



## Telfer Graduate Research Programs' 3rd Annual Thesis Competition 2023



Friday, March 10

9:30 AM – 3:00 PM

DMS 4101

## AGENDA

9:30	9:35	Welcome & Opening Remarks by TGRPSA
9:35	9:40	Message from the Dean: Dr. Stéphane Brutus
9:40	9:45	Message from the Vice-Dean (Research): Dr. Shantanu Dutta
9:45	10:15	Keynote Speaker, Dr. Peter Jaskiewicz
10:15	11:15	Oral Presentations, Q&A <i>Shaista Jaffer</i> <i>Meggie Gilmour</i> <i>Vu Chu</i> <i>Ali Mahdi</i> <i>Trang Pham</i>
11:15	11:25	Break (10 minutes)
11:25	12:35	Oral Presentations, Q&A <i>Marc Antonio Albert</i> <i>Yasaman Gheidar</i> <i>Lucie Péléja</i> <i>Brynn O Dwyer</i> <i>Mikaila Ortynsky</i> <i>Hannah Wotherspoon</i>
12:35	13:35	Lunch (1 hour)
13:35	13:55	Guest Speaker, Asma Nsiri
13:55	14:55	Poster Presentations <i>Amirhossein Moosavi</i> <i>Daniel James Quintal-Curcic</i> <i>Mariam Magdy Hussein</i>
14:55	15:00	Closing Remarks

**KEYNOTE SPEAKER:** Dr. Peter Jaskiewicz

Professor and University Research Chair in Enduring Entrepreneurship

Peter was born into a business family in Poland and grew up in Germany. Wanting to understand why succession failed in his family's business, Peter researched family businesses during both his doctoral studies at the European Business School in Oestrich-Winkel, and while visiting INSEAD, Fontainebleau, and IESE Business School, Barcelona. Today, he is a Full Professor of family enterprise at the Telfer School of Management in Ottawa, where he holds a University Research Chair in Enduring Entrepreneurship and leads the Family Enterprise Legacy Institute. His findings on family business have received numerous awards and were considered among the



most globally influential scholarship in 2013, 2015, and 2017. Peter has presented his research insights to members of the European Parliament, the European Commission, and employees of the United Nations. In addition, he has also worked with the federal government in Canada. He is an associate editor of the leading journal in the family business field—the Family Business Review—and of the pioneering knowledge-sharing platform—familybusiness.org. He has been a visiting professor at Zhejiang University (China), Sorbonne Business School and University de Nanterre (both France), and King's College (United Kingdom), and is a frequent keynote speaker at both academic and practitioner conferences. He trains family business professionals on succession planning and, in his advising practice, provides support to the development of responsible Next Gen owners and effective Next Gen teams. He lives with his wife and their two children in Ottawa, Canada.

**GUEST SPEAKER:** Asma Nsiri

Mental Health and Wellness Counsellor /Conseillère en santé mentale et bien-être

Asma is a Registered Psychotherapist (Qualifying) with the College of Registered Psychotherapists of Ontario and has completed a master's degree in Counselling Psychology from the University of Toronto.

Asma has particular experience working alongside adult clients who have experienced childhood and adult trauma in both individual and group capacity within clinical outpatient and research settings such as the Centre for Addiction and Mental Health (CAMH), Women's College Hospital, the Canadian Centre for Victims of Torture, and Naseeha youth helpline.

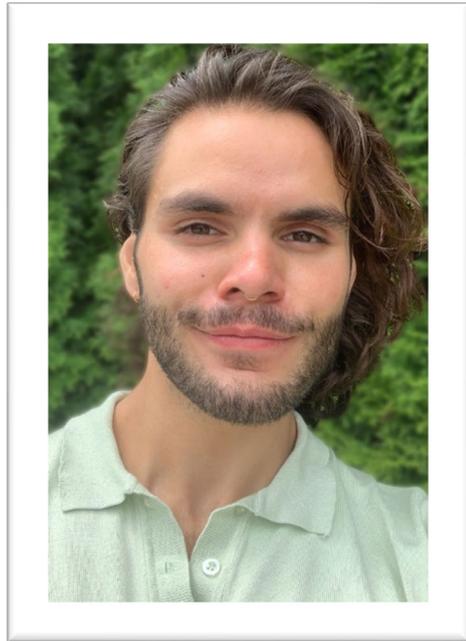
She has supported individuals with various concerns such as: trauma, relationship and intergenerational challenges, spirituality and culture, addictive behaviours, anxiety, depression, and stress/burnout-related issues.



Asma's therapeutic approach is collaborative, non-judgemental, anti oppressive, and trauma-informed. It honours the client's own wisdom regarding their emotional and life experiences. Asma incorporates a systemic lens in her practice to explore how broader systems such as society, culture, and family shape our individual experiences and our relationship with the self.

**MASTER OF CEREMONY:** Daniel James Quintal-Curcic

Daniel James Quintal-Curcic (he/him) is a Doctoral Candidate in Management specializing in Organizational Behaviour and Human Resources under the supervision of Dr. Laurent Lapierre. Daniel's research interests include mental health, leadership, and social support. Specifically, Daniel's research focuses on how managers/supervisors can best help employees maintain and increase their mental health. Daniel has a passion for health and wellness and enjoys cooking plant-based recipes, meditating, and endurance training. In addition, Daniel is a Drag Race superfan! To date, Daniel has had the opportunity to present his research at the Canadian Psychological Association Annual Convention, the Association for Psychological Science Annual Convention, and the Academy of Management Annual Meeting.



## **JUDGES:**

### Professor Errol Osecki

#### Assistant Professor of Accounting

Assistant Professor Errol Osecki, CPA-CA, teaches accounting at the Telfer School of Management, University of Ottawa. In addition to his accounting education, Errol Osecki holds degrees in English and fine arts from the University of Saskatchewan. He worked in professional theater and movies for several years before becoming a professional accountant. Prior to entering academia, Professor Osecki enjoyed a longstanding career as a public accountant, focusing on First Nations, not-for-profit, and small government clients. He has taught financial and managerial accounting at the undergraduate and master's levels at the Schulich School of Business (York University) and at Lakehead University. His research interests include investigating modern accounting phenomena: he studies how new technologies are changing accounting practices, how the advent of a new national leader changes tax compliance rates, and how feelings and emotions change an accountant's decision-making around financial information. He has presented his research at conferences across Canada and Europe.



### Dr. Keri Kettle

#### Associate Professor of Marketing

Dr. Keri Kettle, Associate Professor of Marketing, received a B.A. (Honours Business Administration) from the Royal Military College of Canada, an M.B.A. (Marketing) from the University of Calgary, and a Ph.D. (Consumer Behaviour) from the University of Alberta. Dr. Kettle is a recipient of the NATO Medal for Kosovo, the Canadian Peacekeeping Service Medal, and the Canadian Forces Decoration. He is a competitive CrossFitter, and coaches minor hockey and baseball.

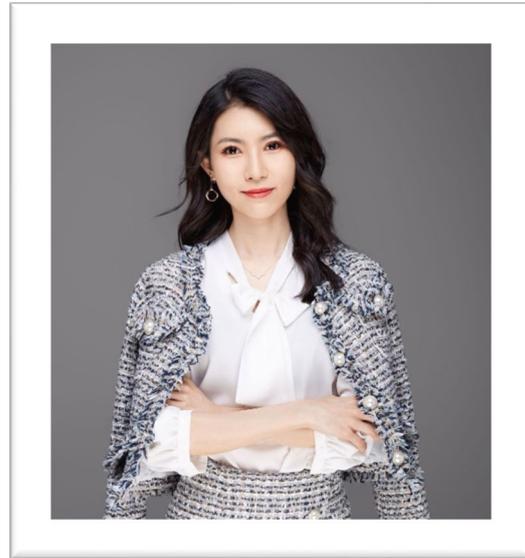


Dr. Kettle examines how consumers' goal-directed behavior is shaped by their identity, personal forecasts, and the anticipated and actual feedback they receive about their goal progress. His research has a particular focus on self-important goals that can be readily quantified, such as financial goals (e.g., debt repayment, savings), health goals (e.g., weight loss), and work or athletic performance goals (e.g., running a marathon). Dr. Kettle has published research in the *Journal of Marketing Research*, *Journal of Consumer Research*, *Psychological Science*, and the *Personality and Social Psychology Bulletin*.

## Dr. Qian Zhang

Assistant Professor of Organizational Behaviour/Human Resources

Dr. Qian Zhang earned a Ph.D. in Industrial Relations and Human Resources from the University of Toronto. She also holds a M.Sc. and B.A. (Hon.) in Economics and Human Resources from the University of Toronto. Her work seeks to understand the design, evolution, and effectiveness of strategic human resource management systems in diverse contexts such as health care organizations, knowledge intensive businesses, and new ventures. She is also interested in investigating the sustainability of organizations that brought by incorporating social resource management, digital transformation, and green corporate policy into human resource management.



## Dr. Tommaso Ferretti

Assistant Professor of Management

Dr. Tommaso Ferretti's research is situated at the nexus of international strategy, sustainability innovation, and global governance. Understanding how emerging market suppliers operating in global value chains contribute to achieving the Sustainable Development Goals lies at the top of his research program. He is particularly interested in the study of how impact investing and public policies enable the sustainability strategies of small and medium enterprises by driving organizational learning for green product innovation and expanding participation in sustainable markets.



Dr. Ferretti holds an LLM from Università di Pisa, an MPA from LUISS University, and has completed his Ph.D. in Management at McGill University. Before his Ph.D., Tommaso was a consultant at the International Trade Centre, a joint agency of UNCTAD and WTO in Geneva, Switzerland. He managed projects to boost the sustainability and inclusiveness of agro-industrial global value chains in the cocoa sector in Ghana, the iron and steel and horticulture sectors in Zimbabwe, and the coconut sector in the Caribbean Region. He still collaborates with the International Trade Centre as a special advisor on SMEs' access to finance for the Alliances for Action Program, and he co-authored the latest edition of the International Trade Centre's Coffee Guide, the world's leading handbook for practitioners and policymakers in the coffee industry. He also held multiple managerial positions in the private sector in Italy and Spain.

**Dr. William Van Woensel**

Assistant Professor of Business Analytics & Information Systems

Dr. William Van Woensel received his PhD in Applied Computer Science at the Vrije Universiteit Brussel in Belgium. He was a Research Associate at Dalhousie University, and a Visiting Researcher at the Universidad Politécnica de Valencia, Spain. It is his ambition to develop novel methods for Health Informatics, Information Systems, and Artificial Intelligence, and translate them into practice to transform healthcare. His research program has produced innovative methods for Intelligent Clinical Decision Support, Medical Knowledge Bases and Knowledge Discovery; Patient Engagement, Self-Management and Mobility; and Activity Recognition for Assisted Living in Smart Environments. Dr. Van Woensel is the co-chair of the W3C Community Group on Notation3, a declarative semantic language for decision making. He has been involved in the organization of the AIME and DeclarativeAI conferences, and co-organized a number of workshops and tutorials.



## PRESENTATIONS:

### Ali Mahdi

Ali Mahdi is a Ph.D. candidate at the Telfer School of Management, University of Ottawa. He is specializing in entrepreneurship under the supervision of Dr. David Crick. His research is at the intersection of marketing and entrepreneurship and focuses on topics within the entrepreneurial marketing research domain. His research utilizes quantitative, qualitative, and mixed method approaches and focuses on answering questions



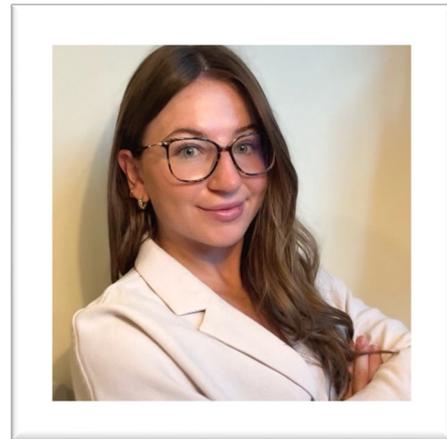
and finding solutions to problems centering around value creation. Ali comes from a family of entrepreneurs and has academic and professional experience in entrepreneurship and marketing. He took on several marketing roles within his family's business while completing his bachelor's and master's degrees in marketing. He is actively looking for collaborations with researchers and businesses and is aspiring to spend his career in academia. His teaching philosophy relies on student-centered and active learning methods. Since 2017, Ali has been involved in various university teaching and research roles across several higher education institutions.

**Abstract:** In a global and digital economy facing disruptions, Small and Medium-sized Enterprises (SMEs) face immense uncertainty and challenges such as supply chain disruptions, global inflation, and increased energy and raw material costs (European Commission, 2022). In response, SMEs can utilize entrepreneurial marketing (EM) to survive, adapt, and grow. However, the path to successfully utilizing EM strategies and behaviours, including digitalization, internationalization, and coopetition (the simultaneous collaboration and competition with competitors) (Bengtsson & Kock, 2014; Crick & Crick, 2021b; Joensuu- Salo et al., 2018), remains unclear to researchers, practitioners, and policymakers. This is especially troubling as EM strategies and behaviours can have a dark side if careful consideration is not given to the context and extent of application (Crick & Crick, 2021a; Eddleston et al., 2020). The purpose of this research is to unpack both the relationships between firm performance and EM strategies and behaviours and the relationships among such strategies and behaviours. As such, this research will adopt a mixed method approach and use a sample of SMEs (wineries) operating in the USA. Wineries employ several EM strategies and behaviours such as digitalization, internationalization, and coopetition (e.g., Crick et al., 2018) to manoeuvre uncertainties and disruptions as they face an additional global challenge: climate change (Scott, 2022). Theoretically underpinned by the resource-based (Barney, 1991, 2018), this research will collect quantitative data using an online questionnaire to test 17 hypotheses stemming from 3 conceptual models developed by this research. Qualitative data will then be collected via about 40 in-depth interviews to explain the mechanisms governing the nature of the relationships tested. Unpacking these relationships will

enrich EM research by reflecting the dynamics governing such strategies and behaviours. SMEs can use the resulting guidelines for utilizing digitalization, internationalization, and coopetition, and policymakers can adapt this knowledge to support SMEs in different industries.

## Brynn O Dwyer

Brynn is a second-year MSc. in Health Systems student at Telfer School of Management at the University of Ottawa, under the supervision of Dr. Mirou Jaana. Brynn has a special appreciation for the value of teamwork. While earning a Bachelor of Physical and Health Education degree at Laurentian University, she played varsity hockey, serving as an alternate captain for three seasons. Brynn is interested in how digital technology can be leveraged in our healthcare system to foster improvements.



Brynn's thesis aims to explore the implementation, impact, and use of a digital contact tracing tool used at the Children's Hospital of Eastern Ontario during the COVID-19 pandemic, from the perspective of various hospital stakeholders. During her MSc., Brynn has also contributed to other research projects focused on developing improvements in the care of older adults and increasing access to pediatric specialty care through technology. In addition to Brynn having the opportunity to present her research in the spring at the 2023 eHealth Conference, Brynn has presented her research at the Canadian Association for Health Services and Policy Research Conference (2022).

**Abstract:** In parallel with public health responses, health systems have had to rapidly implement infection control strategies to sustain their workforce during the COVID-19 pandemic. Various outbreak response tools, such as digital contact tracing, have been developed to efficiently monitor healthcare workers (HCW) exposures and symptoms. For example, the Children's Hospital of Eastern Ontario was among the first Canadian organizations to have adopted a digital contact tracing tool to detect and manage COVID-19 exposure among HCWs. However, little attention has focused on the perspectives of those who have implemented digital contact tracing innovations and those who used such approaches in the hospital context.

Addressing an important knowledge gap, this qualitative study aims to explore the experiences and perceptions of hospital stakeholders, including the use and impact of digital contact tracing and areas for service improvement.

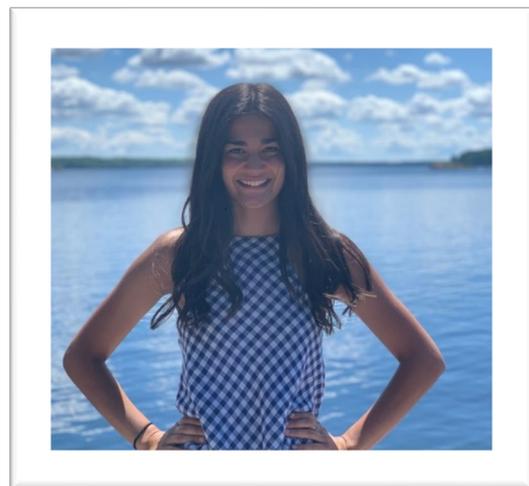
Using an exploratory qualitative design based on interviews, this study will conduct 20 semi-structured interviews with healthcare administrators, occupational health specialists, and healthcare workers. Interview protocols and analysis will be guided by

the RE-AIM (Reach, Effectiveness, Adoption, Implementation, and Maintenance) framework. The interviews will last 30-to-60 minutes in length and will be audio-recorded. Verbatim transcripts will be subject to thematic analysis using NVivo software.

The immediate contribution of this study is to understand the implementation of digital COVID-19 contact tracing in a hospital and guide future refinements and improvements to the service. The findings on the effectiveness of digital contact tracing through digital tools may inform future policies aiming at reducing staff exposure as well as programs or infrastructures for health worker screening or surveillance. Broader contributions may present areas of improvement for controlling future infectious disease outbreaks in hospitals.

## Hannah Wotherspoon

Hannah Wotherspoon is a first-year student in the Master of Science in Health Systems program. She is co-supervised by Dr. Agnes Grudniewicz and Dr. Manoj Lalu. Prior to starting her graduate studies, she completed a Bachelor of Science Honours in Biological Science at the University of Guelph in 2021. Her thesis research is focused on better understanding the intentions of researchers when deciding to launch a clinical trial using qualitative research methods. In her free time, you can find her figure skating at a local rink, hitting the ski slopes or spending time with friends and family.

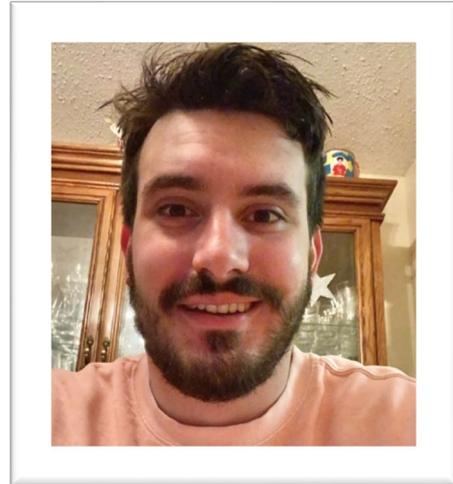


**Abstract:** Moving exciting lab research findings to clinical trials is a difficult process that is often met with failure. Despite the recognition of this problem, no widely adopted guidelines exist to assist in this process of ‘translation’. Indeed, we currently understand very little about how and why clinical researchers decide to launch an early phase clinical trial. Thus, the goal of my proposed research is to investigate the decision-making process of early phase clinical researchers. In my first aim, I will systematically review manuscripts of early phase clinical trial protocols. Using these documents, I will identify the justifications that are used by researchers to launch early phase studies of novel interventions. In my second aim, I will conduct semi structured interviews with early phase clinical researchers, as identified from the protocols reviewed in the first aim, to further understand their decision-making processes. In both aims, I will apply the theory of planned behaviour and its constructs to inform and guide analysis. My research will provide new insight into how and why researchers decide to proceed with early phase clinical trials. By better understanding researchers’ beliefs and intentions, we will be able

to identify methods to improve this process and potentially inform future guidelines to improve 'bench-to-bedside translation' of innovative interventions.

## Marc Antonio Albert

Marc is a graduate student in the MSc Health Systems program at the Telfer School of Management, University of Ottawa. His thesis research is focused on knowledge translation, specifically evidence-based health policymaking and how this may be impacted by predatory journals. He uses mainly qualitative research methods to improve our understanding of how evidence synthesizers – the individuals/organizations who produce public health policy documents – source and evaluate scientific evidence for inclusion in said



documents, as well as to identify factors that could contribute to the citation of articles published by predatory journals. In addition to his thesis work, Marc also recently worked as a summer research practicum student at the North American Observatory on Health Systems and Policies (NAO) from the University of Toronto's Dalla Lana School of Public Health. Throughout his time with the NAO, he has contributed to two Rapid Reviews, one investigating the barriers and facilitators of various team-based primary care models in rural, remote, and northern Canada; and one which compared HPV vaccine access across Canada's provinces and territories, in terms of the eligibility criteria for publicly funded vaccines and out-of-pocket costs. Currently, Marc is working with the NAO and CoVaRR-Net to lead the development of the COVID-19 Vaccination Rollout Monitor for Newfoundland and Labrador. Prior to beginning his master's, Marc completed his BSc in Biomedical Science, also at the University of Ottawa, for which he contributed to research involving the comparison of murine ovarian cancer models.

**Abstract:** To advance knowledge on what factors contribute to the citation of predatory journal articles in policy documents by answering the following research questions: How do people preparing public health documents consider the trustworthiness of research evidence; and how do they source and evaluate the research evidence they cite.

I identified a cross-sectional sample of public health policy documents from Overton – the world's largest policy document database – that cited articles published by the OMICS group. OMICS is a well-established predatory publisher, successfully sued by the U.S. Federal Trade Commission. I extracted meta-data (e.g., document source) and document characteristics such as whether they described their method of selection or quality assessment for cited sources. Contacts from this sample, as well as others who have prepared public health documents, were invited for a semi-structured interview. I will thematically analyze these interviews by organizing the codes (both deductive and

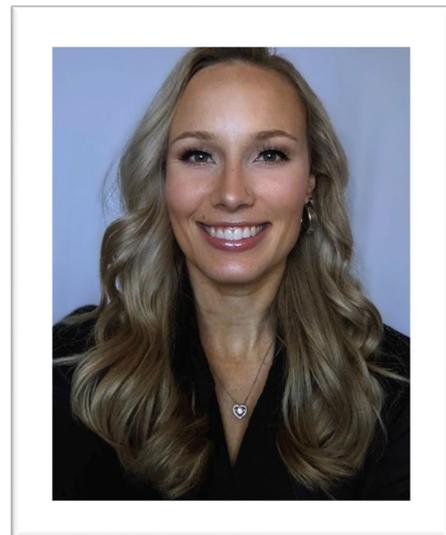
inductive) into explicit semantic themes and interpretive latent themes (e.g., latent assumptions).

242 public health policy documents were included. The World Health Organization was the most common source accounting for 45 documents (19%). A total of 283 articles were cited from 126 OMICS journals. The United States was the most common country of origin for both the policy documents (23%) and OMICS articles (30%). 54 (22%) of the policy documents described their source-selection methodology, and 22 (9%) assessed the quality of cited sources. The full interview results are forthcoming, though preliminary findings show that in most cases, individuals producing policy documents do not actively assess the journals in which their cited sources were published.

Public health policy documents rarely reported methods for information selection and evaluation, which may contribute to the reliance on untrustworthy research to inform policy; and thus, may help amplify misinformation entering policy globally.

## Meggie Gilmour

Meggie Gilmour, is a first year student in the Master of Science in Health Systems program . She previously completed a Bachelor of Science in Nursing with the University of Ottawa and currently works in the neonatal intensive care unit at the Children's Hospital of Eastern Ontario. Lucie always had a passion for helping others and once she began nursing school, she knew that she wanted to work on a systems level. Meggie enjoys studying and discussing upstream solutions to issues that our health system faces, and her primary passion areas include mental health and equity, diversity, and inclusivity.



**Abstract:** The objectives of Meggie's research are 1) to develop an understanding of the experiences of LGBTQ2S+ (Lesbian, Gay, Bisexual, Transgender, Queer/Questioning, Two-Spirit, +) university students in accessing mental health services and supports and 2) to obtain suggestions for improvement from their perspectives. This proposed research is a qualitative study exploring these experiences through semi-structured interviews, which she will use to obtain narrative descriptions from participants about their experiences in finding, securing, and receiving mental health services and supports. A private setting is beneficial for exploring this topic, making one-on-one interviews the preferred method. Meggie will use Braun and Clarke's (2006) six-step thematic analysis process to analyze the data. This entails developing initial codes in an inductive manner to keep the focus on participants' experiences, and then grouping the codes into more abstract themes. In a later stage, she will compare her findings with existing literature (e.g. minority stress theory). She will seek participants' feedback on her findings to

ensure the credibility of the study. The limited research available lacks depth and experiential knowledge on this topic, therefore, it remains uncertain if these individuals are able to access high quality and culturally sensitive mental health services and supports when they need them, and what their experiences with the practitioners and other relevant staff are like. There is a critical need to understand these experiences as several co-occurring characteristics of these individuals increase their risk for mental health issues, such as their age, university status, and belonging to a marginalized, minority group, which in turn increases their need for mental health services and supports. This research will provide an opportunity for LGBTQ2S+ Ontario university students to voice their perspectives and experiences and will provide useful information for consideration by mental health service providers and policy makers for improving services and supports.

## Mikaila Ortynsky

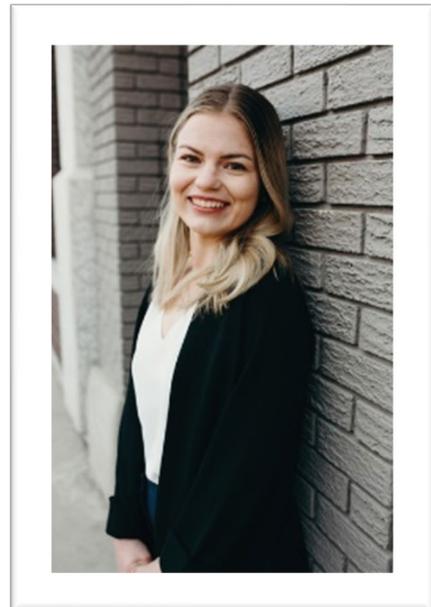
Mikaila is a PhD student in the Organizational Behaviour and Human Resources specialization, under the supervision of Dr. Jennifer Dimoff. Her research focuses on worker well-being, women's health, and occupational health. Mikaila currently holds SSHRC Doctoral Fellowship (2022-26). She is the Canadian Society for Industrial Organizational Psychology (CSIOP) student representative for Telfer.

Mikaila obtained her MSc Management specializing in Organizational Behaviour in 2022 from Memorial University of Newfoundland and Bachelor of Commerce (Honours) in Human Resources from the University of Saskatchewan in 2020. Her SSHRC CGS-M funded master's thesis investigated how menstruation effects work behaviours and outcomes.

Mikaila has presented her research at numerous conferences including, the Academy of Management Annual Meeting, the Canadian Psychological Association Convention, and the Administrative Sciences Association (ASAC) Conference. In 2020, her BComm thesis won Best Student Paper at the ASAC Conference.

**Abstract:** The objective of this research was to understand how menstruation (i.e., women's periods) affects work behaviours on a daily basis. Mikaila was primarily interested in work withdrawal and job satisfaction as outcomes. This project was her master's thesis and will be used as the foundation for her PhD dissertation.

Drawing from the Conservation of Resources (COR) theory, she suggests that women are more likely to be depleted when menstruating, thus increasing their work withdrawal and



decreasing job satisfaction. She hypothesizes that these relationships are mediated by self-control and negative affect, respectively. Using experience sampling methodology, Mikaila recruited 96 women participants and surveyed them every day for 30 consecutive days.

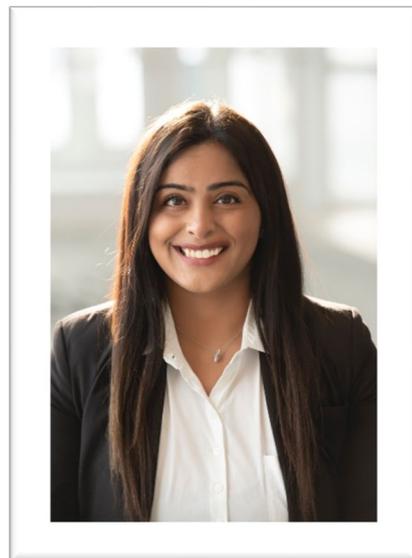
Multilevel models support her hypotheses. On days when women are experiencing menstrual bleeding, they experience increased work withdrawal via decreased self-control. Also when women were experiencing menstrual bleeding, they experienced decreased job satisfaction via increased negative affect. These results provide insight into how bodily processes affect workplaces.

This research contributes to both theory and practice. From a theoretical perspective, Mikaila adapts COR theory to test its proposed principles from a biological perspective. Secondly, she extends theory on the body at work by investigating how the strain and demands of a naturally occurring bodily process, menstruation, influences work behaviours. Practically, the findings of this research signal that it is time for organizations to treat menstruation as less of a taboo topic and more of a critical indicator of employee health and well-being. Organizations may want to use the results of this research to accommodate women workers with practices like flex time or hybrid work.

## Shaista Jaffer

Shaista Karim Sadrudin Jaffer is a PhD Student in Management (Finance), at the Telfer School of Management. Her research interests are at the intersection of corporate finance, financial economics and FinTech. She is currently studying under the supervision of Dr. Samir Saadi and Dr. Qianri Qi.

Shaista holds a Master of Science in Finance from Telfer, during which she studied the hedging behaviour of Bitcoin during COVID-19. She also has a Master of Arts in Economics and a Bachelor's in a Joint Honours in Mathematics and Economics from the University of Ottawa. Prior to joining Telfer, Shaista worked as a Business Development and Strategy Manager for HealthSign, a medical device company looking to provide virtual care solutions for the elderly. She is also the founder of All Seasons Indian Catering and Tree of Africa Foods Inc., two family businesses established in Ottawa.



**Abstract:** Can you imagine living with inadequate and insecure access to food? Many would say no, but what if you were told that from 2017-2018, 12.7% of Canadian

households were food insecure? The North disproportionately faces food insecurity, with 16.9% in Yukon, 21.6% in the Northwest Territories, and over 55% in Nunavut!

Over 85% of Nunavut's population comprises indigenous people who are more vulnerable to food insecurity. These high rates faced by indigenous people are due to reasons including financial constraints, environmental challenges, socioeconomic inequalities, and inadequate resources. As a result, the consequences are severe on the health and well-being of individuals.

One potential solution to dissolve food insecurity is vertical farming, which grows agricultural products in vertically stacked layers and controlled environments. It has successfully operated in areas with high population densities, such as China, Japan, and the Netherlands, with advantages such as consistent crop production, optimal space usage, reduced transportation and labor costs, and energy efficiency, making it an attractive solution in resource-deprived locations. However, pilot projects of vertical farming in Nunavut, such as The Growcer, have failed because of their high operational costs and limited crop variables. This project examines whether artificial intelligence can make vertical farming more cost-effective by optimizing the process for Northerners. This research is a joint project with Watt's Charity. This organization aims to improve the quality of life for people worldwide by creating technology-driven innovative solutions while making environmental and social commitments that protect the earth's natural resources.

This research is relevant because food insecurity is a severe public health issue that can worsen over time. Combatting food insecurity with artificial intelligence-controlled vertical farming suggests an improvement in the health of the citizens while being economically attentive.

## Trang Pham

Trang Pham is PhD candidate at Telfer school of Management, University of Ottawa. Her focus is on Entrepreneurship. Under the supervision of Professor Hien Tran and Professor Mark Freel, she is working on entrepreneurship wellbeing, entrepreneurial exit and immigrant entrepreneurs. Trang's research uses quantitative methods to study the micro and macro impact of entrepreneurship. Trang have also joined in qualitative research project in her coursework and consultancy projects.



Prior to joining the PhD program, Trang was a lecturer at National Economics University in Vietnam after completing her master's with Distinction at Aston University in the UK and Bachelor of Business Administration at JAMK University of Applied Sciences, Finland under non-EU/EEA scholarship. She had first-hand experience in consultancy work with

both corporates and SMEs in Finland, the UK and Vietnam. Some of her projects were with Living Labs Finland, Solent Kettlebell Club the UK, Pro Sports Giao Thuy JSC and Ministry of Industry and Trade Vietnam.

**Abstract:** In this research Trang plans to investigate the role of personal factors such as immigration status and learning methods at work to explain the differences in entrepreneurial life satisfaction by using propensity score matching. She focuses on the immigration entrepreneurs as they are becoming a growing community due to the exchange of human capital throughout the world. Three research questions are investigated: (1) are there differences between migrant and native entrepreneurs regarding life satisfaction? (2) Among the immigrant workers, do self-employed individuals have higher or lower life satisfaction compared to paid-employed counterparts? And (3) what is the role of experiential learning of entrepreneurs on their life satisfaction? Using propensity score matching and experiential learning theory by David Kolb, Trang would like to explain how working experience and connection at work influence entrepreneurs' learning and thus, life satisfaction. To understand this phenomenon, she is going to look and? measure the self-reported life satisfaction of both immigration and local entrepreneurs and generate a learning index that quantifies the number of experiential learning types at work of entrepreneurs. The proposed results are that immigration entrepreneurs are less happy compared to local entrepreneurs and that the more experiential learning immigration entrepreneurs gather at works, the more confident and competent they feel and hence, the higher life satisfaction. The main findings are that for immigration entrepreneurs, their nonnative status has? negative effect on their life satisfaction, while their learning process at their own business has? positive effects? on their happiness. The findings of this study contribute to working environment design of individual business owners as well as the policy making process of government to eliminate the difference in life satisfaction between migrant and local entrepreneurs.

## Vu Chu

Vu Chu is a PhD candidate at Telfer school of Management, University of Ottawa. His specialization is on Innovation and Entrepreneurship. His research interest consists of but not limits to informal entrepreneurship, entrepreneurial well-being, and high-growth entrepreneurship. Quantitative methodology is his strong suit, but Vu is beginning to include qualitative method components in his study to add value to his research. .

Vu holds a number of prestigious credentials. He is a member of the Association of Chartered Certified Accountants, holds a bachelor's degree in Applied



Accounting, and a master's degree in finance, all achieved in the UK with the highest distinctions. Vu also had a strong and diverse career in the public and private sector, including audit assistant at KPMG and public accountant? at Vietnam Lottery Company. He also worked as assistant professor at National Economics University where he taught and supported local companies in strategic management development.

**Abstract:** This paper explores the independent and interaction effect of informality and corruption on new product introduction of firms in institutionally constrained developing economies, and how the synergy of informality and corruption varies as institutional quality improves. Our analysis is from a sample of 80,000 enterprises that include both formal and informal firms during the 2006-2021 period from the World Bank Enterprise Survey. The multi-level logistic regression estimation is employed to account for the hierarchies of our data. The theoretical foundation of the paper is built on the prominent institutional theory. In particular, the paper extends institutional theory by arguing that bureaucracy and uncertainty can drive firms into unproductive behaviors to society. Building on institutional anomie theory, we argue that destructive and unethical actions come from constraints and difficulties. Viewed through the lens of institutional theory, we theorize that as an adaptive strategy to institutional voids in these economies, firms position themselves in the informal sector and resort to corruption/bribery strategy to create new products. Both the separate and collective efforts of informality and corruption have significant impact on the introduction of new products. Under market imperfections and weak governance, firms, to introduce new products, actively position themselves in the informal sector to avoid the costs of being registered and take advantage of bribery to build networks, bypass bureaucracy, and reduce transaction costs. However, as institutional quality improves, the synergy between informality and corruption fades away. The paper has investigated an important but inadequately addressed evidence of innovation strategies by firms in the context of poorly developed institutions, providing contributions to the literature of institutional theory. Policy makers might be interested in the interaction effect of corruption and informality at the macro level, given that the unofficial economy and bribery are both conjectured to be harmful to socio-economic development.

## Yasaman Gheidar

Yasaman Gheidar is a Ph.D. candidate in the digital transformation and innovation (DTI) program at the Telfer school of business. She also holds a master's degree in Information Technology Management and a B.A. in Entrepreneurship Management from the Faculty of Management, University of Tehran.

Her research interest is in designing digitally-enabled services for employees. Now, she is focusing on designing a digitally-enabled program to address burnout among healthcare workers.



She is also involved in student volunteering. She was a member of ISAUO's board (Iranian student association of the university of Ottawa) for about 8 months and is currently a GSAED Representative from Telfer school of business.

**Abstract:** This research aims to design a peer-support system (PSS) to mitigate burnout among healthcare workers (HCWs) with an emphasis on fostering trust. In order to answer this research objective, we are going to 1) Identify a set of meta-requirements for PSS from the literature on common peer-support program (PSP) settings and recognized trust creation frameworks; 2) Identify a suite of design principles to guide the design of the PSS to foster trust among HCW based on validated meta-requirements; 3) Create a prototype based on validated design principles

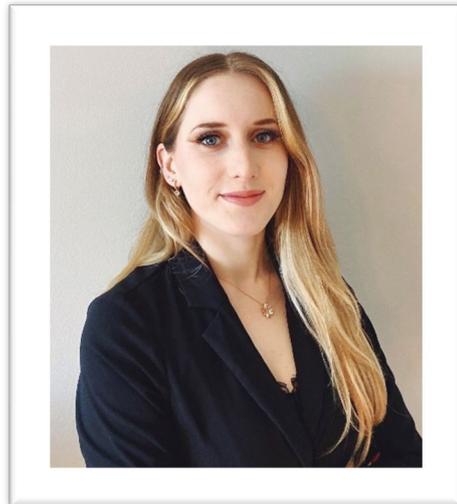
This research adopts the design science research approach by using Kuechler and Vaishnavi's (2012) design research cycle. As part of the research stage, each deliverable will be validated, and then the next stage begins. First, we will develop an information system design theory (ISDT) to identify a set of meta-requirements for PSS from the literature on common PSP settings and mentioned trust creation frameworks. We will validate findings by doing a focus group among stakeholders (eg physicians). Then, following the development of ISDT, we derive a suite of design principles to guide the design of the PSS and validate our findings by using stakeholder focus groups. Finally, we will develop our prototype based on the validated design principles and the prototype will be validated by doing a usability study from HCW as end users.

Our ISDT will identify meta-requirement and design principles of a PSS to mitigate burnout among HCWs and move this knowledge to the design realm.

The result of this study will contribute to helping HCWs to mitigate burnout through a trust-based PSS. Also, identified design principles and the created prototype can serve as a basis for developing or adapting PSS to mitigate burnout among HCWs in the context of fostering trust.

## Lucie Péléja

Lucie Péléja is an MSc in Health Systems candidate at the Telfer School of Management, University of Ottawa, under the co-supervision of Dr. Agnes Grudniewicz (Telfer School of Management) and Dr. Tracey O'Sullivan (Interdisciplinary School of Health Sciences). She has previously completed a BSc in Psychology with highest honours at the University of Ottawa. During this time, she was awarded the 2020–2021 Best Honours Thesis in Psychology by the School of Psychology at the same university and the Certificate of Academic Excellence by the Canadian Psychological Association for her undergraduate honour's thesis.



Over the course of her undergraduate degree, Lucie gained research experience in different fields, including psychology, advanced biology, neuroimmunology, and stress research. She has published in peer-reviewed journals an article and conference abstract on cognitive psychology and a conference abstract on advanced biology. For her master's thesis, Lucie uses qualitative designs to study public trust in public health organizations' social media communications through the reopening stage of the COVID-19 pandemic. She has also been awarded a CGS-M SSHRC scholarship for her research project.

During the past five years, Lucie has been employed in various administrative positions with Innovation, Science, and Economic Development Canada (ISED), Service Ontario, and Cantley Municipal Elections. She has also tutored classes on perception in psychology at a French college, La Cité Collégiale, and proctored several Telfer classes at the University of Ottawa. Lucie has also contributed to manuscript publications as a Junior Editor for the Canada Communicable Disease Report (CCDR). She is now particularly interested in playing a part in the behavioural science field by using her knowledge in psychology and health systems.

**Abstract:** In this thesis, Lucie examines trust in Canadian public health organizations through a social media analysis. I aim to answer the following research questions: 1) What was the public response to the lifting of COVID-19 measures? 2) How did different levels of government use social media communication to inform the public?

COVID-19-related tweets posted by Ottawa Public Health (OPH), Public Health Ontario (PHO), and Health Canada/Public Health Agency of Canada (PHAC) and their replies were collected using the Twitter API through Python. I conducted a sentiment analysis of the data using VADER. This was followed by a thematic analysis of Twitter threads to identify patterns in the Tweets posted by each organization and their respective replies.

Early results of the VADER sentiment analysis indicate that OPH Tweets were mostly positive followed by Health Canada/PHAC Tweets that were slightly more positive than

neutral. PHO Tweets were perceived as mostly neutral. Meanwhile, the public response was slightly more negative for OPH and PHAC, and slightly positive for PHO. However, early results indicate a discrepancy between the automated and manually coded sentiment analysis. Preliminary results of the thematic analysis show that distrust in public health is influenced by the following themes: health literacy, inquiry on evidence, disenchantment in decision-making, political corruption, maintaining locus of control, messaging discrepancy, and accountability.

The results will help contribute to social sciences literature on public trust in disaster settings. The thematic analysis results will help inform recommendations for policymakers to enhance trust in Canadian governmental organizations, especially in public health systems. The results of the sentiment analysis can not only offer recommendations for future public health social media communication, but also offer suggestions on the usage of AI in disaster response policies.

**POSTERS:****Amirhossein Moosavi**

Amirhossein is a PhD candidate at Telfer School of Management, University of Ottawa, Canada. He works under the supervision of Dr. Onur Ozturk and Dr. Jonathan Patrick, specializing in Health Systems. He also, completed his MSc and BSc in Industrial Engineering from Azad University, Tehran, Iran.



Amirhossein is interested in the operational challenges associated with healthcare and supply chain management problems. He uses Advanced Analytics and Machine Learning to improve performance metrics (e.g., costs, resource utilization, and workload equity) for multi-stakeholder and large-sized problems. His expertise mostly includes the design of meta-heuristic, heuristic, Benders decomposition, column generation and approximate dynamic programming algorithms. His PhD. thesis revolves around unique planning and scheduling problems in healthcare. For example, through cooperation with the Bruyère Research Institute, his supervisors and him worked on a staff scheduling problem that aims to reduce the spread of respiratory-prone diseases in residential care facilities during pandemics.

Outside of academia, Amirhossein tries to use what he learned through his research and apply it to real-world opportunities to have a more robust and well-rounded education. In addition, he works out quite often and likes cycling and kayaking during summer.

**Abstract:** It has been estimated that more than 65% of hospitals' revenue is generated by the Operating Theaters (OTs) while they are responsible for more than 50% of expenditures [1, 2]. In the last two decades, researchers have proposed several methodologies for Operating Room (OR) planning and have improved various performance metrics, including cost, patient wait time, and overtime and idleness of ORs (see [3] and references therein). However, the adoption of such approaches has been rare in practice regardless of OTs current performance (e.g., OTs, on average, run at less than 70% of their capacity) [4]. In partnership with the uOttawa Heart Institute, this project aims to answer the following research question: How can an evidence-based scheduling methodology be developed for the uOttawa Heart Institute to improve patient wait time?

In the literature, many studies have used advanced analytics techniques to address the OR planning problem, especially mathematical programming – a quantitative approach to decision-making. This research also applies mathematical programming to the decisions associated with the allocation of specialties and patients to OR during a pre-specified planning horizon.

This project aims to hybridize advanced analytics and machine learning methods to construct a state-of-the-art decision support tool for OR planning to (i) increase value by reducing manual scheduling processes, which can save many person-hours spent each day developing the schedule, (ii) eliminate human biases, errors and inefficiencies, and (iii) enhance performance metrics, increase transparency, and maintain equity among all stakeholders.

This research aims to develop a multi-stakeholder multi-disciplinary methodology for the management of the OT at the uOttawa Heart Institute to improve patient wait time. The work will be advised by Dr. Sun, Dr. Ozturk and Dr. Patrick, whose research interests and expertise include the applications of advanced analytics in healthcare decision-making.

## Daniel James Quintal-Curcic

Daniel James Quintal-Curcic (he/him) is a Doctoral Candidate in Management specializing in Organizational Behaviour and Human Resources under the supervision of Dr. Laurent Lapierre. Daniel's research interests include mental health, leadership, and social support. Specifically, Daniel's research focuses on how managers/supervisors can best help employees maintain and increase their mental health. Daniel has a passion for health and wellness and enjoys cooking plant-based recipes, meditating, and endurance training. In addition, Daniel is a Drag Race superfan! To date, Daniel has had the opportunity to present his research at the Canadian Psychological Association Annual Convention, the Association for Psychological Science Annual Convention, and the Academy of Management Annual Meeting.



**Abstract:** Employees' experiences at work can influence their mental health. A 2012 report by the American Psychological Association indicates 70% of employees believe their job is one of the most significant sources of stress in their lives. Stress from work can contribute to poor mental health, where symptoms such as exhaustion, fatigue, reduced concentration, and withdrawal may negatively impact organizations. How can supervisors help their employees maintain and increase their mental health? There are many reasons to suspect that supervisors play a critical and unique role in protecting and enhancing employees' mental health when they engage in social support (Lapierre et al., forthcoming). Generally speaking, social support captures an interpersonal transaction characterized by acts such as showing emotional concern, offering a listening ear, providing instrumental assistance, and giving relevant information. Previous research has established that supervisor support is associated with many beneficial outcomes reflective of employees' mental health and well-being, such as reduced stress, somatic complaints, and better mood. Despite these documented benefits, management scholars

have criticized the literature on supervisor support as being too broad and general. Scholars have pointed out that there are practical benefits to developing more topic-specific measures of supervisor support that provide greater theoretical consistency, predictive validity, and, ultimately, more specific guidance to those in supervisory positions. There is a similar need to understand the specific supportive behaviours with which supervisors can help employees maintain and increase their mental health. A recall study was conducted, where employees and managers were asked to recall specific behaviours that may help employees maintain or restore their mental health. A thematic analysis was conducted to determine the common themes among the examples. The findings will be presented.

## Mariam Magdy Hussein

Mariam is a Ph.D. Candidate in the Telfer Ph.D. Management program, studying Organizational Behaviour under the supervision of Professor Sharon L. O'Sullivan. Mariam's current dissertation project examines the roles of empathy and cultural competence in improving communications between newcomers and their host country nationals. Her thesis addresses how newcomers make sense of their interactions in the host country and what contributes to better interactional quality. Her research also explores how newcomers can integrate further into their host country.



Mariam graduated with a B.Sc. in Human Resources and Strategic Management from the German University in Cairo, Egypt, in 2011 and received her M.Sc. in Management from the same institute in 2014. She has had extensive teaching and research experience since 2011, acquired through participating in numerous contracts and projects in Egypt and Canada. Because of her encounters as a newcomer in Canada, she developed a specific interest in the experiences of immigrants and underrepresented social groups.

Outside of academia, Mariam spends her time with her two boys and baby girl. She enjoys reading and listening to soft music in her little quiet time.

**Abstract:** One of the most pertinent challenges for newcomers and their healthcare providers from the host country nationals is creating effective communications that enable newcomers to receive the care they need and the providers to feel satisfied with their extended help. As Ahmed and Bates (2017) noted, cultural differences and their effects are under-addressed in the communication literature. This social aspect of the interaction is crucial because the quality of interactions during healthcare visits is a potentially significant risk factor for the deterioration of health for immigrants (Ahmed et al., 2016; Vang et al., 2015). Poor or inappropriate interactions result in newcomer

patients not complying with treatments, refusing to see a provider, and choosing to withhold critical health information. Previous studies suggest that communication barriers can be minimized through empathetic techniques that allow providers to interact effectively without culture-specific training (Ahmed et al., 2016). My research asks: What are the barriers and enablers to experiencing communicated empathy by Middle Eastern newcomer patients, particularly in Canadian healthcare encounters? And how do newcomers respond to them? Methodologically, I interviewed thirty Middle Eastern newcomers with frequent intense interactions with the Canadian healthcare system. My research provides a starting point for understanding newcomers' observations of an empathic encounter, what verbal and nonverbal behaviours they expect, and the range of behavioural responses they demonstrate when responding to an empathic/unemphatic provider. The qualitative nature of the study provides rich detail about the recipients' experiences in the healthcare context as opposed to the paper-and-pencil survey approach. On a more practical level, this study potentially informs healthcare providers about the significance of being proactive and seeking cues while interacting with newcomer patients to improve their experiences. This information will inform interventions to train providers on the appropriate interactional approaches to people from different cultural backgrounds, particularly Middle Eastern ones.