of young professionals. Fourteen schools offering hospitality and tourism programs across Canada are participating in the Baxter Student Ambassador Program in 2017-2018, including the University of New Brunswick. Based on a combination of academic success, industry involvement, and leadership skills, one participant from each participating college and university will be designated as the Baxter Student Ambassador. The winning Baxter Student Ambassador from each school is invited to attend industry events, trade shows, and networking opportunities, have their profile published in Baxter Travel Media's Travel Courier magazine, and will

have the opportunity to win travel prizes. AbbyLee dePencier-Cook will receive her award at a ceremony in Toronto, May 3 – 4, 2018.

- iii. A. Adisesh, Adjunct Professor, Faculty of Business, has published another article. Here is the citation: de Haan, S., Lamprecht, H., Fraser, J., Sohi, D., Adisesh, A. and P. Atkinson, “A comparison of work stressors in higher and lower resourced emergency medicine health settings,” *Canadian Journal of Emergency Medicine*, published online April 6, 2018.
- iv. After serving almost five years as JDI Research Chair in Occupational Medicine at DMNB, A. Adisesh has accepted a full-time clinical position as Consultant, Occupational Medicine with Salus, which is part of the National Health Service (NHS), in Glasgow, Scotland, starting in May 2018. His appointment as an adjunct professor within the Faculty of Business, however, remains unchanged.
- v. On April 6, 2018 the Saint John Regional Hospital Foundation hosted its own “Medical Dragon’s Den” in which teams of clinical researchers and health care providers pitched their projects to a team of “venture philanthropists” comprised of Hon. Anne McLellan, Chancellor, Dalhousie University, David Elias, Steve Douglas and Scott McCain, Faculty of Business Advisory Board member. The winning team, comprised of DMNB faculty members K. Brunt, Adjunct Professor, Faculty of Business, S. Lutchmedial and JF Légaré, won \$0.5 million to finance its project. This format of investing in research focuses the return on investment in social capital instead of financial. K. Brunt, S. Lutchmedial, an interventional cardiologist at the Saint John Regional Hospital, and JF Légaré, head of cardiac surgery at the Saint John Regional Hospital pitched the purchase of a Nobel-prize winning super-resolution microscope to the Dragons. The prize money will also support a staff member to operate and maintain the microscope. As well, two MBA students shall be doing a business plan on this project as part of their Module 4 coursework. This microscope would be the first of its kind in Canada dedicated to clinical research. Their business case highlights the impact of the microscope on their research, the impact on patients and the impact on the social economy from such an investment.
- vi. L. Jolliffe has been appointed Visiting Professor to the School of Hospitality and Tourism, Ulster Business School, Ulster University, Belfast, Northern Ireland for the period May 1, 2018 to June 30, 2022.
- vii. F. Siddiq is stepping down as Dean of Business at the end of his five-year term on September 30, 2018.

3. Advisory Board Activities

- i. The third meeting of the Faculty of Business Advisory Board, chaired by Advisory Board Chair, G. Pond, and also attended by six other Board members, C. Francoeur, Vice Chair B. Ganong, S. Graham, S. Irving, K. McGrath and R. Weston, and two UNB Vice Presidents, R. MacKinnon and B. Skillen, was held on Wednesday, April 25, 2018 on the campus of UNB Saint John. The meeting proceedings included a presentation by N. Folster on studying Business at UNB Saint John followed by, among other interesting

topics, a lively discussion on international trade and export-oriented businesses. Board members also discussed plans for the upcoming 2018 Annual Faculty of Business Spring Retreat on Wednesday, May 9. There will be a panel discussion at this retreat on *Pathways to Advance Business Education in New Brunswick* with four Board members, C. Francoeur, S. Graham, K. McGrath and G. Pond as panelists, plus a BBA student panelist, Primrose Scholar T. Lee, to round out the group of five panelists.

- ii. Advisory Board member, R. Fairweather, will be awarded an honorary doctorate degree at the 2018 UNB Saint John Spring Convocation on Friday, May 18.

■ **Fazley Siddiq**