MacEwan UNIVERSITY | SCHOOL OF BUSINESS

business student conference

Friday, October 13

Time	Session	Location
8 a.m.	**Registration & Light Breakfast**	Hall C Foyer
8:40 a.m.	**Welcome Messages:** Dean Richard Perlow Delores Dreaver, Indigenous Knowledge Keeper Kristina Botelho, Allard Chair in Business	Hall C
9:40 a.m.	**Professional Development Sessions**	
	Artificial Intelligence: Trends and Implications for Job Market Session Chair: Dr. Bob Graves, Associate Professor, International Business, Marketing, Strategy & Law Panelists: Calin Anton, Associate Professor, Department of Computer Science, MacEwan University Lindsay Sylvester, Director of Marketing Operations, Alberta Machine Intelligence Institute Justin Stevens, Machine Learning Educator, Alberta Machine Intelligence Institute Daniel Jordan, Director of Strategy, SocialLite Description: This session on AI will go over the current and possible futures of AI, featuring a panel of people with a technical background in AI and industry partners from a variety of disciplines.	Salon 15/16

Time	Session	Location
9:40 a.m.	***Data Analytics for Business Intelligence*** Session Chair: Dr. Parminder Singh Kang, Associate Professor, Decision Sciences Panelists: Luke Kasianiuk, Technical Analyst, Silverberg Group Shaun Rudanec, Senior Managing Consultant, IBM Adam Asquini, Director Information Management & Data Analytics, KPMG Georgia Withers, Director, Procurement / Materials Management, Ledcor Constructors Inc. Description: In today's data-driven world, the ability to harness and interpret data is a vital skill that transcends academic disciplines. The "Data Analytics for Business Intelligence" panel discussion is designed specifically for undergraduate business school students who seek to understand the fundamental importance of data analytics and storytelling, regardless of their primary academic focus. This session brings together a group of esteemed industry experts who will shed light on the significance of data analytics and its transformative potential in the business world. Our panel of experts, comprised of professionals with extensive experience in various industries, will share their insights into how data analytics can drive informed decision-making, enhance business strategies, and shape the future of organizations. They will emphasize the relevance of data analytics to a wide array of business disciplines, demonstrating that data-driven insights are not confined to data science or analytics majors alone. Instead, they are a valuable asset for students pursuing degrees in supply chain management, marketing, accounting, finance, management, entrepreneurship, and beyond. This is an excellent opportunity to learn about job opportunities in data analytics and how students, regardless of their major, can prepare themselves for careers in this field.	Salon 17/18
	Nurturing Minds: Student Mental Health, MacEwan Resources and Self-Care Strategies Session Chair: Dr. Michelle Malin, Associate Professor, Accounting & Finance Panelists: Jenna Williams, Registered Psychologist, MacEwan University Janet Guenter, student and volunteer coordinator for Peer Support Description: Join us for an enlightening presentation on "Nurturing Minds: Student Mental Health, MacEwan Resources and Self-Care Strategies." Discover invaluable resources available at MacEwan University to support your mental well-being, and gain practical tips to prioritize self-care throughout your academic journey. Let's embark on a path to a healthier, happier, and more successful student life together!	Salon 19/20
	Job Search: What works and what doesn't work? Session Chair: Dr. Françoise Cadigan, Assistant Professor, Management & Organizations Panelists: Allie Bodnar and Kelsey Lozinski from Aplin Jamie Chomay from Enterprise Holdings Shanelle Garlough, Bachelor of Commerce (HR Management) '20, Specialist in Talent Acquisition and Emerging Talent at AIMCO Description: This session will target first-time job seekers.	Salon 2

Time	Session	Location
9:40 a.m.	***Entrepreneurship as a Career Choice*** Session Chair: Dr. Bruce Thomson, Assistant Professor, Management & Organizations Panelists: Tristan Ham, Entrepreneur in Residence, MacEwan Jacob Christian Joshua Bell, Student Description: The session revolves around three entrepreneurs who will tell their stories and then answer questions about how they got started and why they are still at it!	Salon 3
10:40 a.m	**Professional Development Sessions**	
	Pursuing an International Career Session Chair: Stacey Gordon, Senior Director, Trade Finance at ATB Financial & Sessional Instructor Panelists: Dr. Murli Muralidharan, Chair, Department of International Business, Marketing, Strategy, & Law Anani Klutse, Principal at TradeBrokers Jocelyn Palmer, Manager, Collaborative Service Delivery with Catholic Social Services Description: The session will focus on the stories of three professionals/experts in their field and how they navigated working internationally with the intention of giving students a look at different ways to work globally. The session will include a panel of discussions where we will hear different perspectives and experiences as well as time for questions.	Salon 15/16
	The Art of Career Management Session Chair: Cheryl Kuehn, Co-operative Education Advisor Guest: Bill Matthews, Community Partnership Developer, MacEwan Description: Networking is a work that strikes fear in the hearts of many of us. However, building a core network is integral to building and managing your career. One interesting statistic related to job search is that at least 75% of jobs are estimated to be filled through direct connection, not public job postings. In this session, we will explore the importance of relationship building to your professional career and outline some practical tips to foster and maintain professional relationships.	Salon 17/18
	Supply Chain Management: Trends & Opportunities Session Chair: Dr. Michael Leung, Principal, Synergia Associates & Sessional Instructor Panelists: Mallory Yawnghwe, President of Indigenous Box Dr. Arka Mukherjee, Assistant Professor, MacEwan Mr. Zackary Parker, Digital Supply Chain Senior Consultant, Ernst & Young Description: SCM is the corporate function most sensitive to changes and disruptions. Pandemics, natural disasters, geopolitical trade wars, labour strikes all cause disruptions and shortages. Conversion to EVs requires major overhaul of automakers' supply chains. Autonomous vehicles and drones will change how goods are transported. 3D printing, blockchain, IoT, and AI will change how goods are produced, stored and delivered. Panelists will discuss some of these trends and how corporations respond to them as opportunities.	Salon 19/20

Time	Session	Location
10:40 a.m	***Personal Finance*** Session Chair: Raina Rudko, Associate Professor, Accounting & Finance Panelists: Folake Okusanya, Assistant Branch Manager, Advisor, Royal Bank of Canada James MacTavish, Senior Advisor, Investor & Industry Education, Alberta Securities Commission (ASC) Description: Join us to hear from experts in banking and the investment industry. Topics discussed include credit scores, loans, mortgages, types of investments, how to invest (DIY, Advisor, Robo) and the value of creating your own financial plan.	Salon 2
	Brand Me: Personal Branding in the Digital Age Session Chair: Dr. Fernando Angulo-Ruiz, Professor, International Business, Marketing, Strategy, & Law Panelists: Simon Trafford, Managing Director, SocialLite Huy Do, Strategy Manager, Telus Chantelle Campbell, Director of Marketing at Granify Allison Watson, Vice-President, Leger Description: I asked ChatGPT 4.0 what personal branding is and it says, "personal branding is the intentional effort to create and influence public perception of an individual by positioning them as an authority in their industry, elevating their credibility, and differentiating themselves from the competition, to ultimately advance their career, increase their circle of influence and have a larger impact. It's the practice of people marketing themselves and their careers as brands, leveraging the same strategies that make celebrities or corporate brands appeal to others. In today's digital age, with the ubiquity of social media and the democratization of information, personal branding is more crucial than ever. It's not just about self-promotion, but about establishing a reputation, building trust and showcasing one's unique value proposition in a crowded marketplace." In this panel, with renowned marketing practitioners, we will discuss whether ChatGPT's statement actually makes sense. Additionally, we will have a conversation about the key principles behind personal branding, the opportunities that personal branding provides, and the dark side of personal branding.	Salon 3

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Time	Session	Location
12 p.m.	**Lunch & Keynote Speaker Joe Roberts, The Skid Row CEO** About Joe Roberts On a cold, rainy day in 1989, a man named Gus sat down on a park bench next to Joe Roberts. Gus took in Joe's dirty clothes, disheveled hair, and shopping cart and decided to say something. "There's more to you than you can see." Those eight words changed the trajectory of Joe Robert's life. At the time, Joe was a homeless opiate addict. He had no money, no prospects, and no belief in his own potential. He'd been living on the streets of Vancouver, struggling with opiate addiction and mental health issues, in large part due to childhood trauma and abuse. It was hard for Joe to see his own possibility. As he sat there in the rain, he never would have imagined that within 12 years, he'd be featured on the cover of Canadian Business as one of the most successful entrepreneurs in Canada. But Gus's words opened Joe's mind to the idea that maybe, just maybe, he had the potential for more. That one spark of possibility changed everything. It wasn't an easy journey, but Joe got sober. He went back to college. He graduated with honors. He started a career in sales and then built from the ground up a successful media company. His dramatic turnaround earned him the moniker The Skid Row CEO. All because Gus had shown him a glimpse of the unlimited potential that had always existed inside of him. But as Joe became extraordinarily successful, he also became increasingly aware that his work wasn't connected to his purpose. He wanted to help others the same way he'd been helped. So he left his job and set out on a mission to make a difference. He'd already started sharing his story, but he wondered if he could do more to help the younger versions of himself living on the street. So in 2016, he started pushing a shopping cart again- this time for the thousands of homeless youth who needed help to achieve their potential, just like he had. He pushed that shopping cart for 17 months across the entire width of North America. And it worked. After walking almost 12 million steps through rain, snow, and shine, The Push for Change campaign made a tangible impact on Canada's homeless youth. It raised awareness and funds and, more importantly, inspired permanent improvements to federal programs for vulnerable children. Along the way, Joe found his belief in the power of possibility strengthened exponentially. He found that the more he embraced the possibility of a challenge - climbing the next hill, walking through the rain, speaking to the nation - the more he was inspired to go further. Everything he needed to overcome the next challenge or change he already had. It's this belief that drives Joe's work. Everyone has unlimited potential: they just need to realize it. Joe's goal with every speaking engagement is to inspire that same belief in others. For over 25 years, he has shared his powerful story with thousands of people in every industry imaginable. His message is simple. Yes, he overcame catastrophic failure to achieve extraordinary success, but he's not special. Everyone has this same unlimited potential. Sometimes, they just need to hear, "There's more to you than you can see." So that's what Joe tells them. Because when you believe in yourself, anything is possible.	Hall C

keynote address

Joe Roberts

The "Skid Row CEO"



Time	Session	Location
1:45 p.m.	**Break**	
2 p.m.	**Panel with Distinguished Industry Executives** Moderator — Ali Taleb, Associate Dean, MacEwan University School of Business (Moderator) Dr. Ali Taleb is Associate Dean at MacEwan University School of Business. Prior to this appointment, he served as the Director of the Institute for Innovation in Management Education and as Associate Professor with research and teaching interests in Strategy, Global Management and Corporate Citizenship. Dr. Taleb's teaching and research are informed by an extensive international exposure and practical business experience in both senior management capacity and management consultancy across Africa, Europe and North America. His formal education includes a PhD in Strategy and International Management (HEC Montreal, Canada), an MBA in General Management (Ivey Business School, Canada), and an M.Sc. in Telematics/Engineering (University of Paris, France). Panelists: Kristina Botelho, Founder/CEO of kb&co & the 36th Allard Chair in Business, MacEwan University Kristina is the Founder of kb&co, a casual, plant-based cafe in Edmonton and surrounding areas, as well as Calgary, and Kelowna. With a background in business and a passion for health and wellness, Kristina opened her first kb&co in Edmonton in 2016. Not only is Kristina passionate about her business, but she has a desire to give back and help others within the community through sharing her journey in Entrepreneurship and her personal experiences. Kristina believes that "Your greatness is not what you have, but in what you give" – Alice Hocker Joe Roberts, The Skid Row CEO Joe was struggling with substance use disorder and experiencing chronic homelessness. He had no money, no prospects, and no belief in his own potential. He'd been living on the streets of East Vancouver, dealing with opioid dependency and mental health issues, in large part due to childhood trauma and abuse. As he sat there in the rain, he never would have imagined that within 12 years, he'd be featured on the cover of Canadian Business as one of the most successful entrepreneurs in Canada. All because one person on a park bench opened Joe's mind to the idea that maybe, just maybe, he had the potential for more, when he told Joe: "There's more to you than you can see." Abbie Stein-MacLean, Head of Capital City Pilots, Edmonton Unlimited Abbie leads Edmonton Unlimited's Capital City Pilots – an Innovation Challenge program that calls on local innovators to address Edmonton's challenges, both small and large. Abbie is a seasoned leader in the Edmonton startup and scaleup spaces. As an advocate for the local sector, Abbie has consulted for and contributed to various provincial and municipal government publications and initiatives. She has spoken at conferences and events on innovation and sustainability. Brent Willett, CPA SCMA, Supply Chain Executive Advisor Brent owns Engaged SCM, a supply chain management advisory firm and is the former Chair of the Board and Interim CEO of the Alberta Institute for Supply Chain Canada. He is a supply chain thought leader with extensive 'Big Four' consulting experience including AI/ML deployments. Brent has led digital supply chain transformations across multiple industries including healthcare, retail, and oil & gas. He is also a MacEwan alum! Description: This special session will feature a panel of distinguished industry executives with extensive experience in leadership and a strong reputation for people development. The objective is to inspire the participants and encourage them to think about their future careers and impact. The moderated discussion will cover critical topics such as the meaning of success, the traits of great leaders, the importance of personal values in decision making, and how emerging leaders are identified and nurtured early on in their careers.	Hall C
3:15 p.m.	**Closing Remarks**	Hall C
3:30 p.m.	**Networking & Exhibition**	Hall C