

Greetings from the Dean Dr. David Richards

I hope this edition of the newsletter finds you well. We are looking forward to a more fulsome return to in-person learning this coming year and the buzz of activity on campus in September. Although we are returning to primarily in-person delivery of our courses, we have learned a lot over the past few years and plan to continue offering select courses online. We will continue to offer the courses in the part-time MBA program with a synchronous online (Zoom) option to provide greater flexibility and access for our learners.

Among the many activities that will be resuming this year, we will be participating in the Ontario Universities Fair again this Fall for the first time since 2019. This event is held at the Metro Toronto Convention Centre and provides an opportunity for prospective students and their families to meet with faculty and staff members (and alumni) from Ontario universities to learn about different programs.

The Faculty of Business Administration will continue to offer course embedded and extra-curricular experiential learning opportunities. The Work-Integrated Learning @ Lakehead program will continue with the support of the RBC Future Launch Initiative and partner organizations. We will continue to provide mentorship opportunities and the workshop series to students in the program, along with a range of in-person and virtual part-time placements. The Faculty will also continue to work with Riipen to coordinate virtual placements and course-



embedded experiential learning projects. We have also engaged with a number of community partners to support students through Mitacs Business Strategy Internships and Globalink Research Internships.

We are also very excited about the launch of a new International Dual Degree program with the Rennes School of Business in France. Students from both Lakehead and Rennes will study at the other school in the third year of their program and earn a degree from both schools in four years. This program will provide a great opportunity for students to develop global skills and cultural competencies. For more information see the article in this newsletter or <https://www.lakeheadu.ca/programs/departments/business/programs/international-dual-degrees/hbcomm-rennes-bim>

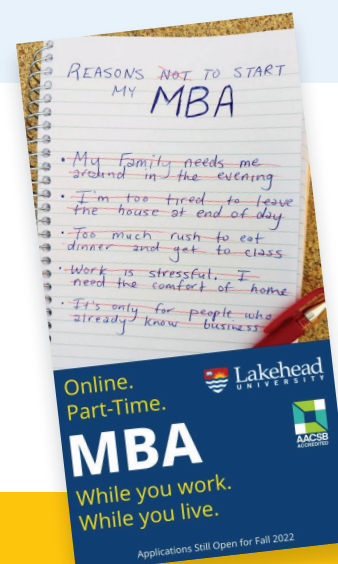
Wishing everyone a happy and healthy school year.

David Richards, Dean
Faculty of Business Administration
Lakehead University

Degrees that fit your life: earn your MBA online part-time

The Faculty of Business Administration will continue to make the online classroom a dedicated option for part-time MBA students. While the shift to virtual learning over the past couple of years has been a challenge for some, part-time MBA students have found it to be a valued option.

The students have embraced the ability to attend class from home, as it has allowed them to better balance their work and family lives. In addition, the change allows alumni and staff located in the Orillia area and throughout Canada the opportunity to pursue their MBA with Lakehead.



Contributors

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BUSINESS ADMINISTRATION

NEWSLETTER
SUMMER, 2022

Spring 2022 Convocation

Convocation is a time of celebration. Lakehead University hosts Convocation ceremonies every spring in Thunder Bay and Orillia. This year the Faculty of Business Administration celebrated almost 200 graduates from both campuses.

This spring, there was an additional element of excitement, as it was the first time in two years that we were able to gather in person and celebrate the accomplishments of our students. As Dr. Moira McPherson, Lakehead University's President and

Vice-Chancellor, said at the ceremony, "the most recent years of our graduating class's studies are likely the most challenging any Lakehead graduate has had to face and overcome leading up to this moment, and we couldn't be prouder of each of them."

At this year's convocation, Lyn McLeod, Chief Perry Bellegarde, and Karl Subban received honorary degrees for their distinguished achievements within the communities and people they have dedicated their lives to improve.



FACULTY OF BUSINESS ADMINISTRATION NEWS & UPDATES



Dual Degree: HBComm and Rennes BiM International

We are excited to offer students the opportunity to participate in an international dual degree program with Lakehead University and Rennes School of Business. Students will study in English while taking in French culture. Students from Lakehead will participate in a year-long exchange at Rennes, France in their third year of study and earn two degrees in four years.

"This first-of-its-kind program at Lakehead University will provide a rich learning experience for our students,

enabling them to gain an international perspective as part of the business education" David Richards, Dean of the Faculty of Business Administration.

Rennes School of Business is a renowned, triple Accredited business school in the sunny town of Rennes, France, less than a two-hour train ride from Paris. The university is near many historic medieval and classical French heritage sites, while the area is also considered one of France's innovation leaders in technology.

At the end of Year 4, students graduate with an Honours Bachelor of Commerce Degree from Lakehead University with their choice of major and a Bachelor in Management Degree from Rennes School of Business. Students from Rennes will also come to Lakehead University in their third year, earning a Bachelor of Administration from Lakehead and their degree from Rennes.

Bringing academics, entrepreneurs, and those who support entrepreneurs together!

The Faculty of Business Administration (FOBA) at Lakehead University is pleased to host the 41st annual Canadian Council for Small Business and Entrepreneurship (CCSBE) Conference this year. The conference will take place online (virtually) October 28 – 30th, 2022, and focuses on diverse and inclusive approaches to advancing entrepreneurship and driving economic and social recovery across sectors and countries and adopts a comparative and international perspective in addressing topics related to entrepreneurship and innovation.

This year's conference theme focuses Entrepreneurship, SMEs, And Sustainable Development and will highlight research papers, workshops, and panel sessions showcasing community engagement, curriculum innovation, social and economic initiatives for start-up and SME support for diverse and under-represented communities under various sub-themes of sustainability. The conference provides a forum to bring researchers, educators, entrepreneurs, administrators, students, policy makers and those interested in advancing entrepreneurship and small business.

Learn more and register at: ccsbe.org/ccsbe-conference/



"Having a voice from COVID-care providers in Northwestern Ontario will provide an important and unique perspective on this global research project."

Dr. Irfan Butt from Toronto Metropolitan University's Ted Rogers School of Management is also a partner on the project.

Dr. Mirit Grabarski - Recipient of the 2022 HRRI Best Dissertation Award

Dr. Mirit Grabarski, Assistant Professor of Human Resources and Organizational Behaviour in the Faculty of Business Administration, was awarded the Best PhD Dissertation in HR Award from the Human Resources Research Institute (HRRI).

This award is granted to one recent PhD graduate from a Canadian PhD program in recognition of excellent research in the field of human resources.

Dr. Grabarski graduated from the Ivey School of Business at Western in 2021 before joining Lakehead University in August. In her dissertation she studied career empowerment, which embodies motivation for career-related behaviours. The dissertation is a multi-study project that employs mixed research methods to build the construct of career empowerment, create and validate a measure for it, and finally test its ability to predict a wide range of career-related variables such as objective and subjective career success.

Dr. Grabarski is also the recent recipient of a Social Sciences and Humanities Research Council Insight Development grant for a project titled "Hired! What's next?: Career empowerment and integration of immigrants in organizations".

Sebastian Baquero Barroso: Mitacs Globalink Research Internship Student Profile

Mitacs Globalink Research Internship is a competitive initiative for international undergraduates from 70 countries around the world to complete a 12-week research internship under the supervision of Canadian university faculty members in a variety of academic disciplines.

This summer, FOBA faculty members hosted four students working on research projects on topics related to human resources, information systems, and marketing.

One of the students is Sebastian Baquero Barroso who is working with his supervisor Dr. Shi Kui Wu, Associate Professor of Business Analytics and Information Systems.

Sebastian is a student at Universidad del Norte in Colombia where he is studying International Business. His Mitacs Globalink Research Internship is on a project titled "Smart Sourcing: Models, Technologies and Strategies". This summer he has been involved in collating research related to procurement and disruptive technologies, such as artificial intelligence (AI) and blockchain and how those technologies can improve supply chains. The project's goal is to advance knowledge on how technology can improve practices in supply chain, procurement, and improve the overall effectiveness of these processes and affect organizational performance.

He found that the project has been a great learning experience and he learned a lot about procurement and the complexities of supply chains and how AI and big



data play an important role in the process. He is appreciative of the support and direction from Dr. Wu.

Sebastian reported that at first travelling to another country to study was a bit daunting, but he adjusted to living in Thunder Bay after a short time and has found it to be a great experience overall. He credits Lakehead University's International Student Services with helping make this a great experience.

As an international business student, he was motivated to come to Canada because it is so multicultural. In addition to experiencing Canada, he also developed friendships with students from around the world and found it fulfilling to learn about them and their cultures.

Sebastian enjoyed his time in Thunder Bay and hopes to return again next semester, perhaps to complete a longer internship in a logistics related area. The Faculty of Business Administration thanks Sebastian for choosing Lakehead University and wishes him well in his future endeavours.

RESEARCH UPDATES

Lakehead Researcher Leading Team Examining Challenges of Diverse Care Workers During the Pandemic

Lakehead University's Dr. Kathy Sanderson is leading a Canadian team of researchers examining the diversity and vulnerability of care workers during and after the COVID-19 pandemic.

Dr. Sanderson's research project is one component of a larger project exploring the work of diverse care workers in Finland, Canada, United Kingdom, and South Africa.

This research is part of a successful [Trans-Atlantic Platform in the Social Sciences and Humanities](#) application, under the theme of Recovery, Renewal and Resilience. Her project is entitled "[En Route to Recovery: Diversity and Vulnerability in Care Work During and After the COVID-19 Pandemic.](#)"

Researchers will describe how diverse people (women, LGBTI2S people, and migrant status or minority ethnic people) who work in precarious formal and informal care address challenges by collaboratively examining their ideas to ease risks and to deliver and receive care.

The Social Sciences and Humanities Research Council of Canada is awarding



Dr. Sanderson, Assistant Professor in Lakehead's Faculty of Business Administration, and her team with \$200,000 to perform this important research over 30 months.

Dr. Sanderson and her team are thrilled to receive this funding, which will explore the workplace and personal stressors experienced by Ontario's personal support workers (PSWs).

"Those in COVID-facing positions have continued to provide care to the most vulnerable in our society," Dr. Sanderson said.

"PSWs in our province experience low pay and precarious employment, coupled with extremely demanding physical and emotional work. This research project will explore policy and support opportunities for reducing the risks to care workers worldwide."

The team will interview 20 PSWs in Ontario to explore their

realities throughout the pandemic, focusing on those who are providing services within clients' homes.

"Data collection for the project will occur over the next two years, during which we will continue to engage with the PSWs to document their experiences," Dr. Sanderson said.

Across the four countries, PSWs will participate in virtual activities to share their views and make recommendations to improve the working conditions for care workers.

"Our research is based on the United Nations' research recovery roadmap, focusing on reducing inequalities and vulnerabilities, and building a resilient, inclusive, and sustainable society. The COVID-19 pandemic has placed unprecedented strains on formal and informal care work, worldwide," Dr. Sanderson said.

"Paradoxically, the pandemic created new jobs and possibilities in care work, but the jobs remain physically and mentally strenuous, low paid, and often with fixed-term, precarious contracts and high turnover rates," she added.

This project will focus on employees performing vital COVID-19 related jobs, providing individual care to vulnerable clients in both organizational and home settings.

"Congratulations to Dr. Sanderson for being awarded this grant and thanks to SSHRC for funding this important work," said Dr. Andrew P. Dean, Lakehead's Vice-President, Research and Innovation.



Visiting Scholar, Henning Hinderer (Pforzheim University)

If you Google Pforzheim University, you can understand why visiting scholar, Dr. Henning A. Hinderer might feel right at home. From the open concept, lush green campus to the size and shape of the buildings, it feels very familiar to our Thunder Bay and Orillia campuses. However, when you drive a few hours from Thunder Bay, you are often met with more dense wilderness, not Paris, France.

Prof. Dr. Henning A. Hinderer was born and raised in Stuttgart, Germany and is a visiting scholar from Pforzheim University in Germany. Dr. Hinderer was in Thunder Bay, from May to August this year and led courses in Marketing Management and Business Model Development. He also collaborated with Lakehead faculty on research activities dealing with the changes in sales strategies indicated by digital communication and related to the future of individual mobility.

Hinderer studied Engineering/Technology Management at the University of Stuttgart with international experience in Toledo, Ohio, USA and in Vilanova i la Geltru, Catalunya, Spain. His first full time engagement was at Fraunhofer Institute, one of the biggest research organizations in Germany. After achieving his doctoral degree, he began a career with MHP GmbH, a consulting subsidiary of Porsche AG in Ludwigsburg, Germany.

In 2011, he joined the Pforzheim University in 2011 as a Professor in the Industrial Engineering program. He is now the head of the study program of *Management and Engineering / Innovation and Design*, which includes an international double degree option.

In addition to Lakehead University, Hinderer has also had short term appointments as a visiting professor at ESAN, Lima, Peru and UBB, UBB, Cluj, Romania and is engaged in several activities supporting local start-up initiatives in Pforzheim.

NEVER UNDERESTIMATE YOUR ABILITY TO MAKE A DIFFERENCE

Anyone with assets should have a Will to:

- protect your family and your estate
- minimize taxes
- establish a legacy and safeguard future generations

A gift in your Will to Lakehead University can:

- **CHANGE LIVES**
- remove barriers to a post-secondary education
- sustain important programs and initiatives

A GIFT IN YOUR WILL. SOMETHING YOUR FUTURE SELF WILL BE PROUD OF.

For more information contact **Jennifer McKeown**, Development Officer, External Relations.
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"This scholarship meant more to me than 'just money.' It was an investment in my future. As a teacher, I hope to inspire my students with the knowledge that education is a powerful tool."

STEPHANIE SALINAS, Recipient
Linda Strey Memorial Education Scholarship

All requests remain confidential with no obligation.



Lakehead
UNIVERSITY

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HOMECOMING

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Grand Opening & Tours

LAKEHEAD CELEBRATES

A dinner Honouring our Honorary Degree Recipients and Distinguished Alumni

ATHLETICS

Wall of Fame Induction Ceremony

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LAKEHEAD THUNDER BAY

DETAILS TO FOLLOW | alumni.lakeheadu.ca

FACULTY PROFILES

Dr. ShiKui Wu, PhD, PMP

Associate Professor, Business Analytics & Information Systems

Dr. ShiKui Wu began teaching at the John Molson School of Business at Concordia University, while he was completing his PhD. He then moved on to teach at the Odette School of Business at the University of Windsor, and finally at Ryerson University's Ted Rogers School of Management, before joining Lakehead University in 2017.

Born and raised in the north of China, Dr. Wu received my Ph.D. degree in Management Information Systems from Concordia University and an M.Sc. degree in Systems Science from University of Ottawa. His career, as mentioned earlier, has taken him to many prestigious institutions, which has brought with him a wealth of knowledge and experience as he focuses on teaching many courses at Lakehead, including: Management Information Systems, Operations Management, Project Management, Business Modelling and Decision Analytics, Supply Chain and Logistics Management, Systems Analysis and Design, and Information Technology Project at both the undergraduate and graduate levels.

Dr. Wu recently visited Tecnológico de Monterrey in Mexico to build partnerships for the "Smart Supply Chain and Operations Management" program, with funding support from the Global Affairs Canada. He has also served as the Academic Supervisor in various Mitacs programs and received more than \$60,000 in funding support since 2019, including the Globalink Research Internship (five international students from China, Columbia, India and USA) and Business Strategy Internship (four students from our MBA and HBComm programs).

Mitacs Globalink Research Internship is a competitive initiative for international undergraduates. From May to October of each year, top-ranked applicants participate in a 12-week research internship under the supervision of Canadian university faculty members in a variety of academic disciplines, from science, engineering, and mathematics to the humanities and social sciences. Mitacs Globalink Research Internships are currently available at over 70 universities across Canada.



Through these and other projects, Dr. Wu is consistently and actively connecting Lakehead University with both international institutions and local communities, helping to make Lakehead and the Faculty of Business Administration a hub to the rest of the world.

When he isn't in the classroom, Dr. Wu enjoys various outdoor activities, such as camping and skiing. You can also find him on the badminton court as much as his schedule allows.

Congratulations, Dr. Wu on all your success and we look forward to seeing what you do in the future!

AWARDS

Award Winners: The Sleeping Giant Brewing Co. Jeannine Ross-Armstrong Award

The Sleeping Giant Brewing Co. Jeannine Ross-Armstrong Award two awards of \$1,250 annually to students enrolled full-time and entering their third year of study in any business program with a minimum academic standing of 70%. In honour of Jeannine Ross-Armstrong's entrepreneurial drive and spirit, candidates are selected based upon their involvement in entrepreneurial activities both on-campus and in the community.



Brandon Fausto

Brandon, with the encouragement of friends, family and professors began his student life at Lakehead University's Orillia campus for three main reasons: "I felt that they had a good relationship with Georgian College, where I was initially a post-secondary student and it made the transition seamless; I enjoyed the idea of a small campus experience, especially during COVID-19 when things were virtual; and the convenience of being 15 minutes from class".

Born and raised in Southern Ontario, Brandon spent most of his life in Oakville, ON, moving north to Barrie to attend Georgian College, after taking a year off after high school. The proximity to some of the most beautiful golf courses in the province works in Brandon's favour, and you can find him on the green most days he isn't working or studying. "I also enjoy working out and placed third at a local meet in Toronto for my weight class at a powerlifting meet which was exciting for me." This has extra meaning for Brandon, who has been recovering from a bad car accident a few years ago, with a slow recovery. "I appreciate any type of activity I can do now and don't take the achievements my body can accomplish for granted".

Other accomplishments that Brandon is proud of is his position on the executive team for the Business Orillia Student Society (B.O.S.S.). Beginning as a student representative for the third and fourth year students, he soon became the project manager for the club, helping other executives in their various capacities and running some of his own projects for the club. In addition, Brandon has also completed his Canadian Securities Course, Bloomberg Markets Course, and is

working towards his Financial Modelling and Valuation Analyst certification. He is also dutifully studying for the first exam associated with the Chartered Financial Analyst designation.

One of his favourite things about living in Orillia is that "I get to meet many of the local entrepreneurs quite easily, and it has been great to see the community grow so much." This lends itself perfectly to why Brandon received the Sleeping Giant Brewing Co. Jeannine Ross-Armstrong Award, which recognizes entrepreneurial spirit. "It is a great feeling to be recognized for your hard work, and to be rewarded makes it that much more worthwhile."

Sreshth Jain (SJ)

Sreshth Jain (SJ) was born in Chandigarh, India - one of India's greenest and most developed cities. SJ reflects on his childhood in Chandigarh, attending middle school and High School, before moving to Canada to attend Lakehead. "Lakehead stood out to me because of the small class sizes. I wanted to go to a school where I could get to know my professors and they could get to know me."

SJ has made the most out of his years at Lakehead. In 2019 he became the President of the Business Orillia Student Society (B.O.S.S.) and was re-elected in 2020. He has enjoyed holding networking and social events, even during the pandemic. His success as president is evident, in moving the club from 35 members in its first year to 61 members. SJ also founded Lakehead Orillia's first cricket club, which has been on a slight hiatus due to the pandemic, but he has big plans for picking it up soon and reviving a sport that he remembers from his youth.

This entrepreneurial ethos was something that led him to apply for the Sleeping Giant Brewing Co. Jeannine Ross-Armstrong Award. "I found that receiving this award reassured me of all the hard work I put into my studies and extracurricular activities, as well as it gave me extra motivation to keep working hard and finish my degree even stronger and keep working on myself and the community."

