

# BUSINESS ADMINISTRATION

NEWSLETTER  
WINTER, 2023

## CCSBE Conference



During the Fall of 2022, Lakehead University welcomed over 280 participants to the virtual 2022 Canadian Council for Small Business and Entrepreneurship (CCSBE), October 28-30. The conference theme was Entrepreneurship, SMEs, And Sustainable Development.

The CCSBE is part of a global network of leaders dedicated to advancing and developing small businesses and entrepreneurship. This conference aims to provide an engaging and collaborative marketplace for exchanging ideas, research, insights, and best practices among academics, practitioners, and policy influencers to benefit small businesses and entrepreneurship.

Dr. Yuanyuan Wu, Associate Professor in the Faculty of Business Administration in Orillia, led the hosting team which worked with CCSBE to develop a successful conference program. Dr. Wu shared that the biggest highlights of the conference involved the entrepreneurial ecosystem panels and indigenous community-focused entrepreneurship panels, in which Simcoe County and Thunder Bay community partners convened to discuss their roles, partnerships and collaboration in support of entrepreneurial activities and local entrepreneurs were able to share their stories of success and challenges with the broader community. During the conference, community leaders could describe their vision of the trends in entrepreneurship related to the community, outlining what universities can do to address those trends.

There were also specific female entrepreneurship-focused sessions in collaboration with the Women Entrepreneurship Knowledge Hub (WEKH) and researchers from Toronto Metropolitan University. A highlight from this stream was welcoming a Thunder Bay entrepreneurial leader Rosalind Lockyer the Founder and CEO of PARO Centre for Women's Enterprise, recognized as the "largest peer lending network in North America" supporting women-centered Community Economic Development locally, provincially, nationally and internationally.

Thanks to the virtual nature of the conference, both Lakehead campuses were able to lead sessions and Wu shared that the Orillia campus led some extraordinary sessions around sustainability, featuring the Lakehead Research Centre for Sustainable Communities and another sustainability action panel in collaboration with a University of Waterloo research center and an industry partner that looked at frontier research and academic points of view. "We were very pleased to have the opportunity to host this year's CCSBE Conference. It was a wonderful opportunity to build connections between researchers, teachers, entrepreneurs, and organizations that support entrepreneurship. This year's theme also reflected our commitment to supporting sustainable economic development." Dr. David Richards, Dean, Faculty of Business Administration.



Lakehead  
UNIVERSITY

Faculty of  
Business  
Administration

### Congratulations to Dr. Camillo Lento!

Lakehead professor Dr. Camillo Lento, an Associate Professor in Lakehead's Faculty of Business, was named a Fellow by the Chartered Professional Accountants of Ontario on Thursday, January 19, 2023 in Toronto after being nominated by his peers and selected by the professional body.

Each year, the Chartered Professional Accountants (CPA) of Ontario seeks to honour select members with the Fellows (FCPA) distinction to formally recognize those who have rendered exceptional service to the profession through their achievements and contributions, in their careers and in the community.

Dr. Lento has taught over 70 financial accounting and assurance courses at Lakehead University and received the Distinguished Instructor Award in 2019.

In his role, Dr. Lento has served on the supervisory committee of 30 graduate students and was instrumental in developing Lakehead's CPA-Accredited Graduate Diploma in Accounting.

He is also the lead author of Canadian Financial Accounting Cases, a casebook adopted by educators at colleges and universities across Canada.

"I am honoured to have been nominated and selected for this recognition by my peers and professional colleagues. I have had exceptional family support, mentors and colleagues throughout my career who share this recognition with me," he said.

Dr. Lento has published 38 articles in peer-reviewed journals and often has his financial insights featured in The Globe and Mail. Now an Associate Editor of Accounting Perspectives, he has volunteered his considerable experience to several journals and the Canadian Academic Accounting Association.

Dr. Lento has been active locally and led the Thunder Bay-Northwest Chartered Professional Accountants Association for 14 years, overseeing the unification of the three legacy bodies into CPA Ontario and navigating the COVID-19 pandemic.



### Joel Mohr

Did you hunt for great product deals and discounts this past boxing day? If you did, then your behaviour was consistent with Dr. Joel Mohr's recent predictions regarding consumer spending in today's economy. Mohr is an Assistant Professor of Marketing at Lakehead University, and his research explores consumer behaviour

within the marketplace and within organizations, including its impact on marketing, entrepreneurial, and societal outcomes. He was interviewed twice this past holiday season by CTV to share his consumer psychology expertise pertaining to price consciousness, deal proneness, and spending.

Prior to joining the Faculty of Business Administration (FOBA) at Lakehead University,

Dr. Joel Mohr completed his PhD in Marketing at the Smith School of Business, Queen's University in Kingston. Joel was born and raised in Guelph, Ontario, where he completed his Bachelor of Commerce in Marketing Management at the University of Guelph. He then continued on to complete his Master of Science in Marketing at the Smith School of Business, Queen's University, and ultimately his PhD. Prior to his pursuit of an academic career, Joel worked in industry as a digital marketing consultant. He also possesses experience in project management, social media management, and sales.

In August of 2022 he began his tenure-track position at Lakehead University with FOBA, where he taught "Communication and Persuasion" to MBA students. This winter, he is teaching Marketing Management to undergraduate students, and is leading the Master of Science in Management seminar in Marketing Strategy. His future plans involve teaching another undergraduate course in Brand Management.

In addition to teaching, Mohr is involved with several ongoing research projects that have been presented at the most prestigious international conferences in his field, and he is dedicated to publishing this research in top academic journals. For example, his research pipeline includes a manuscript that explores how craft industries persist over time, and the role of knowledge sharing among entrepreneurs in that process. Mohr stated that “I hope to collaborate with my Lakehead University

colleagues as my research career continues to develop.”

Mohr enjoys staying active and believes that Thunder Bay gives him the perfect opportunity to indulge in this pastime and enjoy our natural landscape. From nature trails, camping, and fishing, Joel is enjoying his exploration of our part of the world. During the winter months he takes part in a men’s league basketball team and he enjoys playing a good game of chess.

## ALUMNI PROFILES

### Omogbolahan Olatunde

Omogbolahan Olatunde (Bolly) spent his later teens and the early part of his twenties in England, attending the University of Essex, where he earned his undergraduate degree in Marketing and Finance and then worked for seven years in film and television, supervising the production and the creative process of some of the best entertainment and brand communications.

Born in Lagos, Nigeria, Bolly decided a few years ago to complete his MBA and, in his words, “pursue and evaluate new career prospects especially in film distribution”. He believed an MBA would be a great way to get started with that. He chose Lakehead University because he was looking for a break from a large urban environment and wanted a smaller, more natural space where he could make connections. He also saw Thunder Bay as a space where television and film opportunities were currently happening and with room to grow and this appealed to his past love of that industry.

Graduating from the MBA program in December of 2022, his favourite memories as a Lakehead student were his involvement with the Lakehead University Student Union, assisting with the networking events planned and supporting the Lakehead University radio show. Bolly joked that after graduating he enjoyed “shutting down all of the school-related tabs on my computer and taking a long nap”.

Bolly still lives and works in Thunder Bay and has started a new position as the Member Specialist with the Thunder Bay Chamber of Commerce, which he transitioned into after completing a previous Regional Outreach Coordinator internship role. In his spare time, he enjoys staying active with activities such as running, going to the gym, as well as Latin dancing. “I also love going to the movies whenever I can”.

Advice for future alumni:

*“Enjoy the process, put in the work,  
and create the memories.”*





## Luca Giorgio

*“Cultural values were instilled in me from a young age, which has helped bring forward a uniqueness to my method of communication and business.”*

Luca Giorgio was born and raised in Thunder Bay, ON and began his academic career with the Multimedia Production program at Confederation College. Two years into the program, he began exploring

ways to expand his learning. He transferred to a Visual Effects program at Van Arts in Vancouver, BC, where he learned 3D modeling, texturing, traditional and digital sculpting, concept art, and art based production knowledge. At the time Luca didn't know that his love of art and all the nuances that came with this learning would lead him down the path of clothing design and how creative this medium would allow him to be.

Luca applied to Lakehead to develop the overall structure and foundational work he wanted for his business. “I wanted to learn how to present facts, an objective argument in a progressive manner. I wanted to achieve a real understanding to what is behind an actual business.” Luca obtained his Bachelor of Commerce Honors Program and graduated in the Spring of 2015.

After graduating, Luca wanted to build his career around casting and mold making and looked to the sunny west coast of Los Angeles for inspiration. He was offered an internship position in business development from Riveting Entertainment in L.A. “This was the true music video production scene and this business was co-run by singer Chris Brown.” It wasn't the world of sculpting that he had imagined he would be doing in L.A., but working with executives, major recording artists and learning how music/artists are developed in the business world was a life changing experience.

In 2016, Luca was back in Thunder Bay for the holidays and had the unfortunate experience of having his brand-new leather jacket stolen while attending an event. While the obvious disappointment of losing



an expensive clothing item was his first reaction, the second part of the story is one that has forever changed the trajectory of his life. “The solution I needed was to create my own jacket.”

Working on designs and prototypes brought back his skills and love of sculpting, and this led to the idea of continuing to produce his very own unique designs based on characters, fashion and nostalgia that he loved. “I wanted to be different but in a way that isn't super loud. A unique ingredient mixed with my personalized taste created clothing of high quality that had never existed before.” Luca has moved his head office to Calgary, AB, where he is focused on growing Luca Designs to become a larger presence with international markets and expanding to hand painted and innovating highly customized limited-edition jackets.

Looking back on his years at Lakehead, one of his fondest memories and one of the most unique experiences he has was using his digital photography skills and love for branding to be able to “scout subjects around the Lakehead campus and shoot them as portrait or fashion models. This was one of my first steps into becoming a creative director & model manager - utilizing my people skills with my love for angles, digital retouching, and a unique eye for shooting fashion.”

To learn more and view additional designs, please visit: <https://www.lucajackets.com/about-us/>

## AWARDS



### Jackson Zakrewski

#### KPMG Award in Business

This is awarded on the recommendation of the Faculty of Business Administration to a student in their third or fourth year, considering a career as a Chartered Accountant. The recipient will have achieved a minimum of 80% in pre-requisite accounting courses.

“Ideally, I would get to wear a suit every day of my life,” says Jackson Zakrewski, a current Bachelor of Commerce student in the Faculty of Business Administration.

Recipient of the KPMG Award in Business, Jackson was born and raised in Thunder Bay, ON, and based on his love of math, he looked to pursue a career in business and accounting. Jackson reflects that “receiving this scholarship meant that the hard work I put in paid off, and my success has been appreciated.”

“My decision to choose Lakehead was an easy one. Thunder Bay has always felt like a close-knit community, and I wanted that for my post-secondary education. The resources and assistance from my professors are tailored specifically to my academic needs, making it comfortable to connect with them regarding anything from career advice to homework help outside of class. I feel set up to succeed in attending Lakehead University.”

Outside of the classroom, Jackson is the Treasurer for the Faculty of Business

Students Association (FoBSA). He enjoys how the group promotes personal and professional development among students through academic, social, and professionally relevant activities and events. He also enjoys how Thunder Bay has grown and expanded its multicultural entities, especially in the available cuisines. You can often find him enjoying a meal with friends at many of our sushi, Thai, or East Indian restaurants.



### Leah Yari

#### Canada Safeway Lakehead University 30th Anniversary Scholarship in Business

Awarded to a high-ranking full-time student entering the Honours Bachelor of Commerce Degree program on the basis of a detailed statement of the applicant’s interest and career plans in Business.

#### RBC Capital Markets Finance Award

Provided to an academically-strong student entering fourth year, Faculty of Business

Administration, with a demonstrated interest in financial markets. The recipient will show leadership qualities through extra-curricular involvement.

While Leah Yari calls Barrie Ontario home, she also considered Toledo, Ohio and the UK home as well. “We moved around due to my Mom’s work and the promotions she received. She has always been an amazing role model for me as a powerful and driven woman.”

Growing up in Barrie, allowed Leah to experience the growth and expansion of Lakehead University’s Orillia campus and it drew her to the post-secondary institution. “I liked the small class sizes and the close-knit feeling the school left me with when I did a tour in 2018. I remember telling my Mom how I loved how inviting the campus felt. Professors would stop in the hallway to welcome me and the class sizes were drastically smaller than all the other Universities I previously toured.”

Leah had been a competitive dancer for 15 years at Barrie Dance Conservatory. Creating connections and getting involved with extracurricular activities was very important to her to continue with during

her University years. She became the President of B.O.S.S. (Business Orillia Student Society) and participated in various events at Lakehead University outside of B.O.S.S., including being a student volunteer for the Canadian Council for Small Business and Entrepreneurship and a panelist at the Orientation for Incoming Students Event.

As she completes her undergraduate studies at Lakehead University, we wish her all the best as she begins her graduate degree in Masters of Science - Management at Lakehead University.

## Greetings and wishes for a successful 2023!

Faculty, staff and students in the Faculty of Business Administration returned to campus in the fall for primarily in-person experiences this past year. We have continued to offer the part-time MBA program with an online option to enable greater access to the program for working professionals.

We are excited that we have admitted our first students to the International Dual Degree program with Rennes School of Business in France. Students from Lakehead University and Rennes School of Business will participate in a year long exchange and when they complete their final year will earn a degree from both institutions. We have developed additional international dual degree options with partner schools in other countries . . . more to come on those developments.

Also on the international stage, we have also launched a transfer credit agreement with Vietnam International University that will enable students to transfer into the HBComm program in third year. Similar agreements exist with schools in India and Malaysia.

The Work-Integrated Learning @ Lakehead in collaboration with RBC on campus hosted the RBC Career Pathways Networking Event on March 8th in Thunder Bay. This event provided an opportunity for students to visit stations with RBC representatives from different areas within RBC and discuss career options and general best practices with career building.

The Faculty of Business Students Association (FoBSA) in Thunder Bay hosted a networking event on March 15th. The event, sponsored by TD Canada



Trust, involved representatives from a range of community organizations.

The Business Orillia Student Society (B.O.S.S.) also hosted a networking event in November where two alumni, Andrew Ault and Mason Ainsworth, presented on current economic and market conditions. B.O.S.S. is also holding its third annual stock simulation competition for students.

## RESEARCH UPDATES

### Communicating Research for Impact Workshop

Dr. Joel Mohr facilitated a workshop on using social media to communicate research outcomes on January 31, 2023 as part of the Research and Innovation Workshop Series. Dr. Mohr is an Assistant Professor in Marketing whose research focuses on digital marketing.

### Fulbright Scholar, Dr. Mohan Tanniru

Dr. Mohan Tanniru visited Lakehead University as a Fulbright Scholar during the fall term. Dr. Tanniru's work is based upon the social determinants of health and he is engaged in projects and related to technology and access services. Dr. Tanniru worked with Dr. Michael Dohan, Associate Professor, Business Analytics and Information Systems.

### Dr. Kathy Sanderson Leads Canadian Research Team as part of an International Project

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.

### Dr. Mirit Grabarski Awarded SSHRC grant

Dr. Mirit Grabarski received a \$64,607 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" and will explore the development of career empowerment of HR managers and professionals' development after entering an organization.



# 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**,  
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T: (807) 343-8010 Ext. 8476 | E: Jennifer.McKeown@lakeheadu.ca



“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.

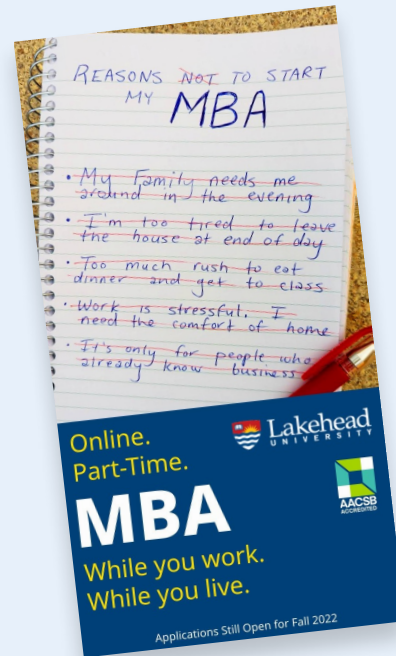


## Contributors

Dr. David Richards

Emily Shandruk

Brandon Walker



## 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.

