



Faculty of Business & Economics  
THE UNIVERSITY OF WINNIPEG



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**COMMUNICATION**  
matters

## The Boom Times – Summer 2012

### New Dean of The Faculty of Business and Economics



Dr. Lloyd Axworthy, President and Vice-Chancellor, University of Winnipeg and Dr. John Corlett, Vice-President Academic and Provost are pleased to announce the appointment of Dr. Sylvie Albert to the position of Dean of the Faculty Business and Economics for a five year term, effective August 15, 2012.

Dr. Albert, who is fully bilingual, joins UWinnipeg from Laurentian University where she has been Associate Dean of the Faculty of Management, and an Associate Professor of Strategy in the MBA program. She has taught since 2004 at both the undergraduate and graduate level in the areas of Strategy/Policy, Organizational Behavior, and Management.

Dr. Albert's research focus has been on intelligent cities where she has played an international role as an author and lead jurist for the Intelligent Community Forum, a New York-based think tank.

### New Associate Chair for the Department of Business and Administration

Dr. Karen Harlos, Chair of the Department of Business and Administration is pleased to announce that Professor Maggie Liu will become the Department's first Associate Chair starting August 15, 2012 for a 2-year term.

In this capacity, Associate Chair Maggie Liu will assist in managing operations and programs within the Department and contributing at the strategic level. This is a substantive role that will bolster leadership capacity and stability in the Department, helping us meet operational and strategic needs.

Thank you in advance for supporting and assisting Associate Chair, Maggie Liu at this important juncture in the Department's evolution.

### **PwC invests in Business and Economic Education**



PricewaterhouseCoopers LLP (PwC) has invested in business and economics education at The University of Winnipeg with a generous gift of \$25,000 for the Faculty of Business and Economics. In recognition of PwC's generosity, a room was re-named June 6th, 2012 at the Buhler Centre, home to the University's Faculty of Business and Economics. The PwC Student Lounge, formerly identified as room 3BC21, is located on the Centre's third floor, facing the

Winnipeg Art Gallery.

UWinnipeg President and Vice-Chancellor Dr. Lloyd Axworthy and Tony Catanese, Office Managing Partner for PwC were in attendance.

### **Faculty of Business and Economics Chartered Accountants of Manitoba Excellence in Teaching Award**

It was Acting Dean Mike Percy's pleasure to announce that Professor Grace O'Farrell has been awarded the second annual Faculty of Business and Economics Chartered Accountants of Manitoba Excellence in Teaching Award. The FBE CA Manitoba Excellence in Teaching Award recognizes members of the FBE who have contributed to the excellence of teaching within the Faculty.

This award acknowledges Professor O'Farrell's extensive teaching contributions in the Business and Administration Department at The University of Winnipeg. Within the department, Professor O'Farrell has taught a variety of courses ranging from Introduction courses to fourth year exit courses. Professor O'Farrell has also developed and delivered three of the critical courses towards the 4-year BBA Concentration in HR/OB. Professor O'Farrell's student teaching evaluations were consistently ranked at the top of the Faculty rankings over the vast variety of courses taught.

Professor O'Farrell has been recognized by students continually for her excellence in teaching by being nominated for the Clifford J. Robson Memorial Award for Excellence in Teaching and was awarded the Outstanding Faculty Award in 2011 by the Business Administration Students Association.

Please join The Faculty of Business and Economics and The Institute of Chartered Accountants of Manitoba in congratulating Professor O'Farrell on her achievement.

### **2012 Great Minds Symposium**

On May 10, 2012, Dr. Phil Cyrenne, Chair of the Department of Economics, participated in the 2012 Great Minds Symposium: Appraising our Potential. This symposium hosted by the Association of Assessing Officers of Manitoba. The AAOM members came together to bring unique combinations of experience, skills, and expertise to inspire the practical and analytical minded.

Dr. Cyrenne's discussion dealt with the hedonic approach in real estate modeling and how it is used to estimate the effects of building and housing characteristics on property values, including issues related to commercial property valuation.

We would like to thank Dr. Cyrenne for representing The University of Winnipeg and The Faculty of Business and Economics at this important symposium.

### **Strive for Excellence**

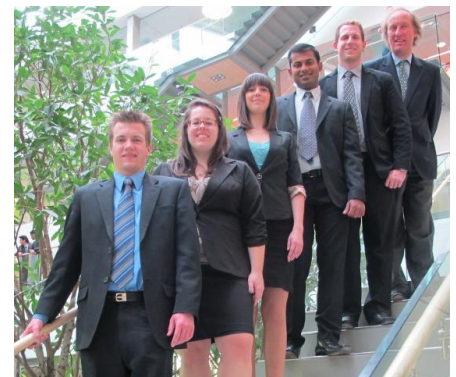
The Faculty of Business and Economics participates in many different business competitions throughout the school year.

#### **The Next 36**

Ethan Baron is an undergraduate student, at the University of Winnipeg, in his fourth year of completing a double major in international business, economics and finance. He competed for one of the prestigious spots in The Next 36 last November.

The Next 36 is a superior program that selects and supports the next generation of high-impact entrepreneurs with a whopping \$50,000 in start up cash as well as mentoring by high-level CEOs. Baron successfully completed an intense series of exercises over one weekend in Toronto but the fun doesn't end there! Now that Baron has made it into The Next 36, he has nine months to develop a mobile venture with three others, from other parts of the country.

This is an amazing opportunity for Baron, as well as the University.



#### **MIMC (Manitoba International Marketing Competition)**

In January of 2012, five students from The University of Winnipeg - Abhilash Tyagi, Geneviève Coulombe, Matt Friesen, Kevin Gooch and Shantel Saliga - placed second in the 30th annual

Manitoba International Marketing Competition (MIMC) held over the weekend of January 6 and 7, 2012.

The MIMC is the largest competition for business students of its kind held in Canada, organized by the Commerce Students Association of the University of Manitoba. This year's competition included teams from Mexico, Brazil and Ghana.

This is the fourth time in the past five years that the UWinnipeg team has reached the championship round, but it wasn't easy this time. Despite industry leading results in the simulation portion of the event, the UWinnipeg team was edged out in a close split decision for a berth in the finals by University of British Columbia (Vancouver) in the preliminary round of the competition on Friday, January 6.

However, the UWinnipeg team won the challenge round Saturday morning against stiff competition from other runner up teams - the University of Alberta, McMaster University and KNUST School of Business, Ghana - to earn the "wild-card" berth in the championship round that afternoon.

"The students repeatedly performed well under pressure" said UWinnipeg faculty adviser John Melnyk. "They were highly ranked by three different panels of judges, which shows the strength of their results, preparation and presentation delivery."

The Mexican team from Universidad Panamericana Bonaterra placed first and University of British Columbia (Okanagon) placed third.

### **GAAPS**

The Delta in Winnipeg hosted the Gathering of Accounting Academics, Professionals and Students Case Competition this past weekend, February 2nd-4th. UWinnipeg students, Jewanjot Singh Bhullar, Sami Moujani, Vidhur Sharma and Casey Berthon reached the final round of the case competition but sadly did not place.

This is the third time in the past three years that UWinnipeg has reached the final round of the competition. And we've only been entering in this competition for three years!

### **CFA Research Challenge**

Five UWinnipeg students, Darrell Menzies, Michael Kurtas, Kyle Tran, Tsai Wei Li, and Ravneet Grewal, traveled to Calgary to compete in the CFA Research Challenge. This challenge is a global competition, which tests the analytic, valuation, report writing and presentation skills of university students. Each university has a team of 3-5 students, analyzing the same company, writing an equity research report, and presenting the findings before a panel of judges, consisting of leading industry experts and CFA professionals.

This is a very in-depth challenge that takes months of preparation. The UWinnipeg Team devoted a lot of time and energy into their work, continually looking to improve their findings.

According to the Coordinator of the University of Winnipeg's new Economics and Finance Program, Phil Cyrenne, "We feel this team did an outstanding job representing the Faculty of Business and Economics as the inaugural team from the University of Winnipeg. As one of 6 of 11 teams that completed the CFA Research Challenge against long established programs, the team was a well-organized and cohesive group led by Professor Hai Ta. Despite a late start and limited resources, the team comprised of both Business and Economics students, performed very well and set a high standard for future teams."

Students within The Faculty of Business and Economics, in three intercollegiate academic competitions, were selected in May for this year's upcoming competitions.

### **For the coming year....**

Corey Thompson, Laura Doer, Melissa Suggitt and Michael Cullum will represent the Faculty in the Manitoba International Marketing Competition (MIMC) in January 2013. The business program has participated in this competition since 1996, and is traditionally a top contender finishing in the top three on several occasions and winning twice.

Alannah Smith, Bud Goff, Jonathon Nyhof and Mundeep Sodhi will represent the Faculty in the Accounting case competition of the Gathering of Accounting Academics, Professionals and Students (GAAPS) conference in February 2013. The business program has participated in this competition since 2010, reaching the final round each time.

Andrew Kussy, Andrew Pashkevich, Colby Bucklaschuk, David Spigelman and Nicolas Joubert will represent the faculty for the first time ever in a regional Ethics Bowl competition in November 2012. The Ethics Bowl is a national debating competition sponsored by the Association for Practical and Professional Ethics in the United States.

"This is by far the earliest we have ever established teams for these competitions," commented John Melnyk, coordinator for the Business Competition course and faculty adviser to these teams. "Doing so gives students the opportunity to build competition participation into their schedules for next academic year, and allows us to start preparation at the beginning of September, just like other fall term courses."

Another team for the Royal Roads International Undergraduate Case Competition scheduled for March 2013 will be selected in December once the Business Strategy course has concluded.

### **New Master of Arts in Environmental, Resource and Development Economics**

The Department of Economics is pleased to announce that September 2012, will be the launch of their new MA in Environmental, Resource and Development Economics. What is the economic impact of climate change? Must we sacrifice the environment to develop our economies? Can natural resources be developed sustainably? How can nations overcome low

incomes and poor health? These are some of the important questions investigated in the Master of Arts in Environmental, Resource and Development Economics (ERDE) at the University of Winnipeg. Graduates analyze how social, environmental and economic issues interact with one another on local and global levels.

ERDE students will obtain proficiency in economic analysis, and apply this knowledge to issues surrounding low-income communities, resource use, and the environment. They will learn from dedicated faculty who are captivated by these topics, and conduct cutting edge research in these areas.

The demand for professional economists with strong analytical skills and practical knowledge in the area of sustainable development has been growing. The ERDE program caters to this demand on the part of employers, whether in the public, private or nongovernmental sectors.

In its first year, the MA in ERDE has 8 students from around the world, including the U.S, Bangladesh and Nigeria.

If you would like more information about this program, please contact Melanie O’Gorman, [mogorman@uwinnipeg.ca](mailto:mogorman@uwinnipeg.ca) or 786-9966

## **New Hires!**

In the past academic year, the Faculty of Business and Economics has added exceptional people to its repertoire of excellent Faculty members.

### **Dr. Bruno Silverstre**

Dr. Bruno Silverstre represented the Faculty and University of Winnipeg at the “SSHRC-Industry Canada Initiative on Leveraging Public Investments in Higher Education R&D to Stimulate Innovation”. The two knowledge exchange meetings held in Vancouver-BC, in February, and in Waterloo-ON, in May, were attended by top management representatives from Industry Canada, Genome Canada, Canada Foundation for Innovation, NSERC and SSHRC, including SSHRC’s current President, Chad Gaffield, and Executive Vice President, Carmen Charette.

- As an outcome of this SSHRC-Industry Canada Initiative, Dr. Bruno Silverstre was invited to produce a report on the Brazilian experience regarding innovation policies in the last 20 years. The report “Lessons from the Brazilian System of Innovation: Targeted Priorities, Knowledge Transfer and Outcomes” is finalized and is expected to be released by SSHRC in the next few months.

- The paper “Social media? Get serious! Understanding the functional building blocks of social media”, co-authored by Dr. Bruno Silverstre and published in Business Horizons, has won the [Business Horizons - Best Article Award 2011](#). In less than one year, this article has been cited over 40 times.



- The paper "Entrepreneurship and Innovation at the Base of the Pyramid: A Recipe for Inclusive Growth or Social Exclusion?", co-authored by Dr. Bruno Silvestre, has been published in the current issue of Journal of Management Studies, which is a [Financial Times Top Academic Journal in Business](#) (FT45) with impact factor of 3.817

- The paper "Managing stakeholder relations when developing sustainable business models: The case of the Brazilian energy sector", co-authored by Dr. Bruno Silvestre, is now in press in the [Journal of Cleaner Production](#), an interdisciplinary journal, with impact factor of 2.425, dedicated to technologies, concepts and policies designed to help ensure progress towards sustainable societies

### **Stefan Dodds**

Two papers that Stefan Dodds has researched have been published this past year

- "Redistributive taxation with heterogeneous relative consumption concerns" in the Canadian Journal of Economics, 45(1)

- "Nosy preferences, benevolence and efficiency" in the Southern Economic Journal, 78 (3): 878-94

This past April, he presented his paper at the University of Manitoba: "Experimental Social Choice: The Impact of Nosy Preferences on Efficiency". This paper was also presented by his coauthor at the 5th Annual Experimental Political Science Conference at New York University in March 2012.

Stefan will also be presenting "Real Estate Prices, Local Retail Markets and the Impact of Public Transit Improvements" (with Mati Dubrovinsky) at the 2012 Canadian Economics Association meetings in Calgary, AB.

This is an exciting and busy time for Stefan!

### **Junwook Yoo**

Junwook has focused his research interest on the informational roles of accounting information, in particular two ways; How disclosure of accounting information is incorporated into the securities prices and how the use of accounting information for compensation purposes affects the behavior of managers.

He obtained a business PHD from the University of Alberta, and an MBA degree from the University of Oregon though is originally from Seoul, South Korea.

Junwook comes to The University of Winnipeg and The Faculty of Business and Economics from Acadia University in Nova Scotia.

## **Research Report**

Dr. Mati Dubrovinsky presented his coauthored paper entitled, “ Real Estate Prices, Local Retail Markets and the Impact of Public Transit Improvements: at the 10th Annual International Industrial Organization Conference at George Mason University School of Law and at the Sauder School of Business at the University of British Columbia.

Amrita Ray Chaudhuri, with Hassan Benchekroun, “Welfare Effect of Mergers and Multilateral Trade Liberalization”, *Review of International Economics*, 20: 119-133

Dr. Phil Cryenne with Alan Chan, are currently working on “High School Grades and University Performance: A Case Study Economics of Education Review”

Dr. Manish Pandey with Michael Benarroch, are currently working on “The Relationship between Trade Openness and Government Size: Does disaggregating government expenditure matter?” for the *Journal of Macroeconomics*.

## **New Administrative Staff for the Office of the Dean!**

The Faculty of Business and Economics would like to welcome Jessica Adkin as our new Faculty Assistant in the Office of the Dean.

If you need to contact The Office of the Dean, call 786-9872 or email: [businessandeconomics@uwinnipeg.ca](mailto:businessandeconomics@uwinnipeg.ca)