

# BUSINESS ADMINISTRATION

NEWSLETTER  
SUMMER, 2019

## A Message from the Dean



Greetings! I hope as you read this newsletter that you are enjoying all that summer has to offer. I am honoured to be the newest Dean of the Faculty of Business Administration and I am excited to work with students, faculty, staff, alumni, and our partners to advance the goals of the Faculty. It is due to the commitment of our faculty and staff and the support from alumni and community that we are able to offer students exceptional experiences that prepare them for interesting and meaningful careers.

Our faculty members, students, and alumni have many reasons to be proud of their accomplishments, some of which are included in this newsletter. There are also many exciting opportunities ahead for the Faculty. We are working on a number of initiatives that will support Lakehead University's new Strategic and Academic Plans including the development of new experiential learning opportunities, new outreach activities with local and international partners, and new degree programs.

As we prepare for our Continuous Improvement Review (reaccreditation) with AACSB, we are evaluating how we can build upon our past success and provide new opportunities to engage with our stakeholders, innovate our programs, and demonstrate our impact on our students and communities.

This year we added a 16-month MBA with Advanced Studies in Management to complement our existing 12-month MBA program, and in collaboration with the Faculty of Engineering a joint BEng-MBA program at the Thunder Bay campus. This past June, faculty members in Orillia ran a new summer institute in Global Business, hosting graduate students from Mexico. We have also laid the groundwork for the development of new transfer pathways locally and internationally. I look forward to telling you about other initiatives in future issues of this newsletter.

All the best

Dr. David Richards



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## FACULTY OF BUSINESS ADMINISTRATION NEWS & UPDATES



### Retirement

Dr. Bryan Poulin retired from the Faculty of Business Administration this past year. Dr. Poulin was a member of the Lakehead University family for 20 years and we wish him well on his next adventure.

### New Faculty

The Faculty of Business Administration welcomes two new Faculty to the roster this fall:

- Shoeb Mohammad, Organization Management and Entrepreneurship
- Muhammad Kabir, Accounting



### Lakehead Orillia Hosts the Universidad Popular Autónoma del Estado de Puebla

In June 2019, the Faculty of Business Administration and Lakehead International hosted students from The Universidad Popular Autónoma del Estado de Puebla (UPAEP) at the Orillia campus. Students completed a Lakehead Global Business Management Program over four weeks while experiencing Lakehead hospitality and the Canadian summer.

### Two Master of Science in Management student projects presented in Edinburgh

The prestigious 22<sup>nd</sup> World Marketing Congress organized by the Academy of Marketing Science was held in Edinburgh, Scotland between July 10<sup>th</sup> and 12<sup>th</sup>, 2019. The congress program contained more than 270 presentations from participants representing more than 60 countries, and the master's project of two of our business graduates were presented at the congress.

Zachary Lepage developed a project on entomophagy (the use of insects by humans as a source of food) supervised by Drs. Claudio Pousa and Farshid Shams. The project analyzes how consumers develop value perceptions (attitudes) of entomophagy and eventually, intentions to consume (behaviours).

The other student, Yunling Liu, researched the impact of managerial coaching on salesperson relationship behaviours and performance, supervised by Drs. Claudio Pousa and Asad Aman. Her project tests the effect of a relational managerial behaviour (i.e. managerial coaching) on salesperson's performance and the mediating effect of relational behaviours (i.e. consumer orientation and adaptive selling) in a Chinese environment.

Both presentations will be published in the congress' proceedings.



## CAAA Conference in Ottawa, Ontario

This Spring, the Canadian Academic Accounting Association (CAAA) held its annual conference in Ottawa, ON. This year's conference theme was "Mind the GA(A)P" which was a tongue in cheek way to bring attention and create a platform to find ways to "bridge the gaps" between the accounting profession and academia. Lakehead University's very own Dr. Camillo Lento and Dr. Naqi Sayed served as the conference co-chairs and stated in their welcome message that "bridging these gaps is more important now than ever before, considering all of the disruptive forces facing our profession." When asked to expand on what disruptive forces were facing the Accounting profession, they jointly explained that there are, "many disruptive forces

currently impacting the accounting profession. In general, the forces are technological, sociological, environmental and economical. Artificial intelligence, sustainable business practices, secure record-keeping technology, availability of big data and environmental concerns are just a few specific examples of these forces. Overall, the accounting profession and the business profession in which accountants operate are expected to be reshaped in the near future."

Lakehead University's Faculty of Business Administration is proud to have offered a Graduate Degree in Accounting, since September 2017, available at the Thunder Bay campus, and assisting students in being a part of the future of accounting.

## INTERNATIONAL ALUMNI

### Trung Do

Born and raised in Hanoi, Vietnam, Trung obtained his undergraduate degree in Business at Greenwich University in London, UK. He then flexed his entrepreneurial muscles and started a language academy focusing on TOEIC training for university students.

As Trung tells us, "TOEIC is the most essential English certification in Vietnam, as most companies require candidates to achieve a certain TOEIC score in order to apply for work or maintain their positions." The main goal of his business was to provide an effective English learning experience for the students and help them improve their communication confidence. Trung managed this company for four years, growing from a team of 5 to over 20 people. Also, he was concurrently a moderator of the biggest TOEIC learning community on Facebook with a membership of over 400,000 users.

While owning and running a successful company, Trung also wanted to complete his MBA and as an international student, was looking for a program that was affordable, accessible and had the academic standing that would help him to continue to achieve his goals. The natural beauty of the Thunder Bay campus helped clinch his decision. "Thunder Bay provided me with a different experience and perspective from the big city environment that I had been exposed to for most of my life. I was excited to be in such thriving surroundings, both academically and environmentally."



Upon graduation, Trung moved to Toronto to continue his education and is currently studying at Seneca College, taking the 1-year-post-grad certificate in Public Relations & Corporate Relations and interning at the Investor Relations Agency in Toronto.

Trung found his time in Thunder Bay exceptional. He was able to make life-long connections with both students and teachers. "The best part of Lakehead was the people. I felt completely supported by my friends and my colleagues. Everyone is friendly and approachable." One of his favourite memories was experiencing his first big snowstorm. "Although I had experienced snowy weather in the UK nothing can compare to the snow in Thunder Bay!"

We wish Trung continued success and less snowy days in Toronto!

# THUNDER BAY HBCOMM ALUMNA & STUDENT PROFILE

## Madison Sameshima

**M**adison moved to Thunder Bay at a pivotal time in her life. Born in Vancouver, BC and moving to Pullman, Washington in 5<sup>th</sup> grade, her parents chose to move to Thunder Bay when she was in 11<sup>th</sup> grade, as her Mother had accepted a Faculty of Education position at Lakehead University. With only two years under her belt in Thunder Bay, Madison saw the potential in staying close to her new home and joining Lakehead like her mother had.

Madison's journey to the HBComm program was not a straight line. Beginning her post-secondary academic career first in Computer Science, Madison found herself drawn to Business classes and after her first year, she switched programs and after her second year in Business she refined her choice even more and decided to Major in Human Resources. "My goal is to be in a managerial position where I can contribute to strategic HR initiatives."

Madison graduated this Spring and during her time at Lakehead received numerous awards and accolades, they include:

- Graduate Research Award 2019
- WestJet-Boeing Community Leadership Award 2018
- Lakehead University Entrance Scholarship 2014
- The President's Award 2019
- Lakehead Luminary Award - Academic Excellence, Community Engagement, Diversity & Inclusion, and Innovation 2019
- Lakehead Leadership Award - Citizenship & Community Engagement 2018

Madison was an involved and active student. She joined the Enactus club, which is an international nonprofit organization that inspires students to improve



the world through entrepreneurial action. Enactus at Lakehead University is made up of dedicated students who are inspired to improve their community through entrepreneurial action. "Enactus is one of my favourite memories of being a Lakehead Business student. I learned so much that I was able to apply during my internships and classes, but also in my future endeavours."

During her time with Lakehead Enactus, Madison served as a Project Manager, Director of HR and then as President. While the group is relatively new, under Madison's guidance they achieved explosive growth and accolades. "We created two strong financial literacy projects and placed at the regional and national competition for the first time this year."

Madison's love of learning has not ended with graduation. She is currently taking Chinese language and cultural classes at Nanyang Technological University in Singapore, as she has an interest in working internationally and wanted to take the opportunity to live in a different country and meet students from around the world. In the fall, Madison will be starting her Master of Science in Management program at Lakehead University. "My love of human resources has not slowed down and I am excited to look more strategically at the world of HR and in developing my analytical and critical thinking skills through coursework and research projects."

Zhùhè and Zhù hào yùn Madison!

SAVE THE DATE

# HOMECOMING

Thursday, October 3 - Saturday, October 5, 2019  
LAKEHEAD THUNDER BAY • [lakeheadu.ca/homecoming](http://lakeheadu.ca/homecoming)



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**Alumni**  
Engage. Celebrate. Share.







## ENACTUS CLUB

The Enactus Lakehead group has been operational for the last three years and has showcased the amazing talent of our students. This year they competed at the Enactus Canada National Exposition in Vancouver along with 68 other Canadian universities and colleges. Enactus Lakehead presented two projects (Making Cents and Getting Financially Lit) in a dynamic 17-minute presentation and won Runner-Up in their league in the Opening Round.

### Enactus Lakehead Projects & Their Impact:

- **Making Cents!** This addressed the closing of brick-and-mortar banks in Northwestern Ontario by running online banking workshops for senior centres in Northern Ontario communities. Three members drove to Terrace Bay and Scheiber and presented Making Cents! to those communities impacting 15 lives. After presenting the project at the Enactus Regional Exposition, Alterna Savings Credit Union approached the team and we entered into a working relationship in order to help expand the project to more communities.
- **Getting Financially Lit!** This project looked at addressing knowledge gaps in budgeting and long-term savings for Indigenous youth who fly in from northern communities to attend Dennis Franklin Cromarty High School, a private First Nations high school in Thunder Bay. The Enactus team conducted a needs assessment by interviewing staff at the Lakehead University Aboriginal Initiatives Department, speaking to Moffat Mokuto from the Northwestern Ontario Multicultural Centre, and attending the Voices of Youth Conference 2019. They were able to run three pilot seminars impacting the lives of 22 Indigenous youth.

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

Charitable Registration # 11900-2681-RR 0001



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)

All requests remain confidential with no obligation

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## ALUMNI PROFILE



Left to Right: Max Marquez, Sam Carothers, Jocelyn Poirier, Mark Tilbury, Daniel Blekkenhorst, Karen Boz (front row), Winta Desta (front row)



### Karen Boz

Lakehead University is known for its small class sizes, which allows for Professors to truly get to know their students. While this may be a draw for today, it also was true in the early 1990s when Karen Boz was attending. “We would sometimes be working on case studies until 3:00 am and our professor would be there encouraging us and answering questions. You could tell that our professors honestly had a vested interest in us and wanted to see us succeed.”

Karen was born and raised in Thunder Bay, attending Lakehead University for Business Administration with a Major in Personnel/Industrial Relations from 1989 to 1992. Karen made lasting friendships during her time at Lakehead, fondly remembering both classes and socializing in The Study or The Outpost and learning how to downhill ski for the first time.

During her undergraduate, Karen worked part-time at RBC and upon graduation was offered a full-time role. For the first four years post-graduation, Karen remained in Thunder Bay, working in various branches as a Personal Banker and in 1996 she was transferred to a branch in Southern Ontario. Karen continued with her work, transitioning between two branches for the next 5 years before moving to head office, RBC Internal Audit. After two years, Karen moved to North Carolina, still with RBC, to work with Internal Audit there. In 2006 she returned to Canada and has worked in various national office roles since then. In 2019 Karen celebrated her 30<sup>th</sup> anniversary! “I feel so blessed to work with a great organization and people.”

Karen’s time at Lakehead left a powerful and positive impact on how she approaches life, especially in the workplace. “I was encouraged to speak up. The professors wanted to hear from us. They wanted us to challenge



current thoughts. If we want change we need to speak up and put our words into action. I had the freedom at Lakehead to do that so it became the norm when I was full-time in the workforce.”

Karen, now living and working in Toronto, ON is an active community member. In addition to being a Senior Director with RBC, she participated in office events to promote diversity and inclusion and mentors employees looking for career guidance through casual coffee chats. This last year, Karen has volunteered with Toronto Region Immigrant Employment Council (TRIEC), as a mentor to new immigrants to assist them in finding employment in Toronto. Karen is also an active Alumni member, volunteering as the Vice President for the Alumni Board and as a Director (former President) for the GTA Alumni Chapter Committee.

In March, the GTA chapter hosted an event at The Ballroom, which is an entertainment complex in Toronto. With pool tables, a bowling alley, darts, and excellent food, this proved to be an exceptional gathering of Lakehead alumni. Karen is the smiling woman, with blonde hair, second in from the bottom right.

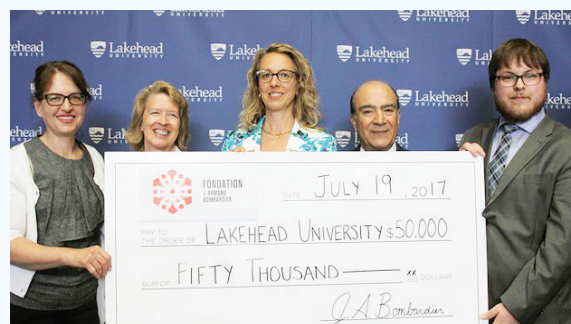
If Karen isn’t helping to plan the next GTA chapter alumni event, then you are likely to find her at a Toronto Blue Jays or Toronto FC game, or running the Lakeshore trails as she prepares for her next half-marathon. We wish her all the best in her continued career success and in her next adventure, whether it’s 13.1 miles or longer.





**Dr. Bahram Dadgostar**

As the Faculty of Business Administration welcomes our new Dean, we cannot forget all that Dr. Bahram Dadgostar has done for Lakehead University. During his twenty-four years and five terms as Dean, Dr. Dadgostar helped elevate the Faculty and accomplished many extraordinary goals. Among his achievements, he attained accreditation from the Association to Advance Collegiate Schools of Business (AACSB), created an economic impact study on how integral Lakehead University is to both its hometowns of Thunder Bay and Orillia, expanded undergraduate and graduate programs, partnered with community organizations to provide learning opportunities for students, and increased scholarships and bursaries for business students. On behalf of the Faculty and alumni, we would like to take this opportunity and thank Dr. Dadgostar for all his hard work, dedication, and exceptional leadership.



## EXCEPTIONAL STUDENTS



### Lakehead Accounting Graduate Kim Wildhaber ranks among the top 1% of CPA Canada Final Exam Writers

Lakehead Accounting Graduate Kim Wildhaber ranks among the top 1% of CPA Canada Final Exam Writers. This year a total of 6,163 individuals in Canada passed the rigorous Common Final Examination (CFE)—a key step to attaining the prestigious CPA designation.

The CFE is a three-day evaluation designed to assess candidates' knowledge, judgment and skills, and is a critical part of the Canadian CPA certification program.

The CFE Honour Roll is reserved for the top 1% of all CFE writers in Canada. This year, Lakehead University alumnus, Kim Wildhaber, was on the CPA Canada Honour Roll.

Kim graduated from Lakehead University in 2017 with an accounting major and the Dean Braun Medal from the Faculty of Business Administration. Upon graduation, Kim began his career with BDO Canada LLP in Dryden, Ont.

It is at this point that he began to pursue the CPA designation while obtaining practical work experience. "It was not until after I graduated from Lakehead and began studying for my CPA exams that I realized how well Lakehead's accounting program prepared me for the CPA program," said Kim.

"Lakehead's program was well aligned with the CPA Competency Map which allowed me to be so successful throughout the CPA program and place on the national CFE honour roll list. It's an accomplishment I hope to build off of as I continue to learn and progress through the accounting profession and towards my designation."

"Kim was always an exceptional student in our undergraduate program, and I was not surprised to learn that he had distinguished himself at this early stage of his career," said Dr. Camillo Lento, Associate Professor of Accounting at Lakehead University. "Placing on the CFE Honour Roll is a not an easy task, and is a testament to Kim's intelligence, work ethic and determination."

We are all very happy for Kim for this major accomplishment."

### BDO Accounting and Community Service Scholarship Recipient

The BDO Accounting and Community Service Scholarship is awarded to a student enrolled in the Honours Bachelor of Commerce Degree program who intends to pursue a Chartered Professional Accountant designation. The successful candidate must have an 80% average, demonstrate community involvement and be a resident of Ontario. This year's recipient was Abby Parkes.

Abby was born and raised in Thunder Bay, attended St. Patrick High School and chose to stay close to home when deciding where to go to university. "I am very fortunate to have a University like Lakehead, with a world renowned program like Business, in my hometown. I didn't want to go away for University."

Entering her fourth and final year this September, Abby is majoring in Accounting and is looking to continue her education, by pursuing her Graduate Diploma in Accounting at Lakehead. Her goal is to obtain her CPA certification. "I have been able to get a taste for what life after school will be like, through working locally at Grant Thornton. Lakehead has really helped prepare me for this, both academically and financially through scholarships."

Abby received the academic entrance scholarship at the end of high school and through hard work and dedication, she has maintained an excellent GPA and has been able to keep it for her entire four years at Lakehead. In addition, she was awarded the BDO Accounting and Community Service Scholarship. Abby remarks that due to the changes in OSAP funding, the BDO scholarship could not have come at a better time. "I am grateful for all of the monetary aid I have received as it makes the school year seem a lot easier when you have the freedom and time to focus on school and not a part-time job."

When Abby isn't at school or her part-time job, you can find her dancing with the Fay Gleeson Dance Centre, which she has been a member of since she was a child. Congratulations Abby on all your hard work, and good luck on your last year in the HBComm program.



### Contributors

Dr. David Richards  
Dr. Camillo Lento  
Dr. Naqi Sayed

Dr. Claudio Pousa  
Ms. Katie Fraser  
Mrs. Emily Shandruk

Reese Santos (@reesestdot)  
for the Alumni gathering photos

