

# BUSINESS ADMINISTRATION

NEWSLETTER  
WINTER, 2020

## Distinguished Instructor Award: Dr. Camillo Lento

Dr. Camillo Lento was named Lakehead University's Distinguished Instructor for 2018-2019. The Distinguished Instructor Award is Lakehead University's most prestigious teaching award. It recognizes a significant contribution to teaching excellence at Lakehead University over a number of years.

Dr. Lento gave the keynote lecture titled "Soft Skills, Hard Skills, and Challenges to the Professoriate" on Wednesday November 13, 2019 at the Teaching Awards Reception, part of Lakehead University's Teaching and Learning Week.

Dr. Lento's lecture focused on the current challenge that instructors have in balancing technical and soft-skill development in preparing students for future careers. He also shared examples of his own approach to integrating technology and experiential learning into his teaching and through extra-curricular programming for students.

Dr. Lento received the Distinguished Instructor Award for his commitment to providing students with exceptional experiences inside and outside of the classroom and passion for teaching innovation. He has used flipped classrooms and learning technologies to provide an engaging experience that help students translate theory into practical applications. He has been active in the development and refinement of curriculum and plays a key role in the supervision of graduate student research. In addition to using pedagogical innovation in the classroom, he has also published numerous articles and delivered conference workshops related

to the scholarship of teaching and learning.

He also actively supports student experiential learning outside of the classroom. He has been a champion and played key mentorship roles for students involved in extra-curricular activities. In addition to supporting student participation in case competitions, he has also organized student tax clinics, mentored students, and advised student clubs. His involvement contributes greatly to the student experience and the opportunity for them to apply the knowledge that they have learned in their classes.

Dr. Lento also contributes to the accounting profession and accounting education through his involvement in the Institute of Chartered Professional Accountants of Ontario (CPA), which in turn, strengthens his teaching at Lakehead University.

Dr. Lento's contributions are greatly appreciated by current and past students, his colleagues, and the professional accounting community. Please join us in congratulating Dr. Lento!



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### RBC Work-Integrated Learning (WIL) Program

A generous grant from RBC Future Launch will allow Lakehead to grow the RBC Work-Integrated Learning Program, which was launched as a two-year pilot in 2017.

Originally open to 20 students annually, the RBC WIL program offers opportunities for experiential learning in order for students to gain the skills necessary to successfully transition to a career. Over the next five years, Lakehead will expand the core program delivered in the pilot to 60 students annually who participate in a part-time work placement, workshop series, and mentorship and networking activities over a six-month period.

“This increased opportunity to gain experience, develop skills, and build networks is critical to the success of students after graduation,” said Hilary Macdougall, a fourth-year student in the Honours Bachelor of Commerce program.

Last year, Macdougall participated in the RBC Work-Integrated Learning Program and did a placement in human resources at St. Joseph’s Care Group.

Dr. David Richards, Dean of the Faculty of Business Administration, said the RBC Work-Integrated Learning Program, as part of RBC Future Launch, allows Lakehead to provide mentorship and experiential learning opportunities to students.

“This additional funding will allow us to reach an increased number of Lakehead University students to promote employability and job-readiness for our graduates, and for that we are truly grateful,” Dr. Richards said.

“Whether starting fresh or retraining, it’s clear that the

skills needed to excel in today’s workplace are changing,” said Annie Beauchemin, Regional Vice-President, RBC.

“That’s what RBC Future Launch is all about, and our partnership with Lakehead University is part of our commitment to enable Canadian youth to identify, articulate, build and develop their skills for the changing landscape of work,” she said.

With this new gift, Lakehead University will be able to provide a suite of work-integrated learning opportunities to all students in Business courses that build their workplace readiness.

This suite of programs and the core program will benefit up to 1,150 students across multiple disciplines over the next five years. This will include in-class experiential learning based on real-world cases, projects with partner organizations, increased mentorship opportunities, a foundational skills co-curricular workshop series, and customized models of work-site placements, ranging from week-long to full summer placements.

The program is open to students at Lakehead University’s Thunder Bay and Orillia campuses. Business students and non-business students enrolled in business certificate programs are eligible to apply.



*Congratulations to Dr. Irfan Butt, the Faculty of Business Administrations 2018 Researcher of the Year Award recipient.*

## Jarislowsky Partners Foundation Makes Bloomberg Dream a Reality

The Faculty of Business Administration received a donation of \$75,000 over three years from Jarislowsky Partners Foundation for access to Bloomberg databases. This investment will facilitate student's knowledge expansion and future potential as business leaders in world markets.

A full Professional Bloomberg Terminal License for academic teaching and research purposes at Lakehead University was purchased and installed on a dedicated laptop housed with the Faculty of Business Administration. The laptop is available to faculty and graduate students for training and research purposes, as well as for in-class instruction and demonstrations. This initial license has allowed us to educate and train a select number of faculty who have revised their courses to harness the power of the terminal.

Students are also able to reserve time to use the terminal for assignments, conduct research, or explore areas of personal interest. Currently the terminal is being used in the Corporate Finance, Portfolio Management and Investment Management courses, among others.

Access to the Bloomberg comprehensive and proprietary real time data supports student learning, and by establishing a link between the classroom and real-world investment practice, we are able to better prepare our students to become stronger candidates in today's competitive job market.

The opportunity for Bloomberg Certification through Lakehead University's Portfolio Management Course in the Fall 2019 was particular benefit for students who completed the Bloomberg Market Concepts (BMC) Program as part of their course curriculum in the Fall 2019 term. Students who completed the program are able to add it to their resumes, increasing their marketability upon graduation.



## 2019 Business Confidence Survey

Dr. Camillo Lento and Dr. Claudio Pousa, were lead investigators in the Thunder Bay Ventures' 2019 Business Confidence Index survey. This survey involved 183 businesses who responded to a survey inquiring into the economic outlook.

Dr. Camillo Lento, said the results are positive. "Every community, including Thunder Bay, has its issues. But there is a lot of good news as well out there that are not being promoted. And I think that good news, that's not being promoted, is being captured in our results," Lento said.

79 percent said over the next 12 months they believe the Thunder Bay and area economy will be stable or better than it was during the past year. Eighty-six percent said their company's well-being was either stable or better than it was a year ago and 92 percent said they're confident their company will be stable economically or better off in the next 12 months.

The Faculty of Business is very connected to Thunder Bay and as Dr. Pousa further comments, this type of work offers significant "additional value and gives back to the community that supports Lakehead University in so many ways".

The full report is available on the Thunder Bay Ventures website: [thunderbayventures.com](http://thunderbayventures.com)





## Alum Update: Sabeera Azhar, HBComm.

**S**abeera Azhar tells us that “Lakehead prepared me for the future”. Sabeera was born in Pakistan and her family immigrated to Mississauga when she was four years old. Her family then moved to Thunder Bay in 2008, when she was entering grade 8 and she attended Sir Winston Churchill High School and participated in the International Baccalaureate program. “Despite spending a lot

of time in Southern Ontario, I have always felt that Thunder Bay was home for me”.

Upon high school graduation, Sabeera was accepted into the Honours Bachelors of Commerce program and majored in accounting. She graduated with her HBComm in 2018 and then went on to do her Graduate Diploma in Accounting from Lakehead that fall.

During her years at Lakehead, Sabeera was an honour roll student and received many prestigious awards and scholarships, which include:

- President’s Award (2018)
- Freedom 55 Financial 4<sup>th</sup> year Business Award (2017)
- Ch. Ranjit Singh Aggarwal Memorial Award of Merit (2016)
- Enterprize Rent-A-Car Award in Business (2016)
- Luka Stefureak-Coppola Memorial Award (2016)
- Walter and Donna Brown Scholarship in Business (2016)
- H.F. Douglas Co Limited Award of Merit in Business (2015)
- The B.H. Lacey Memorial Award (2015)

When asked about her favourite memories at Lakehead, she thinks fondly about her time in the classroom, working with others on assignments and projects in the library. “The small class sizes allowed me to have access to my professors so that I could communicate with them easily. I was not just a roll number for them. I have built long-lasting relationships and networks within the community at Lakehead”.

Sabeera is now working full time as a Staff Accountant at BDO Canada, in Mississauga and has successfully passed her CPA exam. We wish Sabeera luck as she works towards completing her hour requirements and acquiring her full CPA designation.



## Students In the Community: Julaine Trudeau

**B**efore joining the Faculty of Business, Julaine Trudeau was already thinking strategically about her future. As an entrepreneur, she explains that she “started off with a vision of a brand that I’ve had in mind for some years. I was drawn to developing something that reflected qualities I look for in other businesses such as authenticity, the use of high quality materials and a depth of personality”. Before Julaine even knew she wanted to design jewelry, she knew what she wanted her creativity to portray.

Julaine’s authentic brand permeates every part of her life. Understanding the benefits of choosing a smaller, more student-centered post-secondary school, Julaine also wanted to stay in Thunder Bay and attend Lakehead to be closer to family. “I was also raising my daughter, as a single parent, and wanted to stay near my family and friends.”

While Julaine describes her design approach as lighthearted and contemporary, her focus on business is laser focused. “As a third year student, I have learned so much from the Business Administration program. The Faculty, staff and other students have helped me to further develop my abilities to strategically approach and evaluate a variety of business decisions and opportunities.”

As Julaine continues her undergraduate degree she reflects on all that the program has offered her and her business so far. “I am incredibly grateful to many of the professors and staff who have not only been valuable sources of knowledge, but have also taken the time to provide feedback on my ideas and goals outside of the classroom. I have also made incredible connections with programs, such as the Ingenuity Centre.”

We wish Julaine all the best upon her graduation from the Faculty of Business Administration in the Spring of 2021.

## ALUMNI PROFILE

# Rosa Carlino

Rosa Carlino first graduated from Lakehead University in 2008 with her Honours Bachelor of Commerce, with a major in Industrial Relations/Human Resources and a minor in Marketing and then again in 2010 with a Master of Science in Management. Upon receiving her MSc, Rosa attended Law School at the University of Windsor and obtained her Juris Doctor degree in 2012. She was called to the Law Society of Ontario on June 21, 2013, which solidified her career as a lawyer. Rosa is currently practicing at Cheadles LLP in Thunder Bay and specializes in corporate/commercial, real estate, and estates law.

During her years as an undergraduate student, she immediately remembers the unlimited chocolate milk. “I was living in residence and this was the best thing ever. I loved residence. It was great having built-in friends and being so close to all the action. Especially in my first few years of school when I didn’t have a vehicle, living in residence was a life-saver”.

While it didn’t have unlimited chocolate milk, Rosa’s post-graduate years also holds a special place for her, “my masters was my favourite part of my entire education, including law school. I had a very small class which meant a lot of time directly with the professors. We always had really in-depth discussions about interesting topics with real-life examples. My masters changed the way I view myself and the world”.

Rosa was born in Thunder Bay, however, she was raised in Schreiber, Ontario, which is approximately two hours east of Thunder Bay. As the second oldest of four children, her family is very close and she has very fond memories of growing up in a small town. “I volunteered a lot with my Mother and I had a couple of my own businesses from a young age. I sold Regal for many years when I was around 12 years old. At 16, I received a government grant to open my own summer business. I opened an edible cake imaging business, where I’d design and print edible cake images and sold them to the local bakery or to individuals directly. I operated this business until my second year of university”.

Rosa’s business acumen and experiences with small town living and close family ties gave her the foundation to excel at everything she set her mind to and while it was her dedication and fortitude that led to her success, she does credit Lakehead University for setting her out on the right foot. “Not only did I obtain a solid foundation for business from Lakehead, I also learned how to learn, how to research, and how to articulate my thoughts more effectively. I also credit Lakehead for being my transition from small-town living to a bigger, more diverse world. It



L-R Deb Comuzzi, Rosa Carlino, Ashleigh Quarrell

introduced me to many of my best friends that I still have to this day”.

At Homecoming 2019, Rosa was awarded with the Outstanding Young Alumni Award, which adds to her long line of awards/scholarships, which span the Chronicle-Journal 2019 and 2018 Reader’s Choice Award for Best Lawyer, the SHIFT-Young Professionals Network’s 2018 Top 20 under 40 Northern Ontario Visionary Award (NOVA) for Leadership, the Thunder Bay Law Association’s 2017 Service to the Community Award and many more.

Rosa is an extremely active community member and has been a Board member for six years with Camp Quality, an overnight camp for children living with cancer and serious illnesses. Although she is no longer a member of the Board, she is still very involved as a volunteer and supporter of their events and initiatives. Rosa is also heavily involved with the Thunder Bay Chamber of Commerce and just finished her year as past-Chair, having served as Chair of the Board of the Chamber in 2017/2018.

If you can believe it, Rosa does have spare time, which she dedicates to other volunteer organizations, as she finds it a great way to learn new things and meet new people. You can also find her back in Schreiber, visiting friends and family, cuddling her Yorkie-Poo, Reggie, singing with her sisters (as long as no one is around) and truly loving the life that she has crafted for herself.

We wish Rosa continued success and are truly excited to see what else she accomplishes.

## AWARDS

### Bombardier Award Recipients

The Ontario Graduate Scholarship (OGS) Program is a merit-based award. The Faculty of Business Administration is able to offer two awards each year thanks to a generous donation from the J. Armand Bombardier Foundation.



#### Andrew Ault

Andrew always knew Thunder Bay would be home. Born in Sault Ste. Marie, he was drawn by the pristine skiing, community life and the “unique resilience of the Northwest, with people who truly never give up despite all odds.”

His journey to Lakehead was also one of resilience. “As a ‘late bloomer’ of sorts, I did poorly in my first year of political science at Carleton but was inspired by the come-back story of former LU president, Fred Gilbert to keep on going.” Andrew then transferred to

Lakehead Orillia in 2014; where he excelled in a small-school environment, led many student clubs and regained focus with A-level grades.

Andrew ended up going back to Carleton where he graduated with High Distinction, travelled to Europe to do an exchange and took a job at the *Northern Policy Institute* in Thunder Bay. He then worked a year in consulting before applying to Lakehead’s MBA, completing it this past summer.

While doing his MBA, he also re-connected with Dr. van den Berg from the Orillia campus, who really “opened my world on how good business research is really able to lead to good business: addressing real needs and creating real social impact.” He recalls this conversation also focussing his decision to become a researcher in strategy, and eventually pursue a career in academia.

Today, Andrew is now completing his MSc under the supervision of Dr. van den Berg and Dr. Zhao and hopes to apply to a PhD this coming year. “Lakehead’s business school really is one school with two campuses; and combined has an unparalleled diversity in thought, discipline and culture.” He is also very involved with his new hometown, serving on the boards of Volunteer Thunder Bay, the SHIFT Network, on a City Committee and on the Lakehead Senate.

Andrew is extremely grateful to the Faculty of Business Administration, as a Bombardier Award recipient and says without it “honestly would not be able to pursue

this degree full-time and now, can focus solely on my coursework, thesis and continued academic journey. Lakehead’s former slogan was *Realize your potential*. Lakehead’s Faculty of Business certainly realized mine, and I could only hope to pay it forward to others in my future academic career.” Like the people of Northwestern Ontario, who inspired Andrew so long ago, his sense of resilience will definitely help him achieve his dreams.

#### Justin Siciliano

“A younger me would be scratching their head in confusion if they knew that I was working on an MSc, applying to a Ph.D. program,” Justin Siciliano says. It was not that he was not a strong student, but he admits that he was not an overly motivated student and would have rather of been with his friends or at the ski hill.

Born and raised in Thunder Bay, Justin spent time on Lake Superior and has fond memories of high school, especially the drama class he took to avoid taking visual arts. This turned into a passion for him and he ended up taking drama every year, where he expanded his social circle and met many talented and interesting people.

Justin’s initial plan was to explore a career in law and while his family still believes that his gift for debate would lend him well to life as a lawyer, he decided upon business as he saw it as an opportunity to still explore law, but with a safer “back-up” plan. “My reasoning was that if I should, for some reason, not follow through with training to become a lawyer, I’d like to be insulated from the risk of being unemployed after 3-4 years of school”. Justin chose Lakehead, as he saw the true value in staying close to home and the opportunities that a small school environment would afford him.

You can still find Justin at a ski hill, in between classes and his work with the Canadian Border Services Agency as an administrative clerk. Winning the scholarship was not only financially important for the continuation of his academic career, but also proved to be a key moment for him as a researcher. “While I cannot speak for my peers, the recognition I have received for the direction of my research has pushed me to work even harder. Reassurance from colleagues that my work has the potential to make significant contributions in my field is a great feeling”.





(l to r) Mitchell Argue, Laura Siegers, Bonnie Donaghy and Adam Kok took home a cheque for \$1000 and an achievement plaque after winning 2nd place in the ACHIEVE case competition on January 31st and Feb 1st, 2020. (Lakehead University / Press Release)

## Business Administration students from LU earn 2<sup>nd</sup> place in ACHIEVE competition

ACHIEVE is Canada's premier undergraduate accounting conference, hosted by the Ted Rogers School of Management. This year's case competition dealt with Technology, Automation and Innovation.

Sixteen teams from across Canada participated in the two-day conference at the Marriott Downtown Eaton Centre Hotel in Toronto, which included an accounting-based case competition, guest speakers, and networking events.

"It was an honour to be able to represent Lakehead University at such a large accounting competition alongside my teammates. I believe that it is a testament to the quality of Lakehead's professors that our team was able to do so well despite the tough competition from the other teams. Attending ACHIEVE was truly an unforgettable experience," said Donaghy.

The second-place win comes with an achievement plaque and 1,000 in prize money to share between the students. The Lakehead University Accounting team won the ACHIEVE case competition in 2018.

According to Kok "ACHIEVE was an amazing networking opportunity and our team gained many important insights into the emerging trends that will have an affect on CPAs in coming years, particularly in relation to advancements in technology. ACHIEVE also provided us with a new appreciation for the quality of our own accounting program here at Lakehead University. We truly are lucky to learn from the gifted Professors within the Faculty of Business in Thunder Bay. Students from the Lakehead University's accounting program have shown, time and time again, that they can compete with other major Universities across Canada"

Siegers agreed "I had such an amazing experience at ACHIEVE and am so proud to have been able to represent Lakehead beside my incredibly smart teammates. I am looking forward to getting more students involved next year!"

The Faculty of Business Administration is accredited by both the Association to Advance Collegiate Schools of Business (AACSB) and Chartered Professional Accountants of Canada (CPA). Fewer than five percent of business schools in the world have AACSB accreditation and only 15 business schools in Canada have this dual accreditation. "We are very proud of the Lakehead team's accomplishment. Their performance reflects our Faculty's mission to enable students to develop the knowledge and skills necessary to be successful in their chosen careers" Dr. David Richards, Dean, Faculty of Business Administration remarked.

## FACULTY PROFILE

### Dr. Shoeb Mohammad

Dr. Shoeb Mohammad experienced the best from many Ontario Universities, before calling Thunder Bay and Lakehead University home. Born and raised in Scarborough, ON, he completed his undergraduate studies at the University of Toronto in Management and Finance in 2010 and then worked as a management consultant at Deloitte until 2012. He then decided to pursue his MSc in Business Economics from the Smith School of Business at Queen's University, which led to a Ph.D. in Strategic Management at the Schulich School of Business at York University.

His current teaching involves around contemporary issues in management at the MBA level, as well as entrepreneurship and strategic management at the undergraduate level. His research interests include unethical firm conduct in emerging markets, innovation in emerging markets, and public evaluations of unethical firm conduct.

Having lived and experienced most of his professional life in the big city, Shoeb appreciates the more relaxed attributes, natural beauty, clear air, and quality of life in Thunder Bay. "Also, short driving distances, that's definitely a plus!"

If you see Dr. Mohammad out and about in Thunder Bay, chances are he will be attending a yoga class, running, playing squash, or living his best life chilling with some video games, watching anime, or mixed martial arts.





# Message from the Dean

As we enter a new decade, there are many new possibilities for the Faculty of Business Administration. We are currently in the process of developing a new Strategy for the Faculty that supports Lakehead University's Strategic Plan and Academic Plan. This strategy development process will create a vision for the future of the Faculty and identify new opportunities to meet the learning needs of our communities in northwestern Ontario and Simcoe County.

I would also like to take this opportunity to welcome Dr. Zikun (Kem) Zhang to the Faculty of Business Administration. Dr. Zhang joined us in December 2019 and will be part of the Management Information Systems and Operations Management Discipline Group. He comes with a wealth of teaching and research experience and we are pleased that he has joined us at our Thunder Bay campus.

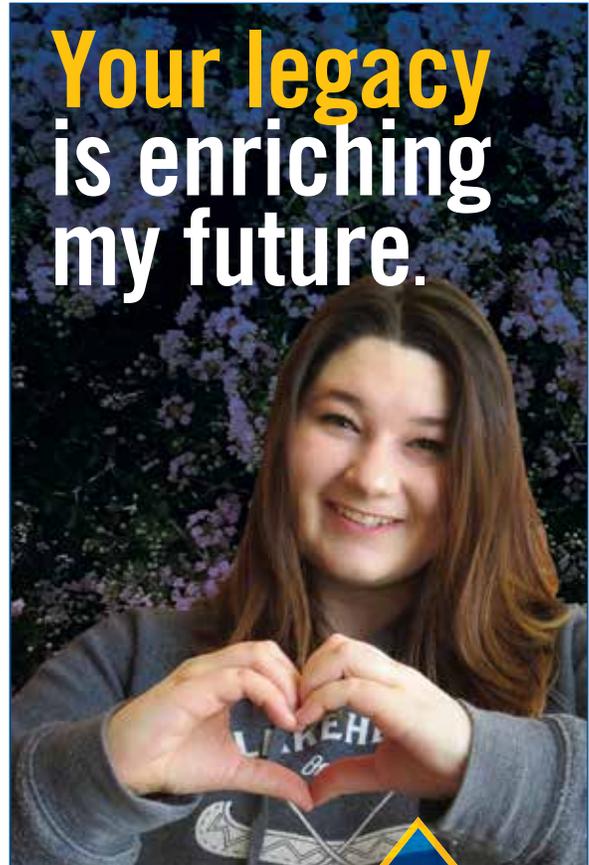
I am pleased to report that Dr. Naqi Sayed has accepted the position of Assistant Dean for the Faculty of Business Administration. Dr. Sayed will play a key role in the AACSB accreditation and quality assurance processes. I am also happy to report that Dr. Wing Him Yeung has begun a term as Program Chair for Years I & II at the Thunder Bay campus. Dr. Hui Zhang completed her term as Program Chair in December 2019, and I would like to thank her for her contribution to the Faculty in that role.

On behalf of the Faculty of Business Administration, I would like to wish you all the best for 2020!

## Contributors

Dr. David Richards  
Dr. Camillo Lento  
Brandon Walker

Kathryn Davidson  
Emily Shandruk



# Your legacy is enriching my future.

Thank you for leaving a gift in your Will. Your kindness and support ensures that students like me receive an education that fosters critical thinking and a better understanding of our world.

~ **Natasha**, 4th year BEd, HBA (English and Women's Studies) student

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For information on how to include a charitable gift in your Will to Lakehead University contact Lee-Anne Camlin at:

T: (807) 346-7792  
E: [rlcamlin@lakeheadu.ca](mailto:rlcamlin@lakeheadu.ca)

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