

School of Business Council Meeting
Thursday, February 15, 2018
4:00 – 5:30 p.m.
Room 7-284 CCC
MINUTES

1.0 Call to Order

The Chair, Dean Wanda M. Costen, welcomed everyone to her first council meeting and called the meeting to order at 4:00 p.m., as quorum of 22 was met and exceeded.

The Dean read the official MacEwan University land recognition statement:

We acknowledge that the land on which we gather in Treaty Six Territory is the traditional gathering place for many Indigenous people. We honour and respect the history, languages, ceremonies and culture of the First Nations, Metis and Inuit who call this territory home. The first people's connection to the land teaches us about our inherent responsibility to protect and respect Mother Earth. With this land acknowledgement, we honour the ancestors and children who have been buried here, the missing and murdered Indigenous women and men and the ongoing collective healing for all human beings. We are reminded we are all treaty people and the responsibility we have to one another.

2.0 Approval of Agenda/ Consent Agenda

SOBC-01-2018-02-15

Carried

MOTION: It was moved by T. Costouros, and seconded by K. Al-Jarrah that School of Business Council approve the Motion to approve the Agenda and Consent Agenda as presented, which included the following items on the Consent Agenda:

- 2.1 Minutes:** School Council Meeting, Nov. 2
- 2.2 Executive Committee** (W. Costen, Chair):
 - 2.2.1 Minutes, Nov. 16, Jan. 15, Jan. 17, Jan. 24 & Feb. 7 (all for information)
- 2.3 Business Programs and Curriculum Committee** (S. Ibach, Chair)
 - 2.3.1 Report – including various revisions to courses delegated to BPCC, in the departments of IB, Mktg, Strategy, & Law and OB, HR, & Mgmt.
 - 2.3.2 **Motion** – to recommend to AGC's Committee on Admissions & Transfers (CAT) an addition to Admission Criteria for Paralegal Studies (IB, Mktg, Strategy, & Law)
- 2.4 Faculty Development Committee** (W. Costen, Chair)
 - 2.4.1 Report
- 2.5 Sabbatical Leave Recommendation Committee** (W. Costen, Chair)
 - 2.5.1 Report (A Collective Agreement Committee)
- 2.6 Academic Governance Council (AGC) Update**
 - 2.6.1 Meeting Synopses, Nov. 28 & Jan. 23

The Chair advised that Item 4.1, a Motion to revise the Terms of Reference of the Ad Hoc EPAS Committee, and appointment of replacement members, was withdrawn, as it was not ready. Further consideration will have to take place before the matter is brought back to a future meeting.

SOBC-02-2018-02-15

Carried

MOTION: It was moved by E. Perez, and seconded by R. Jenne that School of Business Council approve the Agenda and Consent Agenda, as amended. The motion was carried.

3.0 Presentation

3.1 Seeking Feedback on Proposed Policy re: Demonstrations on Campus

(Ian Hanson, Legal Counsel, Office of General Counsel)

Michelle Plouffe, Vice President, General Counsel was tasked by the President's Office and the

Policy Advisory Group (PAG) with developing a new policy for handling demonstrations on campus. Council members are requested to share feedback with Ian (hanson@macewan.ca). Demonstrations may be permitted (in keeping with freedom of expression in the Canadian Charter of Rights and Freedoms), if the organizers register in advance. There could be a charge-back if there are additional security costs. A demonstration space would be designated, with the selection based on the following facts: high visibility, ease of access, separation from classroom areas and study spaces, alternate routes for vehicular and foot traffic, and seasonal functionality. The following activities would be proscribed: unlawful conduct, violence, threatening behaviour, and damage to University property.

Comments and Questions from Faculty:

- In response to a question from P. Callaghan, I. Hanson confirmed that demonstrations could be “live-mapped”, so they can be avoided.
- In response to a question from M. King, I. Hanson advised that counter-demonstrations may be approved.
- In response to a question from S. Subramani, I. Hanson confirmed that demonstrators who have not registered, or who breach conduct guidelines, would be dispersed by security. Properly registered demonstrators might be able to return.
- In response to a question from C. Hancock, I. Hanson advised that there would be staff and faculty training, with monitoring of demonstrations and signage.
- W. Jaciuk was concerned that it might appear that we support the demonstration. I. Hanson responded that the policy will be that MacEwan takes no position on a demonstration, but that we are doing our duty by offering and managing a publicly-supported space.
- B. Graves expressed concern about the challenges of defining what a demonstration is. I. Hanson advised that the policy will focus on organized demonstrations, and not impromptu gatherings around a display table.
- In response to a question as to whether a strike could be considered a demonstration. I. Hanson advised that this question might be better addressed under the Collective Agreement.
- Responding to student S. Murray’s question, I. Hanson advised that if there is an un-registered demonstration, security would ask them to either leave or register, which would not be a long process.
- In response to T. Costouros’ question, I. Hanson advised that any charge-back would be for additional security, more than standard security.

3.2 Update on the Dean & Executive Committee’s Review of Performance Evaluation Criteria

(B. Graves, Vice Chair, Executive Committee)

At the September 25, 2017 School Council meeting, the process of revising the performance evaluation criteria for instructional faculty was discussed. With the new Collective Agreement, there are now five levels of performance instead of three, which necessitated interim interpretations measures in the School of Business performance evaluation criteria. The following motion was passed:

THAT School of Business Council approve the interim interpretations of performance indicators for Faculty and Faculty School Advisor Performance Evaluation Criteria as stated below, which would be applied to evaluations in the 2016-17 and 2017-18 academic years:

- Exceeds expectations: something between Meets Expectations and Meritorious;
- Meets expectations is synonymous with Satisfactory (effective performance as demonstrated by the member);
- Requires Improvement: something between Meets Expectations and Unsatisfactory.

According to Article 14.4.1 of the Collective Agreement, 2017-19:

In collaboration with the Executive Committee of each Faculty or School Council, the Dean will prepare in writing the criteria for the evaluation of performance. Criteria, and any subsequent changes, will be approved by a vote of Faculty or School Council.

The Dean and Executive Committee met on more than one occasion since that Council meeting, to develop Revised Criteria. Executive Committee is developing a grid to show how the five levels would be applied to different ranks, with adjustments for different workloads. Much progress has been made. Executive Committee will share draft Revised Criteria, which would be reviewed at department council meetings. Once proposed Revised Criteria is finalized, the Dean would present it to School Council for approval.

4.0 Ad Hoc EPAS Committee (T. Huckell on behalf of M. Roberts)

4.1 Update

T. Huckell presented on behalf of M. Roberts and explained that the committee is in the pre-approval stage of applying for accreditation of the BCom by the Brussels-based European Federation of Management Development (the process is known as EPAS).

Comments and Questions from Faculty:

- In response to a question from F. Saccucci, T. Huckell confirmed that there is access to past successful candidates. The Dean also confirmed that an advisor has been assigned to the committee, who reviews the application materials, provides feedback and recommends the application.
- In response to a question from P. Callaghan, T. Huckell advised that Course Leaders may be sent a spreadsheet of courses, and will be asked to identify the extent of certain common curricular goals in each course.
- Responding to E. Bocatto, T. Huckell confirmed that previous work in applying for BCom accreditation would be useful for EPAS, and in turn the EPAS process would be useful in the upcoming review of the BCom.
- The Dean advised that we are in the pre-approval stage of EPAS, which requires a 15-page data-sheet about the School and the BCom to be completed. The data-sheet is being revised to strengthen evidence that it reflects EPAS's focus on corporate social responsibility, ethics, sustainability and international experiences for students. This is a challenge to quantify, as we do not have an ethics course, for example, but instead have these curricular goals woven throughout the entire curriculum. The EPAS process typically takes up to three years.

5.0 Dean's Update

New Budget Process: The Dean shared that when she arrived a month previously, the university leadership team was undertaking a two-day budget review process. The new process aims to be more collaborative and transparent. Departments presented what they do, how they do it, where the money is going, and what they need. The goal is for the university to make collaborative decisions on priorities and spending, taking into account the upcoming provincial budget.

Campus Master Plan: The university is seeking feedback on the new campus master plan for campus growth. The priority for the School of Business is a building. Although our current strategic plan does not end until 2018/19, we are beginning preliminary conversations about where the plan might be going next. What we do strategically as a university and campus must align with the Campus Master Plan to ensure that we have the facilities to accomplish our mandate.

C. Hancock advised that there would be pop ups on February 16th on the Campus Master Plan and encouraged members to submit suggestions.

6.0 Associate Deans' Updates

Update of William Wei, Associate Dean, Research & International

At the next monthly research seminar, F. Angulo was to present on Indigenous database and survey he is working on. Later, there would be a MacEwan Author Celebration to recognize all campus-wide publications in 2017. The following Business faculty members were to present their work:

- **Fernando Angulo-Ruiz.** “How does marketing capability impact abnormal stock returns? The mediating role of growth,” in *Journal of Business Research*.
- **Lyle Benson and Rickard Enstroem.** “Deliberate institutional differentiation through graduate attributes: implementing professional skills at MacEwan School of Business” in *Journal of Management Development*.
- **Rickard Enstroem and Subhadip Ghosh.** “Competitive Product Positioning and Pricing under Brand Loyalty” in *Indian Economic Review*.
- **Rickard Enstroem and Rodney Schmaltz.** “A walk on the wild side: The impact of music on risk-taking likelihood,” in *Frontiers in Psychology*.
- **Rohit Jindal.** “To cheat or not? Results from behavioral experiments on self-monitoring in Vietnam,” in *Journal of Strategic Behavior and the Environment*.
- **Etayankara (Murli) Muralidharan.** “Culturally endorsed leadership styles and entrepreneurial behaviors in Asia,” in *The Palgrave Handbook of Leadership in Transforming Asia*. Palgrave Macmillan; “Economic inequality and social entrepreneurship,” (co-author) in *Business & Society*; “National ethical institutions and social entrepreneurship,” in *Handbook of Research on Human Factors in Contemporary Workforce Development*. IGI Global.
- **Albena Pergelova and Fernando Angulo-Ruiz.** “Measuring the efficiency of digital advertising,” in *Digital Advertising: Theory and Research* (3rd ed.). Routledge; “Comparing advertising effectiveness in South-American and North-American contexts: Testing Hofstede’s and Inglehart’s cultural dimensions in the higher education sector,” in *International Journal of Advertising*.
- **Michael Roberts.** “The scaffolding activities of international returnee executives: A learning based perspective of global boundary spanning,” (co-author) in *Journal of Management Studies*.
- **Ali Taleb.** “Corporate Diplomacy and institutional upheaval in host countries: The ‘Arab Spring’ experience of two Canadian multinationals in Egypt,” in *Advanced Series in Management*. Emerald Publishing Limited.
- **Bruce Thomson.** *Stigmas, Work and Organizations*. Palgrave Macmillan.
- **William Wei.** *Thirteen Ivey-MacEwan Co-Brand Cases* (contributors also include Mark Arnison, Mike Annett, Ali Taleb, Ryan Orchard, Kimberley Howard, Vicky Nie, Michael Roberts, and Makarand Gulawani). Ivey Publishing; “FDI outflows, exports and financial development,” (co-author) in *Journal of Economic Studies*.

Student Research Day, organized by Arts and Science, was upcoming and Faculty were asked to encourage any interested students to register. Deadlines were also approaching for university-level funding for projects and conferences, as well as the (Undergraduate Student Research Initiative (URSI).

Update of Gordon Lucyk, Associate Dean, Students

It is competition season and the School of Business sent a team to Washington D.C. Other upcoming competitions included ENACTUS in Calgary, HRC West and Not-for-Profit on the same weekend, and the CPA competition. The students are really working hard and the faculty supporting the competition teams were thanked. The CASE Club is having an Interdisciplinary Case Competition. In the second annual MacEwan Business Challenge, led by A. Taleb, student teams from area high schools compete, giving them a good introduction to the School of Business. L. Linaker is supporting students sent to the European Innovation Academy. Students go to places like Portugal and Italy and work with people from places like Stanford and Berkley. Participation started in the School of Business, but it is now interdisciplinary and supported by the Provost.

7.0 Department Chairs' Updates

Decision Sciences

Rickard Enstroem: The department has a team, supported by Mark Arnison, going to a Supply Chain Case Competition at the University of Calgary. Last year, our team was one of the top five in Canada.

Organizational Behaviour, Human Resources Management, & Management

Noufou Ouedraogo: Starting Fall 2018, there will be a new Property Management minor. N. Ouedraogo asked that faculty encourage their students to enroll in the new courses. The department is also starting an Honours program and faculty were asked to encourage students that are good in terms of research to contact E. Bocatto and F. Angulo as they will be leading it in terms of courses. The department is also hiring a full-time faculty member for Library and Information Technology as currently there is only one full-time faculty member in the program.

Accounting & Finance

On behalf of S. Elbarrad, E. Perez shared that a Research Summit was upcoming. Prof. Samir Trabelsi from Brock University would be speaking on Research in Accounting. Connecting with Tomorrow was also upcoming. Finally, the department is also hiring full-time faculty members.

8.0 New Business

- P. Callaghan suggested that the School of Business' participation in Global Awareness Week should include activities in the classroom and university-wide, and asked whether anyone was interested in taking this on. B. Pitruniak confirmed that the School of Business does still contribute and in fact, it organizes one of the main activities on campus. We brought in Tom Hanson, Diplomat in Residence at the University of Minnesota, Duluth, who shared insights on NAFTA negotiations and other international matters.
- The Dean said that she agreed with P. Callaghan that more could be done in the School, as it has very diverse demographics. The Dean said it is up to departments as to how they would facilitate this, but she would be happy to support their efforts. The Dean asked Department Chairs to have the conversation within their departments to figure out what each department would like to do in contributing within the School to support the campus initiative.
- A. Pergelova suggested to faculty that when they see a good paper, they should encourage their students to submit the work for publication to MUSE (MacEwan University Student eJournal). Typically, most of submissions have come from Arts and Science. It is great for students to have on their resume. Also, the committee is looking for peer reviewers for the journal and faculty to mentor them. Faculty were advised to contact A. Pergelova if they had any questions.

9.0 Announcements

Accounting Club Tax Clinic

- S. Large shared that she is volunteering in the Accounting Club's Tax Clinic this semester. Since 2013, the Clinic has filed over 3,000 tax returns. The Clinic focuses on assisting low-income individuals and families, including students, immigrants, and refugees. This year there are 112 Business student volunteers, who are screened and cleared by the Canada Revenue Agency. Last year, they did 627 tax returns in three weeks. This year they are aiming for 700-1000 tax returns in two weeks. The Club has worked with the following local community organizations: Edmonton Seniors Society, Edmonton Immigrant Services Society, and Catholic Social Services. The clinic was also promoted through the students' interview on Global TV (which was founded by Dr. Charles Allard, who endowed the Allard Chair in Business).

Academic Schedule Principle Task Force

- S. Large also shared she is a part of AGC's 20-member Academic Schedule Principle Task Force, which is reviewing the current way the Academic Schedule is determined, the principles on how the Academic Schedule is created, and any related matters. For example, they are also looking at the impacts on all programs resulting from the SAMU request to have a full reading week. G. Lucyk is also a member. They are supposed to wrap everything up by Spring of 2018 and will start consultation via Deans within the winter semester.
- M. King, Librarian member shared that the library has acquired a new database, IBISWorld. This is a highly-used database at academic institutions. It has the largest the selection of Canadian companies and industry information. It is on the library's list of databases and training sessions will be offered on it.
- C. Hancock shared that the Faculty Association would soon be voting electronically on whether to join the Canadian Association of University Teachers Defense Fund.

10.0 Question Period/Open Discussion

None

11.0 Future Agenda Items/Next Meeting (Apr.18)

None

12.0 SOBC-03-2018-02-15

Adjournment was moved by T. Huckell. **CARRIED**

Approved by School of Business Council: April 18, 2018