



**Bob Gaglardi
School of Business
& Economics**

**THOMPSON
RIVERS
UNIVERSITY**

2020/2021 RESEARCH REPORT

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RIVERS
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Thompson Rivers University campuses are on the traditional lands of the Tk'emlúps te Secwépemc (Kamloops campus) and the T'exelc (Williams Lake campus) within Secwépemc'ulucw, the traditional and unceded territory of the Secwépemc. Our region also extends into the territories of the St'át'imc, Nlaka'pamux, Nuxalk, Tsilhqot'in, Dakelh, and Syilx peoples.

*Coyote sculpture created
by artist John McEwen*

OUR PURPOSE & VALUES

We connect the British Columbia Interior to the world through experiential education and high-quality research.

Our mission is to provide high-quality global business and economics education and research. We prepare regional, national and international learners to excel in both their workplaces and communities.



TABLE OF CONTENTS

5 2020/2021 HIGHLIGHTS

- 2 Our purpose and values
- 4 Message from Dean Mike Henry
- 5 2020/2021 Highlights

6 RESEARCH WITH IMPACT

- 7 When corporate responsibility backfires
- 8 Does green policy pay dividends?
- 10 Re-running the numbers on minimum wage



12 FACULTY RESEARCH

- 12 Research publications
- 15 Research presentations

MESSAGE FROM DEAN MIKE HENRY



IN 2019/2020, WE FOUND OURSELVES IN A QUICKLY CHANGING WORK AND RESEARCH ENVIRONMENT due to the COVID-19 pandemic. Even with all the added pressure on faculty to teach students virtually, and the limitations on travel and events, we continued to produce impactful research on topics related to inclusive management, Indigenous well-being, public health, gender diversity, green energy development and much more.

Businesses and other organizations face a unique set of challenges from disrupted supply chains to managing remote workforces. Research will play a key role in shaping business practices, policy, and education.

As one of British Columbia's six research universities and the British Columbia Interior's Business & Economics School, we are committed to building our community-based research capacity, fostering business partnerships, developing innovative methods and ideas, and engaging students in this work. This report reflects our renewed focus on the impact of our faculty's research on the British Columbia interior and beyond.

Mike Henry
Dean, Bob Gaglardi School of Business and Economics

2020/21 HIGHLIGHTS

30+

faculty
researchers

40+


journal
publications

40+

conference
presentations

Research with impact

Topics that are locally
and globally significant



- Climate change
- Social enterprise
- Vaccination campaigns
- Gender and entrepreneurship
- Inclusive management

- Brand communities
- Educational mobility
- Impulse buying
- Communication & social media
- Corporate social responsibility



RESEARCH WITH IMPACT ENGAGEMENT INNOVATION

OUR RESEARCH MATTERS. Our faculty researchers are key to driving our commitments to sustainability, teaching innovation and fostering a research culture that will support and inspire students at Thompson Rivers University and beyond.

In 2020, many of our faculty pivoted to explore how the global COVID-19 pandemic would affect businesses, financial markets and society—and all while finding new ways to teach and support our students virtually. They continued to publish and present studies that will have profound effects in their fields, our communities and our planet.

Read more research stories at inside.tru.ca.

WHEN CORPORATE RESPONSIBILITY BACKFIRES

Corporate responsibility programs can boost the bottom line—if it’s done right.

BE A GOOD CORPORATE CITIZEN AND THE PROFITS WILL FOLLOW. Except when they don’t.

Corporate social responsibility (CSR) programs, from sustainability initiatives to humanitarian projects, can set an organization apart. They can help recruit employees and customers, build brand and boost profits. But new research presents a more detailed picture for organizations looking to gain by giving back.

“In any socially responsible initiative, people may hold the initial assumption that ‘as long as we do something good, people will buy it.’ But it is not that simple,” says Dr. Jingzhi Shang.

“We wanted to study when CSR programs don’t work—when they have a backfire effect. We chose to look at hiring stigmatized populations because it’s a very common practice but is not well studied.”

The resulting research, *How the Hiring of Stigmatized Populations can Lead to a CSR Backfire Effect*, looks at consumers’ attitudes towards products and services provided by stigmatized groups.

Hiring stigmatized people—which can include racial minorities, seniors, LGBTQ2+ people, as well as those with disabilities or health

conditions—is becoming more common, Shang says. There is growing awareness of the importance of inclusive hiring practices, and in some cases, there may be direct financial incentives in the form of tax credits or government grants.

For the study, Shang and co-author, Dr. Todd Green, conducted three experiments, focusing on two stigmatized groups: homeless people and ex-convicts. They presented a scenario to 53 Canadian undergraduate students and asked how likely they were to buy food from Subway, which they had been told hires homeless people, while the second group was told the restaurant hires people from an employment agency. Both scenarios specifically emphasized the company’s product safety policies and training programs.

The second experiment asked participants to choose a model train as a birthday gift for their five-year-old nephew. In one scenario, the participants were told that one of the train manufacturing companies hires ex-convicts.

The third experiment explored how physical contact affects consumer attitudes and explored participants’ likelihood to buy cookies versus clocks, both made by a stigmatized group.

In each experiment, participants described the companies that hired stigmatized people

as socially responsible. But they were also less likely to evaluate its products highly and less likely to buy the products. The effect was magnified if the product involved a high degree of physical contact.

“First, the research supports that inclusive hiring practices create a socially responsible corporate image. Second, if workers have less physical contact with a product, the backfire effect is less likely,” says Shang. “These results may seem discouraging for inclusive hiring, but on the other hand we now understand the reason behind it, and managers can find ways to reduce this effect.”

Shang, who has a background in marketing and CSR, says previous research shows that marketing and communications can help educate consumers and influence their perceptions. It also helps if the company includes its CSR efforts in its marketing plan, such as Starbucks did with a series of YouTube videos. Ultimately, she says any successful CSR program needs to fit with the business model, and not just be adopted to capitalize on an incentive program or to try to generate public goodwill.

“When you chose your CSR program, you need to find a good fit. You need to have the motivation to help people, not just make money,” Shang concludes.

DOES GREEN POLICY PAY DIVIDENDS?

A broad measure of the effectiveness of environmental policy suggests regulations boost efficiency and productivity.

SHORTLY AFTER THE 2021 GLASGOW CLIMATE CHANGE SUMMIT CONCLUDED IN NOVEMBER, torrential rains battered southern BC. Barns, homes and communities were flooded. Farmers lost thousands of animals, at tremendous costs to their livelihoods. Mudslides destroyed major highways and railways, leading to supply shortages at grocery stores and gas stations—and the deaths of four people.

It isn't the first weather event to cause mass disruption, nor is Glasgow the first climate summit to deliver disappointing results. Since 1995, policymakers from countries bound by the UN Framework Convention on Climate Change have gathered yearly to discuss how to address global warming. In 2021, they again failed to secure pledges that will limit temperature rise to 1.5C.

Global warming, nearly everyone agrees, is a problem. Yet no one can agree on the proper policies to address it.

A new study from the Bob Gaglardi School of Business and Economics looks at one of the leading barriers to effective environmental policy. *Does green policy pay dividends?* explores the data behind the preconception that what is good for the environment is bad for the economy and employment.

“Even though everyone wants to do what is right, they are concerned about the economic cost. There is this thought that if we put more regulations in place, the businesses in the private sector will push back because they believe more regulations will cost them more money,” says co-author and professor of finance Dr. Laura Lamb.

Lamb and her TRU co-author, Dr. Belayet Hossain, both teach economic policy in TRU's Master in Environmental and Economics and Master of Science in Environmental Management programs. Together with their co-author Dr. Nusrate Aziz from Algoma University, they found that countries with stringent environmental policies—such as Sweden, which introduced a carbon tax system in 1991, and France, which offers financial incentives for biofuel development—have seen economic growth that consistently outpaces the European average.

“We were really quite excited about our results, because they suggest that in the short run there are costs, but in the long run, provided the policy is stringent enough, there are positive economic outcomes,” says Lamb.

While previous research has looked at the effect of individual policies in individual



Above: Flooding in fall 2021 caused catastrophic damage to major highways and supply chain networks across British Columbia.

Credit: BC Ministry of Transportation and Infrastructure/Flickr

countries—for example, the carbon tax in BC has been studied extensively—Lamb and Hossain say the goal for their research was to take a broader measure of all policies to measure their effectiveness.

They found an opportunity to do so through the OECD’s Environmental Policy Stringency (EPS) index. They looked at 21 member countries of the Organization for Economic Co-operation and Development (OECD) from 1990-2014. They found there is a threshold in the EPS index: if a country is above that threshold, it sees a long-run benefit. But any countries below see negative economic impacts over the time span.

“This is a significant finding: it shows that policymakers can’t regulate in a nominal way,” says Hossain. “Regulation must be high enough to send a message to households and the business sector to innovate and find alternatives that will lead to greater efficiency and productivity.”

Lamb and Hossain conclude that it’s short-sighted to think that policies will only come with costs.

“It underestimates the importance of new innovation and technologies,” Lamb says. “This study reinforces the importance of not just making policy, but of co-ordinating an effective bundle of policies

and really emphasizes the role of government to cooperate to make sure the policies are working well together.”

“Regulation must be high enough to send a message to households and the business sector to innovate and find alternatives that will lead to greater efficiency and productivity.”



*Pictured from left:
Dr. Laura Lamb, Dr. Belayet Hossain.*

RE-RUNNING THE NUMBERS

New research challenges model that predicts a higher minimum wage will harm the economy.

IN JUNE 2021, BRITISH COLUMBIA RAISED ITS MINIMUM WAGE TO \$15.20 AN HOUR. The province now has the second-highest minimum wage in the country, and estimates that 400,000 workers have seen the benefit of incremental increases introduced in 2018.

BC first implemented a minimum wage in 1918. And for almost as long, debates have raged over whether a minimum wage is effective economic policy, or whether it raises inflation and unemployment. Just last year, the United States voted against raising its federal minimum wage of \$7.25, set in 2009.

“A minimum wage has been a core element of public policy for more than a century. More than 100 countries have a minimum wage to protect workers for a low wage. But there is much less agreement about whether this minimum wage is effective,” says TRU Economics Professor Dr. Meng Sun. “The prediction from the model used in almost every introductory economics textbook suggests that increasing the minimum wage will destroy jobs.”

Sun’s new paper, *Effects of minimum wage on workers’ on-the-job effort and labor market outcomes*, challenges this prediction.

“Since the ’90s, many empirical studies have shown that a higher minimum wage has little to no impact on employment. We wanted to

see if there is a new channel to explore.”

Sun and his co-author, Naibao Zhao, were interested in determining whether a higher minimum wage contributes to higher productivity—if people who are paid more put in more effort. The difficulty lies in part with determining how to measure a worker’s effort. Does effort increase if they send more emails or complete more sales? And are they working harder because they are being paid more, or to avoid being laid off in a more competitive labour market?

Sun and Zhao made a model to explicitly calibrate effort by adapting a job-search model developed at the University of Calgary for their own research. They found that a higher minimum wage does motivate workers to be more productive, which moderates the cost of higher wages and leads to a stronger labour pool overall. It also creates a spillover effect: when the lowest-paid workers are paid more, the pay of other workers climbs as well.

While this research challenges the assumptions about the effects of a higher minimum wage, Sun believes there are additional aspects worth exploring. One, that a higher minimum wage is often an ineffective tool at reducing poverty, as most minimum wage earners don’t live in low-income households. And second, most discussions

about minimum wage focus on short-term impacts when long-term effects may reveal additional insights.

“If a higher minimum wage can help younger workers worry less about their financial situation, it may help them pay for school or move to a different job and consider other career opportunities,” says Sun.



Pictured: Dr. Meng Sun

SHIFTING IDENTITIES

Want to grow wealth in your community? Start a business—especially if you’re a woman.

A NEW STUDY FROM THE BOB GAGLARDI SCHOOL OF BUSINESS AND ECONOMICS LOOKS AT HOW FEMALE BUSINESSOWNERS view entrepreneurship and finds their perspective on business may make them more effective at spreading wealth than their male counterparts.

Dr. Salvador Barragan, who teaches leadership at TRU, studies where gender, identity and business intersect. In his recent publication, *Dynamics of entrepreneurial belonging among Mexican female entrepreneurs*, he and his co-authors found that as a female entrepreneur’s sense of belonging evolved, their entrepreneurial identity and goals evolved from self-oriented to social-oriented.

“Identity can be seen as, ‘I’m a professor, I’m Mexican and Canadian, I fit in these boxes.’ But stories of identity are more fluid and show how we draw on different hats of identity, and some hats have more predominance when you tell a story. I wanted to see how these women entrepreneurs tell their stories of becoming an entrepreneur,” Barragan says.

Barragan and his co-authors, Dr. Murat Eroglu and Dr. Caroline Essers, interviewed 11 female entrepreneurs and employed a narrative analysis to interpret their stories within a specific framework. They found that their study participants generally entered entrepreneurship in response to negative

drivers: to solve financial need, to find a job, to manage family responsibilities. In contrast, men often look at entrepreneurship as an opportunity.

“In the beginning, patriarchal values and societal norms are impeding these women from entering into entrepreneurship, and their sense of belonging is more self-oriented. They say, ‘I have to do this to provide for my family.’ Very few spoke about wanting to become the next Michele Romanow or Elon Musk,” Barragan says. “But as the business starts growing, they lose their reservations about entrepreneurship.”

As they developed a sense of entrepreneurial belonging, their focus shifted to supporting other women. They began spending more of their time mentoring other women, and, in aid of their own work-life balance, hired more employees to grow their business.

While this paper focuses on Mexican entrepreneurs, Barragan says there are similar situations and parallels in other countries. Canada has less gender disparity than in Mexico—it ranks 16th to Mexico’s 50th on the World Economic Forum’s Gender Gap Index—but women still do most of the childcare and housework. The pandemic hasn’t helped: the pre-existing gender pay gap created an incentive in many families for fathers to remain in the workforce while mothers left

to care for children during school closures. Mothers are also more likely to work in retail, hospitality and part-time jobs, areas which suffered some of the highest job losses.

Barragan believes this research supports the idea that entrepreneurship can function as emancipation for women and should be encouraged, in Mexico and beyond.

“The majority of businesses in Canada are small and medium-sized business that create employment. Any woman who starts a business is a potential employer, and we want employers,” Barragan says.

In pursuit of this goal, Barragan and a group of researchers at TRU are developing a research cluster, Innovation for Social Good, which brings together faculty and students interested in exploring social enterprises and innovation for disadvantaged groups. Barragan says he’s quite excited by the potential of social enterprises—these are start-ups with a social purpose with a commercial model—to address challenges, from employment to housing shortages, and believes women entrepreneurs can play a key role. Though he offers a final caution.

“That is not to say that the purpose of this is to make women do all the work,” he says. “We have to start supporting household roles.”

RESEARCH PUBLICATIONS

Erogul, M., Barragan, S. & Essers, C. "Dynamics of Entrepreneurial Belonging among Mexican Female Entrepreneurs". *International Journal of Gender & Entrepreneurship*. 2021.

Paludi, M., Barragan, S. & Mills, A.J. "Women CEOs in Mexico: Gendered Local/Global Divide". *Critical Perspectives on International Business*. 2021.

Ruiz Castro, M., Brewis, D., Barragan, S. & Paludi, M. "Machismo, Marianismo and Embodiment in the Mexican Workplace." *Academy of Management Global Proceedings*. 2020.

Clark, P., et al. "Dilemmas in re-branding a university—"Maybe people just don't like change": Linking meaningfulness and mutuality into the reconciliation." *Corporate Reputation Review*. 2020.

Clark, P., Chapleo, C. & Suomi, K. "Branding higher education: An exploration of the role of internal branding on middle management in a university rebrand." *Tertiary Education and Management*. 2020.

Feng, C.Y., Song, W., Schein D.D. & Clark, P. "Evaluating Experiential Education Learning Approaches for Asian Students at North America Universities". *International Education Studies*. 2021.

Cox, R. & Cheng, Q. "The Performance of Canadian Listed Cannabis Equities: 1996-2020." *International Business Research*. 2021.

Cox, R. & Cheng, Q. "The Performance of US Marijuana Stocks." *Journal of Accounting and Finance*. 2021.

Popa Antalovschi, N. & Cox, R. "Financial Factors Affecting Price-to-Earnings Ratios in Canada." *International Journal of Finance*. 2021.

Gao, Y. & Wagenhofer, A. "Board monitoring efficiency and the value of conservative accounting." *Journal of Management and Governance*. 2021.

Anglin, P.M. & Gao, Y. "Value of Communication and Social Media: An Equilibrium Theory of Messaging." *The Journal of Real Estate Finance and Economics*. 2021.

Haverila, M. "Brand Community." *Cascade Journal of Knowledge*. 2020.

Haverila, M., et al. "Towards a comprehensive student satisfaction model." *The International Journal of Management Education*. 2021.

Haverila, M., et al. "Engagement, participation, and relationship quality in the context of co-creation in brand communities." *Journal of Marketing Analytics*. 2021.

Haverila, M. & Twyford, J.C. "Customer satisfaction, value for money and repurchase intent in the context of system delivery projects: a longitudinal study." *International Journal of Managing Projects in Business*. 2021.

Haverila, M. & Rangarajan, A. "Non-Pharmaceutical Interventions." *Cascade Journal of Knowledge*. 2021.

Haverila, M. & Hussain, S. "An Application of the Technology Acceptance Model to Individual Protective Measures (IPMs) Against Viruses." *Cascade Journal of Knowledge*. 2021.

Haverila, M. & Haverila, K. "The Impact of the Student-Faculty Relationship on Student Centric Measures." *Journal of Applied Research in Higher Education*. 2021.

Haverila, M., Haverila, K. & McLaughlin, C. "The moderating role of relationship quality in the customer engagement and satisfaction relationship in brand communities: the role of gender." *International Journal of Electronic Marketing and Retailing*. 2021.

Haverila, M., Haverila, K. & McLaughlin, C. "Gender-based behavioural segmenting of the cellphone youth market." *International Journal of Business Excellence*. 2021.

- McLaughlin, C., Haverila, K. & Haverila, M. "Gratifications sought versus gratifications achieved in online brand communities: satisfaction and motives of lurkers and posters." *Journal of Brand Management*. 2021.
- Parvin, S. S., Hossain, B., Mohiuddin, M. and Cao, Q. "Capital Structure, Financial Performance, and Sustainability of Micro-Finance Institutions (MFIs) in Bangladesh." *Sustainability*. 2020.
- Aziz, N., Hossain, B. & Lamb, L. "Does green policy pay dividends?." *Environmental Economics and Policy Studies*. 2021
- Kang, Y.J., et al. "Social ties, managerial overconfidence, and investment efficiency." *Finance Research Letters*. 2021.
- Kimiagari, S. & Baei, F. "Promoting e-banking actual usage: mix of technology acceptance model and technology-organization-environment framework." *Enterprise Information Systems*. 2021.
- Kimiagari, S. & Malafe, N. S. A. "The role of cognitive and affective responses in the relationship between internal and external stimuli on online impulse buying behavior." *Journal of Retailing and Consumer Services*. 2021.
- Kimiagari, S., Keivanpour, S. & Haverila, M. "Developing a high-performance clustering framework for global market segmentation and strategic profiling." *Journal of Strategic Marketing*. 2021.
- Kimiagari, S. & Rakhshani, I. "Addressing internationalization under International Entrepreneurship mainstreams and Risk Evolution." *Academy of Management Proceedings*. 2021.
- Msiska, M., Ng, A. & Kimmel, R. K. "Doing well by doing good with the performance of United Nations Global Compact Climate Change Champions." *Humanities and Social Sciences Communications*, 8(1), 1–11. 2021
- Latif, E. "Homeownership and happiness: evidence from Canada." *Economics Bulletin*. 2021.
- Latif, E. "Mothers, sons and daughters: intergenerational transmission of education in Canada." *International Journal of Social Economics*. 2021.
- Latif, E. & Miles, S. "Undergraduate Characteristics and Elective Course Choice." *Australasian Journal of Economics Education*. 2020.
- Lien, CH., Hsu M.K., Shang JZ. & Wang, S.W. "Self-Service Technology in Airports: A Case Study of Fast Air Travel Services in Taiwan." *Service Industries Journal*. 2021.
- Mahbobi, M., Kimiagari, S. & Vasudevan, M. "Credit risk classification: an integrated predictive accuracy algorithm using artificial and deep neural networks." *Annals of Operations Research*. 2021.
- Raja, Z., Procasky W.J. & Oyotode-Adebile, R. "The Relative Role of Sovereign CDS and Bond Markets in Efficiently Pricing Emerging Market Sovereign Credit Risk." *Journal of Emerging Market Finance*. 2020.
- Rankin, S.B. & Duff, A.J. "Why some workers are opting to live in their vans." *The Conversation*. 2020.
- Shang, J. & Green, T. "How the hiring of stigmatized populations can lead to a CSR backfire effect." *Academy of Marketing Studies Journal*. 2021.
- Sun, M. & Zhao, N. "Effects of Minimum Wage on Workers' On-the-Job Effort and Labor Market Outcomes." *Economic Modelling*. 2021.
- Sun, M. & Ibrahim, M. "Labor Markets." *Macroeconomics, IntechOpen*. 2021.
- Tsigaris, P. "Formalized Journal-Style Review Process: Improving the Quality of Students' Work." *Frontiers in Education*. 2021.
- Tsigaris, P. & Teixeira da Silva, J.A. "Blunting COVID-19's negative impact: Lessons from Israel's vaccination campaign." *Travel Medicine and Infectious Disease*. 2021.
- Tsigaris, P. & Teixeira da Silva, J.A. "Without stronger ethical standards for publication, predatory publishing will continue to be a permanent feature of scholarly communication." *LSE Impact of Social Sciences Blog*. 2021.

Teixeira da Silva, J.A. & Tsigaris, P. "Estimating worldwide costs of premature mortalities caused by COVID-19." *Journal of Health Research*. 2021.

Teixeira da Silva, J.A., Bornemann-Cimenti, H., Tsigaris, P. "Optimizing peer review to minimize the risk of retracting COVID-19-related literature." *Medicine, Health Care and Philosophy*. 2021.

Hlouskova, J., Tsigaris, P. "Capital Income Taxation under Full Loss Offset Provisions of a Prospect Theory Investor." *Public Finance and Management*. 2021.

Whitehouse, S., Tsigaris, P., Wood, J., & Fraser, L. H. "Biosolids in Western Canada: A Case Study on Public Risk Perception and Factors Influencing Public Attitudes." *Environmental Management*. 2021.



RESEARCH PRESENTATIONS

Bauman, K. & Singular, W. "Alternative Delivery Lemonade—the fruit of our COVID efforts in Accounting classes." TRU Teaching Practices Colloquium. Feb 2021.

Krysa, I. & Barragan, S. "Self-fulfilling prophecies—A postcolonial reading of immigrant representations and its marginalizing effects." European Academy of Management (EURAM), Montréal, Canada. June 2021.

Krysa, I & Barragan, S. "Self-fulfilling prophecies-A postcolonial reading of immigrant representations and its marginalizing effects." UEF International Doctoral Seminars (IDS), University of Eastern Finland (Virtual). Feb 2021.

Barragan, S., Oluwafemi, T., Shaw, G. & Martin, B. "Dealing with Multiple Crises: Extreme Social Enterprise and Resilience." Conference of the Administrative Sciences Association of Canada (ASAC), Canada. June 2021.

Barragan, S., Oluwafemi, T., HakemZadeh, F., Man, M. & Chijioke, E.I. "The Media Portrayal of CEO Celebrities as Charismatic & Servant Leaders: Evidence from Business Magazines." TRU School of Business & Economics, Research & Teaching Series Presentation. Dec 2020.

Barragan, S., Oluwafemi, T., HakemZadeh, F., Man, M. & Chijioke, E.I. "The Media Portrayal of CEO Celebrities as Charismatic & Servant Leaders: Evidence from Business Magazines." Ciclo de Charlas: Negocios, Ciencia y Sociedad, Escuela de Negocios, Universidad Mayor, Chile. Nov 2020.

Clark, P. "Class Co-Hosts to Improve On-Line Student Engagement." TRU Teaching Practices Colloquium. Feb 2021.

Cox, R. & Cheng, Q. "The Performance of US Marijuana Stocks." International Academy of Business Disciplines. 2021.

Currie, R. "Double-Blind Peer-Review of Teaching Initiative." TRU School of Business & Economics, Research & Teaching Series Presentation. 2020.

Anglin, P. & Gao, Y. "Value of communication and social media: An equilibrium theory of messaging." Canadian Economics Association (CEA) Annual Conference. June 2021.

Anglin, P. & Gao, Y. "Value of communication and social media: An equilibrium theory of messaging." American Real Estate Society (ARES) Annual Meeting. March 2021.

Gill, A. "Expert Systems and Product Costing." IRAMMT2021 Conference (Interdisciplinary Research in Applied Mathematics, Management and Technology). June 2021.

Gill, A. & Jagoda, A.I. "Pharmaceutical Supply Chains - Issues and Challenges." IRAMMT2021 Conference (Interdisciplinary Research in Applied Mathematics, Management and Technology). June 2021.

Gill, A., Ghosh, A. & Banerjee, S. "SME Debt Finance- A Ranking of Canadian Financial Institutions using Grey Relational Analysis." Administrative Sciences Association of Canada (ASAC). June 2021.

Gill, A., Ghosh, A. & Banerjee, S. "Operations Strategy: A Literature Survey", Administrative Sciences Association of Canada (ASAC). June 2021.

Haverila, M., Nader, N., McLaughlin, C. & Haverila, K. "Brand community motives and engagement: The impact of gender." Administrative Sciences Association of Canada (ASAC). June 2021.

McLaughlin, C. & Haverila, M. "Why lurk, why join, and why post? A study of the motives of lurkers, infrequent posters, and frequent posters in the brand community context." National Communication Association. Nov 2020.

Aziz, N., Hossain, B. & Lamb, L. "An Examination of the Driving Factors of CO2 Emissions in Canada: Does Policy Matter?" 30th Annual Conference of the Canadian Environmental and Resource Economics Association. Nov 2020.

Kang, Y.J. "Impact of COVID-19 on Stock Market Returns and Volatility: Case Study of Canada on a Provincial, Regional, and National Level," Administrative Sciences Association of Canada Conference (ASAC 2021), Montreal, Quebec. June 2021.

Kang, Y.J. "Impact of COVID-19 on Stock Market Returns and Volatility: Case Study of Canada on a Provincial, Regional, and National Level." TRU School of Business & Economics, Research & Teaching Series Presentation. April 2021.

Kent, J. "Who's Keeping Score? Managerial Accounting Use in Small & Medium-sized Enterprises: Research into the British Columbia Golf Course Industry." TRU School of Business & Economics, Research & Teaching Series. Dec 2020.

Kimiagari, S. & Rakhshani, I. "Addressing internationalization under International Entrepreneurship Mainstreams and Risk Evolution." Academy of Management (AOM) Annual Meeting. 2021.

Kimiagari, S. & Rakhshani, I. "Addressing Internationalization Under International Entrepreneurship Mainstreams and Risk Evolution." Academy of International Business (AIB) Annual Meeting. 2021.

Kimiagari, S. & Banazadeh, S. "Global Pandemic Uncertainties and Risk Management Strategies." Academy of International Business (AIB) Annual Meeting. 2021.

Kimiagari, S. & Sharifi Asadi Malafe, N. "Investigating the variables affecting brand performance in the S-O-R framework." Academy of Marketing Science (AMS) Annual Conference. 2021.

Kimiagari, S. & Sharifi Asadi Malafe, N. "Study of the Factors Affecting the Intention to Adopt and Recommend Technology to Others: Based on the Unified Theory of Acceptance and Use of Technology (UTAUT)." Academy of Marketing Science (AMS) Annual Conference. 2021.

Kimiagari, S. & Sharifi Asadi Malafe, N., "The Effect of Sellers' Perception of Citizens' Citizenship Behaviors on the Seller's Performance: A Sellers of Home Appliance Stores." Administrative Sciences Association of Canada (ASAC). 2021.

Kimiagari, S. & Savenchuk, O. "Investigation of modern determinants that influence Chinese outward direct investments." Administrative Sciences Association of Canada (ASAC). 2021.

Sharifi Asadi Malafe, N. & Kimiagari, S. "Impact of Affective and Cognitive Advertising Values on Impulsive and Compulsive Buying." Administrative Sciences Association of Canada (ASAC). 2021.

Baei, F., Kimiagari, S. & Moghassem, Y. "Applying Technology Performance and Innovation to Enhance Small and Medium-Sized Enterprise Business". Administrative Sciences Association of Canada (ASAC). 2021.

Lamb, L. "Financial Exclusion and Payday Loan Clients in Canada: Exploring the Dichotomy." Canadian Economic Association Conference. June 2021.

Martin B. & Saini, K. "Academy of Management Code of Ethics and You." Invited speaker and panelist for Careers Division Doctoral Consortium at the annual meeting of the Academy of Management, Vancouver. 2020.

Balven, R. & Martin, B. "Ethics in Academia Guest Talk and Simulation." Invited co-speaker and workshop co-facilitator for All Academy Doctoral Student Consortium at the Academy of Management conference, Vancouver. 2020.

Oluwafemi, T. "Advancing Diverse Women Entrepreneurship in Canada: Insights from Nigerian Women Immigrants." TRU School of Business & Economics, Research & Teaching Series. April 2021.

Oluwafemi, T. Mitchelmore, S., & Nikolopoulos, K. "Identifying antecedents of ambidextrous leadership. What roles do personality traits, emotional intelligence, adaptive /flexible leadership and transformational leadership play?" Canadian Council for Small Business and Entrepreneurship (CCSBE) Conference. Oct 2020.

Shaw, G., Oluwafemi, T., Barragan, S. & Martin, B. "Sustained Scoping and Scaling in Social Enterprise; an RBV Versatility Perspective." Conference of the Administrative Sciences Association of Canada (ASAC), Canada. June 2021.

Tucker, T. "Asynchronous: Incorporating OBS (open broadcaster studio) into your teach-from-home workflow." TRU Teaching Practices Colloquium. 2021.

Viskovich, J. "Brand community motives and their impact on brand community engagement: variations between diverse audiences." Accredited conference. Budapest, Hungary. Sept 2020.

Wood, J. "The Environmental Economics of Valuing Non-Timber Values." Southern Interior Silviculture Committee 2021 Winter Workshop. April 2021.

McKay, L., Wood, J., Dillon, G., Carson, N., & Adam, M. "Learning how to Learn as a Contributor to First-year Student Retention." TRU Teaching Practices Colloquium. 2020.





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