

SCHOOL OF BUSINESS

The official publication of the UFV School of Business



Welcome to the latest installment of our UFV School of Business Newsletter, a snapshot of our ongoing endeavors and achievements. In the realm of research, our faculty have made significant strides, delving into innovative projects that push the boundaries of knowledge in their respective fields. Complementing our research endeavors, our teaching accomplishments reflect our commitment to excellence in education, as we continue to inspire and mentor the next generation of leaders and innovators.

Our students are at the heart of everything we do, and their accomplishments stand as a testament to their hard work and dedication. From academic achievements to extracurricular successes, our students continue to excel both inside and outside the classroom. Beyond our academic pursuits, we remain deeply engaged with our community, collaborating on initiatives that make a meaningful impact locally and beyond. Lastly, our newsletter keeps you informed about the latest news and upcoming events, providing opportunities for continued learning and connection within our department.

Thank you for being a part of our vibrant UFV School of Business community as we strive for excellence together.

What's in this newsletter:

RESEARCH

**TEACHING
ACCOMPLISHMENTS**

**STUDENT
ACCOMPLISHMENTS**

**COMMUNITY
ENGAGEMENT**

NEWS & EVENTS

Director's Message

Éy swáyel,

I am thrilled to bring you the latest edition of our newsletter as we reflect on an exciting and dynamic summer semester at the School of Business! This period has been filled with significant milestones and exciting developments that underscore our commitment to excellence and innovation.

Our accomplishments this semester is a testament to our collective efforts and dedication. We celebrated the renewal of our EFMD re-accreditation for an additional five years, a significant achievement that underscores our commitment to excellence. Our faculty received numerous accolades, and our students shone brightly, culminating in a joyous convocation ceremony that celebrated their hard work and perseverance.



Dr. Khyati Shetty

Our commitment to community engagement remains strong. We have made significant strides in enhancing our curriculum, expanding opportunities for work-integrated learning, and strengthening our connections with industry partners. These efforts are designed to empower our students to make meaningful contributions to our community and the broader Fraser Valley region.

This semester has also been incredibly eventful, marked by significant changes in immigration requirements for international students. Nevertheless, I am proud of how our school demonstrated resilience and agility, ensuring minimal disruption for both our students and faculty. We are also excited to welcome six talented new faculty members and an Advisor to our School of Business family. Their diverse expertise and fresh perspectives will undoubtedly enrich our academic community and enhance the learning experiences we offer.

Looking forward, we are actively shaping our Strategic Plan for the next five years. This roadmap will guide us in continuing to deliver cutting-edge education and fostering an environment where innovation thrives. We are committed to ensuring that our students are not only prepared for today's challenges but are equipped to lead and innovate in the future.

As we embark on the next chapter of our journey, the School of Business is filled with optimism and enthusiasm. Together, as a dedicated community of educators, staff, students, and partners, we are poised to achieve even greater success and impact.

On behalf of the School of Business family, I wish you all a wonderful summer filled with joy and anticipation. Stay tuned for more exciting updates and success stories in the coming year!

Dr. Khyati Shetty
Director, UFV School of Business

Research



Dr. Khyati Shetty

Congratulations to Khyati Shetty on the publication of having two research papers published! Her first paper titled "A temporal topology of entrepreneurial opportunities: Implications for the optimal timing of entrepreneurial action" has been published in the Journal of Business Venturing, Volume 39, Issue 1, 106356, in January 2024. A link to the paper can be found here: <https://doi.org/10.1016/j.jbusvent.2023.106356>

Dr. Shetty's second paper titled "Entrepreneurship as career choice for Emirati women: a social cognitive perspective" has been published in the Journal of Small Business and Enterprise Development, Volume 30, Issue 1, pp. 58-77. A link to this paper can be found here: <https://doi.org/10.1108/JSBED-10-2021-0397>

Dr. Chris Schinckus and Dr. Felicia Chong are the guest editors for a special issue of their open access journal by MDPI on World. The title of their special issue is called 'The Role of Green Finance in Economic Development'. It seeks to explore the multifaceted role of green finance in economic development. Dr. Schinckus and Dr. Chong invite scholarly submissions that address the nexus between green finance and economic development. All contributions from various disciplines, such as economics, environmental science, policy analysis, and financial innovation, are welcome. Studies and research papers should delve into the economic theories underpinning green finance such as, but not limited to, the management of externalities, the economics of sustainable development, and the role of financial markets in enhancing environmental stewardship and resource efficiency.



Dr. Felicia Chong



Dr. Chris Schinckus

Dr. Chris Schinckus has co-authored two significant papers published in The Lancet, one of the world's leading medical journals known for its high impact factor. The papers, titled "Global age-sex-specific mortality, life expectancy, and population estimates in 204 countries and territories and 811 subnational locations, 1950–2021, and the impact of the COVID-19 pandemic" and "Burden of disease scenarios for 204 countries and territories and 811 subnational locations, 1990–2021: a global burden of disease study," explore critical global health metrics and their implications.

GBDF Collaborators (Chris Schinckus is a member of the GBDF co-authors network) (2024). "Global burden and strength of evidence for 88 risk factors in 204 countries and 811 subnational locations, 1990–2021: a systematic analysis for the Global Burden of Disease Study 2021". The Lancet (Impact Factor: 168.9), 403, 10440, 2162-2203.

GBDF Collaborators (Chris Schinckus is a member of the GBDF co-authors network) (2024). "Burden of disease scenarios for 204 countries and territories, 2022–2050: a forecasting analysis for the Global Burden of Disease Study 2021". The Lancet (Impact Factor: 168.9), 403, 10440, 2204-2256.

Chris contributed to the economic and statistical analysis in these comprehensive studies, which examine the long-term effects of the COVID-19 pandemic on global mortality and life expectancy, and project future disease burden scenarios. These contributions underscore the interdisciplinary nature of global health research and the importance of integrating economic perspectives into medical studies.

Access the full papers here:

[https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(24\)00685-8/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(24)00685-8/fulltext)

[https://www.thelancet.com/journals/lancet/article/PIIS0140-6736\(24\)00933-4/fulltext](https://www.thelancet.com/journals/lancet/article/PIIS0140-6736(24)00933-4/fulltext)



Dr. Saeed Rahman

Congratulations to Dr. Saeed Rahman whose research article titled “Regenerating Place: Highlighting the Role of Ecological Knowledge” was published in Sage Journals, in January 2024. A link to his article can be found here:

<https://doi.org/10.1177/10860266231220081>

His second article titled “How nature-based knowledge can restore local ecosystems and improve community well-being” was published in The Conversation in March 2024. A link to his article can be found here:

<https://theconversation.com/how-nature-based-knowledge-can-restore-local-ecosystems-and-improve-community-well-being-224832>

Dr. Kirsten Robertson gave a 2 minute microlecture in February this year at the UFV Abbotsford campus. She spoke briefly about her research paper titled “The work of social ecological system intervention”. The following month in March of 2024, Dr. Robertson’s paper was presented to the Western Academy of Management Meeting, California.

Kirsten also attended the ASAC Administrative Sciences Association of Canada (ASAC) 2024 conference in Montreal where she presented two case studies, one of which was written with her research student Trisha Kumar, and chairing a session at the conference. Congratulations!



Dr. Kirsten Robertson



**Dr. Benny Godwin J.
Davidson**

Congratulations to Dr. Benny Godwin J. Davidson published his first article with the University of the Fraser Valley as one of the affiliations. His article titled “Examining the impact of website layout and dark triad approach on real estate purchase decisions in India: a young adult socialization mediated model” was published in the International Journal of Housing Markets and Analysis, in February 2024.

<https://www.emerald.com/insight/content/doi/10.1108/IJHMA-12-2023-0181/full/html>

Benny’s following article titled “Exploring the influence of social media and materialism on impulsive real estate buying decisions among young immigrants in Canada” was also published in the International Journal of Housing Markets and Analysis, in May 2024.

<https://www.emerald.com/insight/content/doi/10.1108/IJHMA-02-2024-0021/full/html>

Dr. David Dobson gave a 2 minute microlecture in February this year at the UFV Abbotsford campus. He spoke briefly about his research paper titled “An exploration on the effects of message framing on plant-based meat alternatives (PBMA’s)”. His paper was submitted to the thirteenth international conference on engaged management scholarship 2023 that was organised by the Haskayne School of Business of the University of Calgary. A link to his paper can be found here: https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4559513



Dr. David Dobson



Mariana Toniolo Barrios

Mariana Toniolo Barrios gave an interview to the Canadian HR Reporter to talk about her research on "the effects of mindfulness on stress". Canadian HR Reporter is an important outlet that delivers industry-leading editorials, news, insights, and resources for Human Resources professionals and business leaders. Canadian HR Reporter has served as an indispensable guide to HR practitioners since 1987. The news outlet has published Mariana's piece as premium content on their website.

🔒 Mindfulness for stress reduction: helpful or harmful?

B.C. study finds mindfulness helps people view their tasks as less threatening – but others question its effectiveness

Mariana also had a paper presented at the 2024 Canadian Engineering Education Association (CEEAA) Conference, which took place in June in Alberta. In this paper, Mariana advances the Scholarship of Teaching and Learning (SoTL) by assessing the effects of self-recorded video assignments on the development of students' critical thinking skills.

Dr. David Dobson attended the Prairie Consumer Behaviour (PCB) Symposium in Saskatoon, which was hosted by the Edwards School of Business, University of Saskatchewan. This marked Dr. Dobson's second PCB symposium and his third trip to this province.



Dr. Prachee Sehgal

Our school was well represented at the Administrative Sciences Association of Canada (ASAC) Conference, 2024 at Montreal this year, and was hosted by the University of Sherbrooke.

Dr. Kirsten Robertson acted as the Divisional Editor for the Organizational Behaviour Division. Dr. Prachee Seghal participated in the cases in development session and presented a case authored by herself, Kirsten and Ms. Plakilla Sandell from Kerkhoff Technologies, Inc.

UFV alumni Ms. Trisha Kumar participated in 'Full Cases Roundtable' to present a case written by her and Kirsten. Dr. David Dobson also participated in the conference virtually as the Divisional Co-Editor for the Marketing Division in addition to presenting a research paper and chairing a session.

Teaching & Student Accomplishments



Dr. Khyati Shetty

Dr. Khyati Shetty was appointed to serve as the Director for the Fraser Valley Indo-Canadian Business Association! She represents Canada as the Country Chair for G100: Top 100 Global Women Leaders. With her expertise spanning academia and leadership consulting across continents, she continues making waves in over 35 countries. She is presently on the board of All Hands, Sydney, and Higher Education Digest, UK, and is also elected as one of the Board of Directors to the Abbotsford Chamber of Commerce.

She was also elected to the Board of Directors of the Abbotsford Chamber of Commerce, 2024-25. And she conducted a workshop titled "Boundaries and Beyond" along with the Women's Leadership Collective, hosted by the Chilliwack Chamber of Commerce and Scotia Women's Initiative in June 2024.

Thank you to Kevin deWolde for your assistance with the Study Abroad information session (In-person & online) held in March for UFV students hoping to combine gaining an international experience with studying a semester abroad.



Kevin deWolde



Special thanks to Dr. Gerry Gannon for his pro bono consultancy work for the Veterans of the Royal Canadian Legion, assisting them with financial statement analysis.

David led an economic impact study for Abbotsford International Airshow as a work integrated learning project for one of his research courses.



Dr. David Dobson



The School of Business, in coordination with the School of Computing, is taking part in the UFV Sustainable Office Certification program. This program is to improve the environmental and social sustainability of our offices and practices. This helps to meet our PRME and UN SDG Goals.

5 Year EFMD Accreditation

The UFV School of Business is pleased to announce that the European Foundation for Management Development (EFMD) has extended the accreditation of our Bachelor of Business Administration (BBA) program for a full five years, until 2029. This re-accreditation follows successful applications in both 2018 and 2021. The re-accreditation is a remarkable achievement that reflects a collective effort and a shared commitment to academic excellence and continuous improvement. To put this achievement into perspective, out of 139 business schools globally that have EFMD accreditation for business, only 73 are accredited for 5 years. We are now part of this distinguished group!

We extend our heartfelt congratulations to everyone who participated in the application process and who supported the School of Business over the past three years. Special thanks go out to Dr. Saeed Rahman, project leader of EFMD accreditation, and Kurt Siemens, accreditation assistant, for their exemplary leadership. Thanks also to the Dean of the Faculty of Business & Computing, Dr. Chris Schinckus, and the Director of the School of Business, Dr. Khyati Shetty, for their guidance during the application process. We also express our gratitude to all staff and faculty members for their contributions and unwavering support. Furthermore, thank you to our stakeholders, including our esteemed UFV colleagues, as well as our students, alumni, and local business and community leaders. Their support, especially during the site visit, was instrumental in showcasing the supportive nature of the relationships within our institution and those between our institution and the local community.

This achievement is not just a milestone for the School of Business but for the entire UFV community. It demonstrates our shared commitment to providing high-quality education and preparing our students for success in a dynamic local and global landscape. We are immensely proud of our collective achievements and look forward to building on this success in the future.



Dr. Saeed Rahman



Kurt Siemens



Dr. Chris Schinckus



Dr. Khyati Shetty



Dr. Jelena Brcic

Congratulations to Dr. Jelena Brcic for having her November 2023 TedX Talk being identified by Ted as having a wide audience interest. This has not been released with the other TedX Abbotsford talks yet and is awaiting a bigger promotion push to the Ted community.

She also presented data that she collected on coping, stress, growth, resilience, meaning making, etc to all BC Search and Rescue members this month. It was an agency wide talk that was recorded and passed on to those who could not attend.

Lastly, she has been invited by the NSW Space Research Network and University of Sydney, Department of Psychology (with an invitation to School of Business students and Faculty) to give two separate talks on her research in space and extreme environments. She will be giving these talks in the last week of August.



Dr. Felicia Chong



Dr. Jon Thomas



Dr. Luciana Turchick Hakak



Dr. Kevin Wainwright



Dr. Masud Khawaja



Undergraduate Research Excellence Award Nominees with Staff & Faculty



Raymond Leung

A big thank you to Felicia, Jon, Luciana, Raymond, Masud & Kevin for volunteering their time to review student research papers for the undergraduate research excellence award nominations 2024.

Guest Lecturers



Dr. Dobson had the privilege of having Laura Authier as a guest lecturer for his BUS 324 class in February 2024. Laura gave David's class an insight about customer journey mapping and how customer relationship management (CRM) concept are used in student recruitments. Laura is a marketing and communications professional. She currently serves as the Associate Vice-President of Community Engagement at UFV. Before she joined UFV, Laura was the Director of Marketing and Communications at St. Michaels University School. She has also previously spent a portion of her career in the tech industry, having worked with HP Canada, followed by Agilent Technologies and lastly MYRA Systems. Laura gained her MBA from the Peter B. Gustavson School of Business at the University of Victoria. She also gained a BA in English from the University of Calgary.



Laura Authier



Jesse Kaufman (front & right)

Dr. Dobson invited one of his former students, Jesse Kaufman as a guest speaker in his Business Statistics class in February. Jesse shared with David's students about how having the ability to understand statistics is an important skill to have in today's times.

Jesse is an inside Sales Representative at Splunk. Before he joined Splunk, Jesse was the former Manager for Strategic Partnerships for Free Valley India, University of the Fraser Valley. He acquired his BBA (final two years) from the Beedie School of Business at Simon Fraser University, while he completed the initial years of his degree from UFV.

Student Accomplishments

Dr. Dobson also invited Mahum Chaudhry as a guest lecturer to his Research Methods class in February. She shared her experience with his class about conducting a successful group project. She is a fourth year student at UFV and is majoring in marketing.



Kelly, an international student from Panama, gave an insight to prospective future students as to why UFV's BBA program is worth considering! She suggested that UFV's BBA program offers a blend of academic excellence with a touch of international experience, and thus offers students a well-rounded educational journey to reminisce and cherish. She also mentioned that the small class sizes at UFV gave her the opportunity to network with her peers and professors. Kelly then mentioned about how through these networking connections developed at UFV, she and a few other students gained part-time jobs while studying full-time on campus. She also likes that UFV teachings enable students to apply concepts gained in class to the real world setting in any job field and sector.

CASCADE
LOUNGE

Exploring the World of Marketing with Ravi Sidhu |
Cascade Lounge Podcast

[youtube.com](https://www.youtube.com)

UFV Marketing Strategy students Yiasu Verma, Bri Barbour, Gurvir Grewal, Jasleen Padda and Taylor Anne W., co-hosted a podcast recently in February that featured seasoned marketer Ravi Sidhu.

In their discussion, they covered various marketing topics, including the ever-evolving business environment and how to stay up-to-date with its changes, the impact of AI on marketing, the importance of knowing your client to create successful campaigns, and general advice for graduating marketing students.



Ravi Sidhu

Abhijeet Kapoor, Jhanavi Sharma, Navya Joshi, and Srishti Pashan, had the incredible opportunity to host a captivating video podcast for our marketing strategy class featuring Sandy Blue, President, Abbotsford Police Foundation, who generously shared her wealth of marketing expertise.



Onkar Sethi, Gurveer Singh, Jahnavi Likhari, Jannat Loomba, and Yash Dutt interviewed Bridgette Hill from Stó:lō Community Futures (SCF) for their video podcast on understanding Marketing from Indigenous lens.

Aiden Jeckel, Liv Sidhu, Rylan and Annika interviewed Tanner Geringer, Owner Valley Films about running a business at a young age, integrating studies in the real world, and how to develop a good strategy to navigate the Fraser Valley's ever-growing business world!



Sales Academy Update

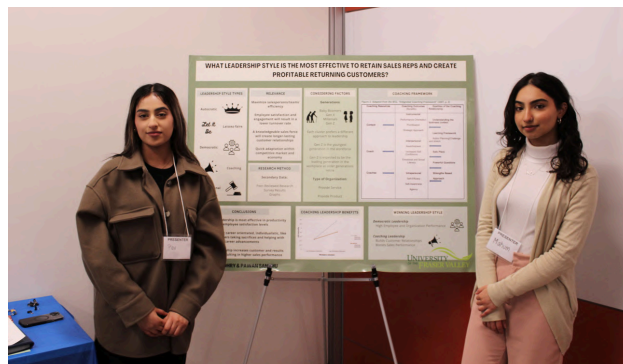
The School of Business's Sales Academy was officially launched this past fall. It encompasses the School's various sales education initiatives, including the new Professional Sales Minor, sales career events, and practicums.

In March, thirty-six BBA students participated in the Sales Academy's annual Sales Management Research Exhibition. The exhibition involved students taking BUS 422 Sales Management presenting a poster based on a sales-related research topic. Approximately 140 people attended the event, including the students, employers and alumni.

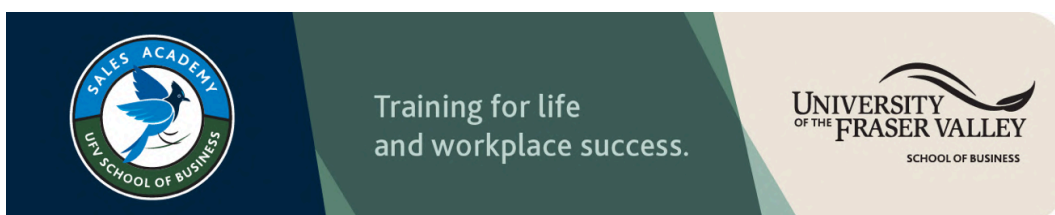
The BUS 422 students' posters (and elevator pitches) were evaluated by a panel of twenty representatives of the local business and non-profit community. The exhibition gave students the opportunity to present their research topics to the judges and sixty to seventy second year students who were there to learn from their "seniors". Five-hundred dollars in prizes were awarded to the winning presenters, thanks to a generous donation from Hub International Insurance.



**Poster Competition Winners (L-R) Bilal Faheem.
Tirth Pahoiuja with Professor Mark Breedveld**



**Elevator Pitch Competition Winners (L-R) Pav Sandhu
& Mahum Chaudhry**



In April, fifteen fourth-year students completed the capstone course in the Professional Sales Minor, BUS 494 Professional Sales Practicum. Students in this course spent one day per week in the workplace of a Fraser Valley sales organization where they participated in a variety of sales-related activities. A big thank you to Tycrop Trailers, Fastenal, Hub International Insurance, Leavitt Machinery, DeVry Greenhouses, Abbotsford Chamber of Commerce, Canex Building Supplies, UFV Bookstore, and Envision Financial for taking on our students.

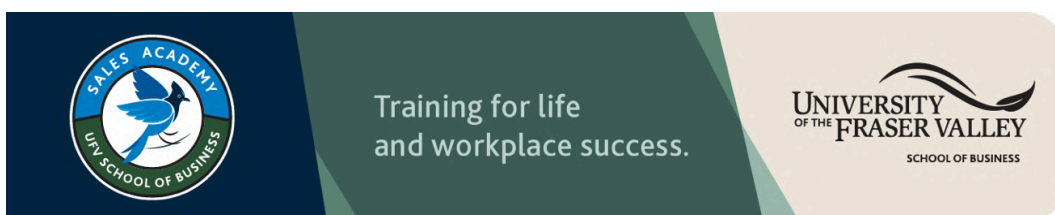


BUS 494 Student Blake Freeman who completed his sales practicum with Canex Building Supplies



Award Presented to UFV's first Professional Sales Minor grad, Kelli Rollins

In June, the Sales Academy will be honouring the fifteen students who completed the Professional Sales Minor in 2023-24 at the annual Sales Academy Awards Night. Hosted by faculty members Nathan Arney and Mark Breedveld, the event is open to both students and alumni who have participated in UFV's sales education program. This year we are excited to have Jarret Bainbridge, a UFV alumnus and a senior relationship manager with social media giant Hootsuite; speak to the students about careers in the Tech industry.





(L-R) Students Manjot Grewal & Sierra Pankonin with the Dean of the UFV School of Business Dr. Chris Schinckus

Our students Manjot Grewal and Sierra Pankonin won the UFV Undergraduate Research Excellence Award 2024 for their group research project on the economic impact of the Abbotsford International Airshow on the local economy.

Special thanks to the Abbotsford International Airshow and David Reith for reaching out and collaborating with us on the student-led applied research project. We truly value such community engaged client-based projects, as these aid with providing our school's students gain a real-world hands-on learning experience while pursuing their undergraduate degree education.



Chad Charest receiving the Dean's Medal of Excellence from Dr. Chris Schinckus

Student Chad Charest became this year's deserving recipient of the prestigious Dean's Medal of Excellence. This award was bestowed upon him by Dr. Chris Schinckus, Dean of the Faculty of Business and Computing at the 2024 convocation ceremony. Chad has graduated with a Bachelors Degree in Business Administration with a major in Human Resource Management and a minor in Professional Sales.

This year's graduates had the privilege of graduating on the remarkable milestone of UFV completing 50 years in providing its students with quality education.



Community Engagement



Bruce Livingstone



Brad Belyan



Cathy Press



Craig Toews



Dave Sidhu



Dave Schaepe



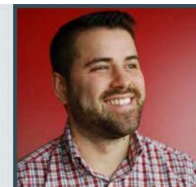
Eben Louw



Gavin Dew



Jack Rozendaal



Jarret Bainbridge



Johann Roduit



John Pankratz



Vineet Verghese



Scott Cadwell



Nik Venema



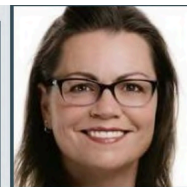
Dr. Vivek Savkur



Marcus Akhtar



**Kathrin
Teichrieb-Matadeen**



Melanie Lantz



Matt Stam

We are thrilled to welcome the brilliant minds of our External Advisory Board at our UFV School of Business for 2023-2024.

- Bruce Livingstone - Economic Development Manager, City of Abbotsford
- Brad Belyan - Director of Maintenance, Conair Aerial Firefighting
- Cathy Press - CEO & Owner, Chinook Helicopters
- Craig Toews - President, Abbotsford Chamber of Commerce
- Dave Sidhu - Councillor, City of Abbotsford
- Dave Schaepe - Director/ Senior Archaeologist at Stó:lō Nation

- Eben Louw - MNP Partner, Strategic Planner & Business Model Designer
- Gavin Dew - Chief Strategy Officer, Abbotsford Tech District
- Jack Rozendaal - Sales & Marketing Manager, DeVry & Greenhouses Ltd
- Jarret Bainbridge - Customer Accountant Manager, Hootsuite
- Johann Roduit - Founding Partner, Conexkt
- John Pankratz - Chair, UFV Board of Governors

- Vineet Verghese - Vice President Commercial Financial Services of Langley and Fraser Valley
- Scott Cadwell - Workforce Development Lead at GS5
- Nik Venema - Associate Advisor at RBC
- Dr. Vivek Savkur - Founder & President Emeritus at BC-India Business Network

- Markus Akhtar - Director of Agentis Asset Management Services
- Kathrin Teichrieb-Matadeen - Vice President of the Fraser Valley Commercial Group
- Melanie Lantz - Vice President of CFS Agriculture
- Matt Stam - CPA Partner at LLT LLP

Also, onboard with us as external advisors, we have Kim O'Sullivan and Paul Mertin.

UFV's trip to Fraser Valley India



(L-R) Cindy Stewart & Susan Brown

Our faculty member Cindy Stewart along with our Education and Career advisor Susan Brown have managed to experience the rich tapestry of India while solidifying the intercultural bonds between India and Canada with their efforts in 'Building Community Across Cultures (BCAC)'. In February 2024, they embarked upon a journey of understanding, connection, and further strengthening unity among cultures across their travel in North India

It was a two week journey that began with landing in Delhi and then travelling for several hours into Northern India. During our travels, they connected with colleagues across several disciplines and learned very quickly the passion and energy in the group that brought so much new energy. BCAC cultural field school trip to India discovered some amazing things about India, its people and its education system. India itself is a massive country (from top to tip, it is the width of Canada) that is home to about 700 tribes, 11 different languages and many different religions including Hindu (80%), Muslim (14.3%) and Sikh (2%). All population data reported by PEW, 2021.

This trip was focused on the Punjab region, homeland of the Sikhs. They visited a cross-section of schools ranging from private K-13 to private universities in Chandigarh and Shimla, plus FVI. In one school they had an entrepreneurial program using bamboo and Sue made sure to bring one back to Canada. At another school there were a variety of robotics being demonstrated with many being a focus of environmental improvement and how those projects can be funded by the Indian Government. There are so many common concerns among educators and to see the time, effort and resources available for children was impressive.

From these visits Cindy got a sense that limited access to resources and equipment is not just a Canadian school system problem, it is visibly evident in India too. Canada seems to be suffering less than the India school system. This might be due to 25% (350 million) of the population being under 14 yoa (Statistica, 2022) and approximately 250 million between the ages of 15 to 25 (WENR, 2022). Approx 15% of this group pursues higher education (36 million) and 1% of them seek education abroad because of limited access to higher education (WENR, 2022).

From our meet the team of FVI and meet the parent event, Cindy and Sue learned that parents are concerned about sending their kids to Abbotsford. They are concerned about housing, the cost of living and personal safety. Some are concerned about changes in the PR program and how they will impact their children upon graduation. Overall, the mood of the room was still very positive towards FVI and UFV.

Perhaps the best part of the trip for both Sue and Cindy was the alumni night where they got to reconnect with our past graduates. They were delighted to hear the very impressive success stories of former students. It was positive affirmation of the great job we all do in helping set our students on the road to business success.

News & Events

An Evening with Murdo MacLean



Murdo MacLean with the RBC Team

This event was sponsored in part by: Renaissance Investments, CIBC Asset Management & the University of the Fraser Valley.

Our event collaborators were Lonny Andrews, CIM, FCSI Senior Portfolio Manager and Wealth Advisor at RBC Dominion Securities, and Mark Siemens, BA, CFP, CIM Senior Portfolio Manager at RBC Dominion Securities.



The guest speaker: Murdo MacLean, CIM Client Investment Manager at Walter Scott & Partners, joined Walter Scott in 2006 and spent 12 years as part of the research team focused on Japanese and U.S. equities. He joined the client service team in January 2019. Prior to joining Walter Scott, Murdo lived and worked in Japan for six years.

The main discussions at the event were as follows:

- Global and International Equities,
- The key companies Walter Scott / Renaissance Investments are following and why?
- Q&A session.



Boundaries and Beyond Workshop with Dr. Khyati Shetty

Our Director, Dr. Khyati Shetty along with the Women's Leadership Collective of the Chilliwack Chamber of Commerce, hosted a workshop titled "Boundaries and Beyond" with the aim of empowering women on the evening of June 7th. This insightful event was sponsored by the event partner Scotiabank Women Initiative. The event's other partner, that also was the venue for the event, was the Molson Coors Brewery, Chilliwack.

Dr. Khyati carefully helped the attendees craft a respectful and healthy much needed 'No' as a response, as opposed to a 'Yes' each time. She drew parallels from her own experience and gave her audience members tips, examples and ways of tackling this delicate issue. Her words of wisdom are meant to benefit women in both their personal and professional lives and hence, assist them in establishing strong and respectful boundaries for themselves without the need to feel guilty for having done so.

Dr. Khyati Shetty was assisted by students from the School of Business, including Manjot Grewal, Navya Joshi, Emily Harder, and Durgesh Chitre, for the workshop facilitation. Several other female student leaders from the School of Business were also sponsored to attend the sold-out event, which saw participation from over 100+ women in the community.

There was full audience participation and engagement at this workshop, with every member asking questions and sharing their inputs. The School of Business faculty and staff members were also in attendance at this event in support of women and Dr. Shetty. This was truly an empowering evening for women to remember and cherish.

A huge thank you to Dr. Khyati Shetty for her ongoing contribution and assistance towards women in our society!



(L-R) Pamela Chatry (Board Vice President, Archway Community Services), Lorne Mackenzie, Dr. Khyati Shetty



Enactus Regional and National Competitions 2024



Dr. Saeed Rahman with the ENACTUS students at the 2024 Nationals



ENACTUS students achievement at the 2024 Nationals

Enactus UFV, under the mentorship of its faculty advisor Associate Professor, Dr. Saeed Rahman, has achieved remarkable success in this year's Enactus Regional and National Competitions. Each year, the Enactus Canada Regional and National Expositions bring together hundreds of students, academics, and business leaders from across the country to celebrate the achievements of Canada's future leaders and entrepreneurs.

Enactus UFV was named regional runner-up in the Desjardins Youth Empowerment Challenge at the Enactus Canada Regional Exposition – Western Canada, held on March 14-15, 2024. The event featured teams from 15 post-secondary institutions across Western Canada.

Additionally, Enactus UFV was a semi-finalist at the 2024 Enactus National Competition. The Enactus Canada National Exposition, held in Toronto from May 14 to 16, featured teams from 49 institutions across Canada. In 12 minutes, the team showcased how their entrepreneurial projects advance the social, economic, and environmental health of our communities. Although Enactus UFV didn't place in the top 4, reaching the semi-finals for two years in a row demonstrates the team's tremendous potential and opportunity to make an even greater impact on our community.

Enactus Canada is a registered charity that inspires post-secondary students to initiate and operate socially and environmentally positive enterprises.



proudly presented by:  Desjardins



ENACTUS students at the 2024 Regionals

At both the regional and national expositions, the Enactus UFV team showcased several projects:

Oak & Earth Design: A social enterprise dedicated to improving the lives of Indigenous peoples in the Fraser Valley. We market, produce, and sell handcrafted soy candles, sharing 50% of the profits with our partner organization, the Fraser River Indigenous Society (FRIS), to support the Indigenous community.

Big Brain Literacy Program (BBLP): A workshop-based program that bridges the gap in financial education for students. The BBLP team develops and delivers workshops to local high school students, international students, and local Indigenous youth, providing them with the knowledge and skills needed to prepare for their futures.

Fraser Valley AgroConnect: A newly launched project, this free web-based interactive platform serves as a comprehensive one-stop solution focusing on information gathering and business marketing. Our website compiles all current grants to save farmers valuable time. To support the 32.3% of farms in BC that rely on direct consumer marketing, we offer digital marketing advice, training, and expertise in business management to our local farmers.

Enactus UFV's participation in these competitions and the showcase of these impactful projects highlight the team's dedication and potential to foster positive change in our community.



ENACTUS students achievement at the 2024 Regionals

Sales Academy Awards Night (SAAN)



Jarret Bainbridge UFV Alumni (2015 BBA Graduate)

The Sales Academy Awards Night was led by UFV professors Mark Breedveld and Nathan Arney and it took place on the evening of June 08. Mark quoted that “It was quite a celebration this weekend at the Sales Academy Awards Night (SAAN). Furthermore, it was so great to see so many in attendance at the event, and that the event also had a good number of his BUS 221 students and alumni in attendance as well.” UFV is also the only institution in Canada to offer a Professional Sales Minor. Hence, this year’s Sales Academy grads are among the first to receive this honour.

Mark had a huge amount of gratitude towards Sam Palmer for coordinating with the event’s caterers, Jasleen Padda and Melissa Palmer for bringing volunteer gifts on behalf of DeVry Greenhouses, and to Taran Mann for his follow-up support on our event invitations and with contacting Sales Minor graduates.

This year, we were excited to have Jarret Bainbridge as a guest speaker, that is a UFV alumnus and a senior relationship manager with social media giant Hootsuite; speak to the students about careers in the Tech industry.



Student Samantha Palmer



(L-R) UFV Professors Nathan Arney & Mark Breedveld with their student Jasleen Padda

Congratulations to this year’s Professional Sales Minor Grads :

- Alyssa Meers
- Blake Freeman
- Chad Charest
- Grace Warkentin
- Gur Malhotra
- Jasleen Padda
- Liv Sidhu
- Melissa Palmer
- Noah Moorhouse
- Rebecca Whitmell
- Roy McClure
- Rylan Gehrler
- Samantha Palmer
- Taranpreet Mann
- Travis Walton
- Zachary Plummer



UFV accounting students got the wonderful opportunity to network with KPMG, a Vancouver based accountancy firm. This event was hosted for the students by the School's of Business on 10 April 2024. The curious students got to learn more about KPMG and about their recruiting process at the event.

We had the absolute pleasure of welcoming guest speaker Dr. Todd Green from the Goodman School of Business, Brock University. Dr. Green gave an overview about Corporate Social Responsibility (CSR): what it is? And when does it work? His talk aimed at helping the event's attendees understand how to best define what CSR means and that CSR is not a one size fits all concept. This event took place online on 07 May 2024.



The UFV School of Business is proud to be sponsoring a hole in the Archway Community Services Charity Golf Tournament that will take place on June 25, 2024. Lorne Mackenzie & Saeed Rahman will be assisting with this event on behalf of the School of Business. ENACTUS club students will represent the School of Business on the day of the event.

Strategic Plan (2024-2029)



(L-R) Lorne Mackenzie, Dr. Khyati Shetty, Kurt Siemens, Dr. Luciana Turchick Hakak, Dr. Saeed Rahman, Kevin deWolde

The School of Business is excited to announce the release of its Strategic Plan for 2024-2029. This ambitious roadmap was meticulously crafted by a dedicated Working Committee, composed of esteemed members: Kevin Dewolde, Felicia Chong, Kurt Siemens, Masud Khwaja, Saeed Rehman, Luciana Hakak, and Khyati Shetty. The committee's efforts were guided by Lorne Mackenzie, whose leadership was instrumental in shaping the plan's vision.

The development of this strategic plan was a collaborative effort, drawing on the collective wisdom and insights of the school's faculty, staff, leadership, and community stakeholders.

The School of Business is pleased to welcome
the following new employees

New Permanent Faculty Members

- **Chang Lu** - Strategic Management, Management Area
- **Dr. Benny Davidson** - Marketing Area
- **Donna Derksen** - HR Analytics, Human Resources & Organizational Studies Area
- **Dr. Zubair Raja** - International Business, Management & Marketing Area
- **Jason Campbell** - Indigenous Business, Management Area

2024/2025 Limited Term Appointment Instructors

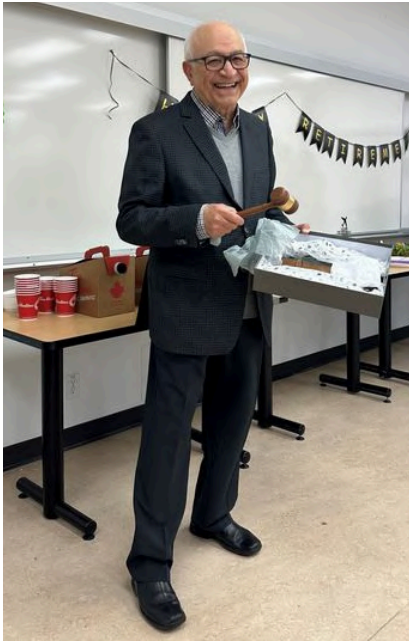
- **Dr. Prachee Seghal** - Human Resources and Organizational Studies Area
- **Sophie Farmani** - Management Area
- **Susan Buba** - Accounting/Finance and Management Area

New Staff

- **Cathy Hutchinson** - Education and Career Advisor

 *Congratulations* 

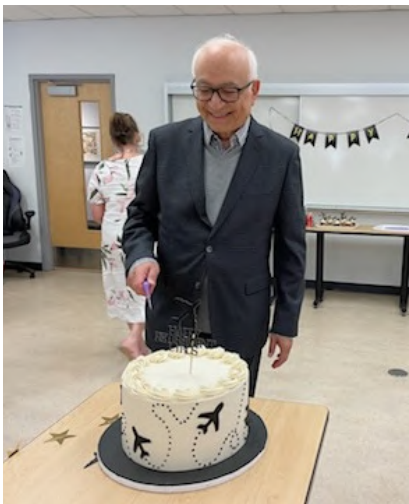
Happy Retirement Cyrus Chaichian, We will miss you!



Cyrus joined the UFV School of Business in 1991. He made big waves instantly and took up leadership positions such as the Chair of the School of Business Meeting, Chair of the Faculty of Business and Computing Faculty Council and the Chair of the Senate Committee for student appeals. His contribution towards successful industry alumni is highly evident through his teachings and values deeply instilled in his students.



Happy Retirement



Cyrus taught UFV students 'Organizational Behavior' and two of the four Aviation Management courses that he had developed for UFV's Aviation Program: BUS 360 International Air Transportation and BUS 460 Airline Management. He also regularly updated every syllabus to ensure his courses reflected the most current and best practices for UFV students.

It has been a true privilege for the UFV School of Business to have you work with us for 33 beautiful years.

Thank you sincerely for your phenomenal contribution to our students and for giving back to our precious community in your own unique way.

Happy retirement Cyrus, we will miss you at UFV. We further warmly wish you and your family all the very best!