

BUSINESS ADMINISTRATION

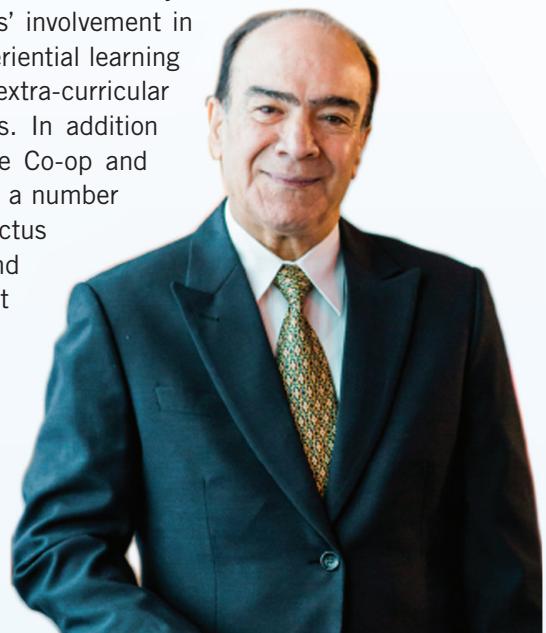
NEWSLETTER
SUMMER, 2018

Experiential Learning and Community Collaboration

On behalf of the faculty and staff, I hope that the summer of 2018 has found you to be safe and happy. The summer is a time for change and renewal. We begin by celebrating our graduates in June and then preparing for a new year with new and returning students in September. On the topic of change, Arlene Smith, Administrative Assistant retired in July and Dr. Bryan Poulin, a member of our Strategy and Management group will retire in December of this year. We are grateful for their many years of service to the Faculty. Dr. Brian Stevenson, who has been a member of our Faculty since joining Lakehead University as President and Vice-Chancellor, will begin teaching in the Faculty in January 2019. Dr. Stevenson's expertise in international trade and government policy will provide a valuable addition to the Faculty.

One of the themes that has emerged in this newsletter is our students' involvement in the community. The Faculty has made it a strategic priority to provide experiential learning opportunities for our students, through in-class activities, participation in extra-curricular programming, and through external collaboration in community activities. In addition to course-based projects with community partners, formal programs like Co-op and the RBC Work-Integrated Learning program, our students have engaged in a number of community-based initiatives (for example, the featured stories on Enactus Lakehead's financial literacy training, accounting students' tax clinics, and student involvement in the Orillia Community Development Corp's Investment Committee). These opportunities provide valuable learning opportunities for students and enable students to contribute to their communities by sharing their knowledge and skills. If you would like to explore the possibility of a student-led project, please get in touch with us.

Dr. Bahram Dadgostar, Dean



Lakehead
UNIVERSITY

Faculty of
Business
Administration

NEW FACULTY



Irfan Butt, PhD Assistant Professor, Marketing

Dr. Irfan Butt has joined the Faculty of Business Administration at the Thunder Bay campus in August 2017, and will be teaching a variety of Marketing Management courses in the Undergraduate and MBA programs. With a teaching approach rooted in experiential learning, he will be using Marketplace Live business simulations in his Marketing Management (MBA) and Marketing Strategy courses. These simulations allow Lakehead students to compete with other students and their virtual companies for market share, profitability and customer satisfaction.

"Thunder Bay has all the big city conveniences without the frantic pace found in larger cities. The people in the city are very friendly and cooperative. I look forward to getting involved in community organizations and plan on mentoring racialized students."

Dr. Butt received his PhD from Sprott School of Business, Carleton University in Ottawa. Prior to that, he has taught at the Sultan Qaboos University, Oman and Lahore University of Management Sciences, Pakistan. He is specializing in systematic literature reviews (SLR) and is currently working on various SLR projects with a number of colleagues at Lakehead in the Faculty of Business Administration, in Canada and internationally. His current research is in digital media, focusing on hospitality and the use of social media in higher education.

He was drawn to Lakehead because of the opportunity to interact with students in a small-class environment, the highly reputable AACSB accreditation, and the beauty of the campus and surrounding region.

STUDENTS IN THE COMMUNITY

Enactus Regional Exposition

This past March, the Enactus Lakehead team travelled to Mississauga, Ontario, to present their projects for the first time at the Enactus Regional Exposition for Central Canada. Enactus is an international nonprofit organization which inspires students to improve the world through experiential learning and entrepreneurial action, and the regional exposition saw a gathering of 499 students from 30 universities and colleges in Ontario and Quebec. Through Enactus, students around the world have developed projects that address food security, provides non-traditional employment opportunities and skill development, recycles waste into valuable items, and many others. Globally, these projects engage over 72,000 students at over 1,700 schools to impact 1.3 million people.

As part of this global network, Enactus Lakehead seeks to engage students to improve their community through projects with the objective to improve social outcomes and the environment. They presented two projects that they have been working on for the last year. The first project entailed developing financial literacy skills for the clients of John Howard Society, intended to empower those clients to become more financially self-sufficient. The second project was called the Entrepreneur's Handbook, which sought to encourage student entrepreneurs by connecting them with funding resources in the Thunder Bay region.

In addition to the Regional Exposition, the Enactus students took part in the Canadian National competition in Toronto. This competition required the students to provide a 17-minute presentation on all the impact of their groups projects from the past year. The team did not place, however as the Enactus student president, Quinn Dombroskie shared. "the experience we gained was the main objective" and this has set them up for future successes.

Congratulations to business students Quinn Dombroskie (President of Enactus Lakehead), Emily Martin, Madi Sameshima, and rest of the Enactus Lakehead team. Next year, Enactus Lakehead will continue to expand its presence on the Lakehead University campus, and involve more students across all faculties.





Four of the student volunteers, (from left to right) Colin Lutes Dyer, Sabeera Azhar, Meghan Maguire, and Crystal Lawrence, worked as a team to help complete over 70 tax returns.

Student Volunteer Tax Clinic

On April 6th, 2018, a group of nine dedicated Lakehead University Accounting student volunteers from third and fourth year completed approximately 70 tax returns for international students studying at Lakehead University. The tax returns were completed as part of CRA's Community Volunteer Income Tax Program, as coordinated by the Lakehead University Accounting Club (LUAC) and the Lakehead University International Office.

Through the Community Volunteer Income Tax Program, community organizations such as LUAC are able to host free tax preparation clinics and arrange for volunteers to complete income tax returns for eligible individuals who have a relatively modest and simple tax situation.

This community outreach program not only gave international students assistance in dealing with tax compliance issues, but also gave these hard-working accounting students excellent, practical experience.

Thanks goes out to the accounting students who made this all happen:

- Sabeera Azhar
- Tyson Ford
- Lucas Holmes
- Crystal Lawrence
- Colin Lutes Dyer
- Meghan Maguire
- Angelica Mejia
- Dylan Paxton
- Bryer Twiss

The RBC Work Integrated Learning Program

The RBC Work Integrated Learning Program (RBC WIL) had a successful first year and preparations are underway for the upcoming year. This pilot project is part of RBC's Future Launch, which is a 10-year commitment of \$500 million to help young Canadians develop work readiness skills. Students in the program participated in a part-time work field placement, a mentoring program, and a workshop series. The program was successful in achieving its objectives.

The program was successful in engaging with organizations in Thunder Bay and Orillia, which demonstrates the commitment that our two hometowns have for not just the University, but FOBA's objective to provide experiential learning opportunities to our students.

Students were exposed to a variety of industries, from non-profit, to start-ups, to well established organizations. The hands-on learning, that took place was also varied and included marketing, human resources, information technology, and financial services.

Feedback from students and site supervisors was overwhelmingly positive and the evaluation process shows that the program was successful in achieving its objectives. We look forward to building on these successes to make the RBC Work Integrated Learning Program at Lakehead a best practice model of experiential learning that leads to real-world results.

Community Partner - Orillia

The Community Development Corp. (CDC) is a private, non-profit organization whose mandate is to support the development of sustainable communities through its community economic development and small business activities. Wendy Timpano, CDC General Manager, outlined the extraordinary partnership that exists between this organization and the Lakehead University Orillia community.

The CDC is a business resource centre that supplies a plethora of business services to the community, including guidance, loans, and business transition matching. Throughout their services and community work, the CDC has made it a key priority to form a connection between post-secondary institutions and the business community that they serve. Wendy explained that Lakehead's Orillia campus and specifically the Faculty of Business, are "a natural and valuable fit." Wendy outlined that throughout her experience with the CDC many businesses are looking for assistance that lends itself perfectly to partnering with Lakehead and specifically students, as they "have an amazing grasp on emerging trends and really understand the needs of a younger demographic."

Looking specifically at the Investment Committee, a part of the CDC, which manages an annual budget of \$4.5 million and allocates loans of up to \$250,000 to approved businesses. This committee, which includes twelve people, one of which is a post-secondary student, meet twice a month to review applications. "We look to have a post-secondary student on this committee as we want to have a true representation of our community."

The Investment committee reviews a full array of applications- from new/start-up businesses, sole proprietors to businesses that have more than 50 years experience in the community. As trends change and the marketplace evolves, many organizations look to this funding option as a way to switch gears, expand and/or ensure that they are staying relevant. The learning opportunities for a Business student is abundant, as they are given the chance to gain first-hand experience on the vast array of businesses in the region and exactly what it takes to be successful.

One student who was able to reap these rewards is Gillian Murch, who is currently the Accounting & Member Services Coordinator for the Portfolio Management Association of Canada (PMAC), and who was a part of the Investment Committee, during her time at Lakehead University. Gillian explains that "it was my experience with the Investment Committee at the CDC that really helped prepare me for this work, particularly with the regular and detailed analysis and discussion of all elements of applicants' financial statements. Being able to discern and understand reasons for year-over-year variances (revenue timing, good/poor cash management, change in sales levels, etc), is critical in my role, as it is in evaluating a CDC loan application."

Gillian also thanks the CDC and the other members of the committee for the rewarding work, "it felt like we were really contributing to and strengthening the local economy, and helping so many locals achieve their dream of starting or growing their own business."

Community Partner - Thunder Bay

Matt Pearson - President and Part Owner of Sleeping Giant Brewery

Like so many Lakehead students, Matt Pearson and his wife Dr. Erin Pearson (a Lakehead Kinesiology Professor) fell in love with Thunder Bay and the Lakehead campus upon their first visit. While the initial move was for Erin to join the Kinesiology department, Matt shared that he believes in lifelong learning and upon moving from London, ON to Thunder Bay, he enrolled as a mature student, earning a degree in Education as well as taking a Business course.

Shortly after the move, Matt joined the Sleeping Giant Brewery team, as a General Manager and is now an owner. Matt explains that he has always been passionate about why some businesses succeed and others fail and how you ensure that customers come back, "I love the hospitality industry and I am passionate about taking a problem and turning things around." Matt's passion and involvement in a local entrepreneurial success led him to give back to future entrepreneurs and sign up to be a RBC Work Integrated Learning mentor and placement

site. This program offers students opportunities for learning and on-the-job training where they gain the skills and practical knowledge that ensure a successful transition to a career. "We gave our student the chance to take part in almost every aspect of our operations, from marketing to accounting and events. They were very involved and provided us with amazing insights and ideas that we are implementing."

In addition to supporting the Faculty of Business student community through experiential learning, Sleeping Giant Brewery's ownership team of Matt, along with Andrea and Kyle Mulligan, established the Jeannine Ross-Armstrong Award, in honour of Andrea's dear friend who passed away in 2013.

The award is in honour of Jeannine Ross-Armstrong's entrepreneurial drive and spirit. Candidates are asked to provide a brief account outlining what entrepreneurship means to them and an overview of demonstrated involvement in entrepreneurial activities both on-campus and in the community. The Faculty of Business is honoured and appreciative of such an outstanding community partner and is looking forward to working with others in the future.



2018 SLEEPING GIANT BREWING CO. JEANNINE ROSS-ARMSTRONG AWARD RECIPIENTS

Nicolas Bruno

The first time Nicholas Bruno visited Lakehead's Orillia campus, he knew that this would be the next step in his academic journey. Upon receiving a General Arts and Science diploma from Fanshaw College, he applied to complete the HBComm program, "I am from Simcoe County and I really liked the feel of community that Lakehead's Orillia campus had."

Nicholas got involved with his university community by joining several clubs, groups, and obtaining a position within the Athletics department on campus. During his time as Treasurer for the Lakehead University Students Union (LUSU) he arranged trips to Toronto to see Blue Jays games, as well as a tour of the Sawdust Brewery in Muskoka. He was an active member of the BOSS club (Orillia's Business Students Society) and also assisted with the Multicultural Association on campus arranging events such as free meals featuring foods from around the world.

During his time on campus Nicholas enjoyed many classes and his interactions with student affairs personnel, and professors. "My favourite class and professor was Dr. Amar Rahou who went above and beyond in his efforts to ensure that students understood what he was teaching. He didn't want us just to pass, but to excel."

Nicholas graduated this spring and received the Sleeping Giant Brewing Co. Jeannine Ross-Armstrong Award. "I was quite honoured to receive the award, especially as a student from the Orillia campus, when this award is from such an outstanding member of the Thunder Bay community. It really shows how important Lakehead is to both its hometowns."

Nicholas is now living and working in Bermuda, where he enjoys dual citizenship, as the Bermuda Brand Ambassador for the Gosling Export Bermuda Ltd. We wish him continued success!

Madison Shyiak

Madison transferred to the Faculty of Business Administration after entering Lakehead University in a different program because it was where she was truly felt at home. Born and raised in Thunder Bay, Madison was drawn to Lakehead based on her desire to stay close to home and explore the opportunities that exist within a smaller institution.

"After taking a few classes, I was drawn to the Business program because of the organizational development and planning focus. I originally looked at finance and accounting because I love math, but I have decided to focus on Information Systems." Madison hopes to use this focus to lead her into project management and would like to obtain her Project Management certificate after graduation next year.

Over the last year, Madison has been able to explore experiential learning through her involvement with the Lakehead University Business Association (LUBA), Enactus Lakehead (a club which seeks to engage students to improve their community through projects with the objective to improve social outcomes and the environment), the RBC Work Integrated Learning Program, the winning DisruptIt Weekend team, and her current summer occupation with a local Engineering firm - True Grit. "My opportunities, in the last year, have really allowed me to coordinate with key players and expand on the skills that I have been learning in my classes."

Madison is very grateful to the Sleeping Giant Brewing Co. Jeannine Ross-Armstrong Award and the way in which it has financially supported her academic journey. Congratulations Madison and all the best on your last year at Lakehead!

ALUMNI PROFILE

Pauline Mickelson

As a child, growing up in Sachigo Lake First Nation, Pauline remembers her mother telling her that life was hard. "You don't really listen to your parents when you're young, but she wasn't wrong." After completing elementary school, Pauline had to leave home to continue onto grade nine. Pauline along with her sister attended a residential school located in northwestern Ontario. Pauline attended two other high schools before life circumstances found her in Sioux Lookout, at 23, on her own. She began working for a non-profit organization that provided academic services to area First Nations and a few years later, she began work in the health field.

In early 2000, she faced a life-changing moment, "I was told that I was not able to perform the responsibilities I had, in my job, and as a result, I was let go. However, I disagreed with the decision, as I knew I was not only capable but excelling in the role. I knew it was because of who I was. So, I challenged the decision." Pauline decided that someone else's opinion and bias was not going to define her or her future.

The confidence and strength that it took to file and pursue this action also stirred up feelings of wanting to go back to school and work to be in a position that would allow her to educate and prevent others from being in similar situations. "I have always loved school. I remember every September feeling this longing to be with others as they prepared to go back to school and every spring when students celebrated their achievements as they completed their studies." By the following fall, she was enrolled at the Confederation College and a month later, she received a favourable response to the challenge.

Obtaining her Diploma in Business Human Resources and an Advanced Diploma in Business Administration Human Resources, Pauline then transferred through an articulation agreement to Lakehead University where she completed both her HBComm in Human Resources Management/Industrial Relations as well as her MSc in Management.

Pauline has since continued working within the health field. Working with the Chiefs of Ontario, she was the Northern Ontario Non-Insured Health Benefits Navigator where she, along with her southern colleague, promoted the initiative to 133 First Nation communities. She has also held a position within the Matawa First Nations Management as the Prescription Drug Abuse/Misuse Coordinator. Eventually, she relocated back to her home community of Sachigo Lake where she worked with others to implement a treatment and aftercare program for people suffering from drug addiction. She has also worked as the Indigenous Health Navigator at the Thunder Bay Regional Health Science Centre before taking her current position with the North West Local Health Integration Network (LHIN) as the Indigenous Health Lead.

"My graduate thesis was a qualitative analysis on female indigenous leaders in Sioux Lookout and Thunder Bay. I found that there was very limited research and literature on women leadership and even less on indigenous female leadership. I really hope that my work then and now helps to change this." As Pauline begins to explore options around a PhD, she remembers that while her late Mother told her that life was hard, that this was something that did not define her life. "My Mom wasn't wrong, but that's also not the end of the story. You are always faced with challenges and it is up to you to not give up and have faith that through hard work and determination, it will get better."

Congratulations to Pauline and all that she has and will continue to accomplish.



FACULTY PROFILE

Dr. Herman A. van den Berg



Dr. Herman A. van den Berg joined the Faculty of Business Administration as an Assistant Professor at the Orillia Campus of Lakehead University in 2009. Prior to joining the newly formed Faculty, Dr. van den Berg was a sessional instructor at the UOIT and Ryerson University, while he finished his Ph.D. and taught for a term at the University of Amsterdam. “I was drawn to Lakehead and the Orillia campus, as it was an opportunity to get in at the ground level and have a real

impact on how the Faculty would be established. This type of “start-up” atmosphere greatly appealed to me, as you get to do a little bit of everything and I feel that I have had an integral role in the way in which our Faculty now operates.”

Dr. van den Berg had a similar start-up experience when he worked with Bruce Nuclear Power Development as they were commissioning eight new reactors. “The challenges, and unique problem-solving opportunities to which one is exposed are very appealing to me.” This fascination with atypical problem-solving also features in his research interests, which involves connections between strategic management and finance. Dr. van den Berg’s work focuses on issues of valuation, especially of difficult to value intangible knowledge-based assets, with a goal of making explicit that which is often, because of the difficulty of measurement, kept implicit.

While he has an eclectic mix of interests, his current research interest is in the quantitative analysis of managerial implications emerging out of distributed ledger (blockchain) technology (DLT) – think “Bitcoin”, “Ethereum” and other cryptocurrencies. “The intersection of finance and strategy is captured in this area and I find it fascinating to look at strategic decisions which involve estimations of value and value is typically measured in financial terms. The main research question that guides my work is: how do we value that which has no apparent price?”

Dr. Herman A. van den Berg holds a Ph.D. from the University of Toronto and is a graduate with distinction of York University’s M.B.A. program. He also graduated with high distinction from Wilfrid Laurier University’s School of Business and Economics’ Honours B.B.A. program.

Since moving to Orillia to join Lakehead, Dr. van den Berg has served as a Board member for the Orillia Community Development Corporation (CDC) and served on the CDC’s Investment Committee. He was integral in working with the CDC to have Lakehead University students involved with various committees and supporting more young entrepreneurs.

He is also an active academic mentor and leader with the Business Orillia Student Society (BOSS). This past year he spoke at a BOSS workshop for students wanting to begin their investment journeys. “BOSS organized a workshop and based on student feedback, they asked me to host an information session so that students could get advice and some key takeaways on how to start investing. It was attended by both Business and non-Business students and very well received.”

In the coming year, Dr. van den Berg will be teaching an International Finance course, for the recently launched Global Entrepreneurship major. He notes that “with the internet, firms are inescapably ‘born global’, exposed to potential customers in the entire world. The increase in enrolment of international students and a diverse international faculty at Orillia is really helping to broaden students’ horizons.”



Bob Dhillon Scholarship Recipient - Madhur Bansal

Born and raised in Chandigarh, a city in the northern part of India, Madhur completed his Bachelor of Technology in Information Technology from Kurukshetra University in India. Immediately after graduation, he began working in his field and gradually moved from one organization to another, gaining promotions and accolades for his hard work and dedication. "As a Senior

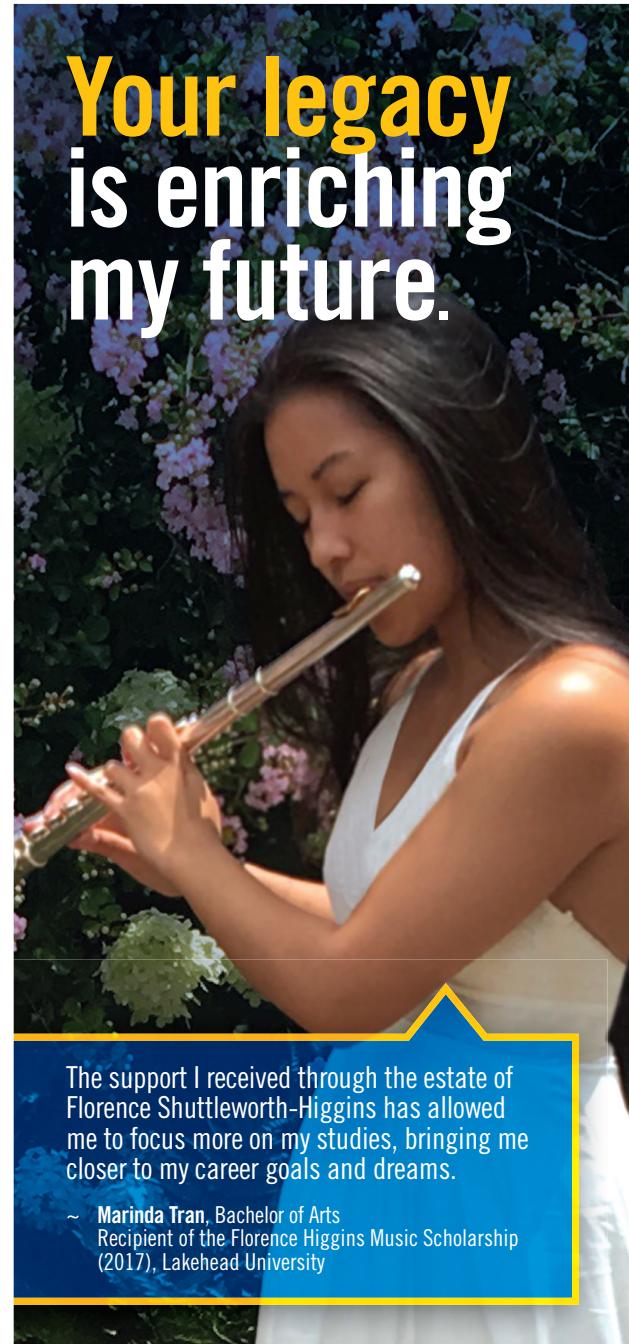
Operations Professional for over six years, I was responsible for handling multiple projects from different countries and keeping operations running. Working for clients from all over the world helped me learn how to deal with people from different cultures, how operations are managed, how business policies are created and how globalization has changed the business world."

Madhur traveled to Lakehead University to pursue his Master in Business Administration (MBA) and will complete the program in August 2018. His time at Lakehead has been very positive, as he has made fantastic friends, who have supported him throughout his academic and personal journey. "Prior to Lakehead, I was an engineer who knew how to run operations but did not understand how my work and the intricacies of the business world interacted. However, throughout my classes and time at Lakehead this aspect has been more clear and I can see how I can impact the Canadian economy in a positive way."

Madhur received the Bob Dhillon award this year for his academic achievements. Bob Dhillon, who received an honorary degree from Lakehead at the 2017 Spring convocation, has directly supported Lakehead University's international outreach to India. He was also instrumental in helping Lakehead University's Faculty of Business Administration develop connections within India.

Contributors

Dr. Bahram Dadgostar
Dr. Michael Dohan
Mr. Quinn Dombroskie
Ms. Maryann Kleynendorst
Dr. Camillo Lento
Dr. David Richards
Mrs. Emily Shandruk



Your legacy is enriching my future.

The support I received through the estate of Florence Shuttleworth-Higgins has allowed me to focus more on my studies, bringing me closer to my career goals and dreams.

~ Marinda Tran, Bachelor of Arts
Recipient of the Florence Higgins Music Scholarship
(2017), Lakehead University



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