

# TELFER-SPROTT RESEARCH FORUM

*SHARING KNOWLEDGE ALONG THE CANAL*

TELFER SCHOOL OF MANAGEMENT  
&  
SPROTT SCHOOL OF BUSINESS  
OTTAWA, ONTARIO

October 2009

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## TELFER-SPROTT RESEARCH FORUM SCHEDULE

Time	Topic	Speaker	Room
8h45-9h00	Registration		Fourth Floor
9h00-9h10	Welcome	Dean Micheál Kelly	DMS 4170
9h10-9h40	<i>Providing Decision Support to Physicians at the Point of Care: MET3 Clinical Decision Support System</i>	Dr. Wojtek Michalowski	DMS 4170
9h40-10h10	<i>The role of emotion and language in dyadic eNegotiations</i>	Dr. Michael Hine	DMS 4170
10h10-10h30	Refreshments		DMS 4101
10h30-11h00	<i>One rotten apple spoils the barrel: Effects of deceptive advertising</i>	Dr. Robin Ritchie	DMS 4170
11h00-11h30	<i>On the determinants of the reach of innovation-related collaboration in small firms</i>	Dr. Mark Freel	DMS 4170
11h30-11h35	Telfer MSc in Health Systems – Overview	Dr. Wojtek Michalowski	DMS 4170
11h35-11h40	Telfer MSc in Management - Overview	Dr. Ajax Persaud	DMS 4170
11h40-11h45	Sprott PhD in Management - Overview	Dr. Shaobo Ji	DMS 4170
11h45-12h00	Lunch Begins with Self-Serve Buffet		DMS 4101
12h00-12h10	Dean Jerry Tomberlin		DMS 4101
12h10-12h50	Special Guest Keynote Speaker - John Biles, Special Adviser to the Director General of Integration Branch for Citizenship and Immigration Canada		DMS 4101
12h50-13h05	Q & A		DMS 4101
13h05-13h35	<i>The effect on market quality of interlisted securities due to a repeal of the uptick rule</i>	Dr. Howard Nemiroff	DMS 4170
13h35-14h05	<i>Entrepreneurship at the periphery: Doing more with less in remote regions</i>	Dr. Scott Ensign	DMS 4170
14h05-14h30	Refreshments and Networking		Fourth Floor
14h30-15h00	<i>You Can't Always Get What You Want: Implications for Employees and Organizations</i>	Dr. Lorraine Dyke	DMS 4170
15h00-15h30	<i>What's Anxiety-Provoking about Tests? Exploring the Antecedents of Test Anxiety</i>	Dr. Silvia Bonaccio	DMS 4170
15h30-15h40	Closing Remarks	Associate Dean Murphy	DMS 4170

## THE DEANS

### DEAN MICHEÁL KELLY

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Executive, advisor, teacher, researcher, author—Micheál J. Kelly is a highly respected leader in the field of business management and international business.

Dr. Kelly has been Dean of the Telfer School of Management since 2000. During his tenure as Dean, he has helped to transform the School into a leading centre for management education and research, and a unique and stimulating learning environment for students. He has been responsible for leading the Telfer School of Management through two major international accreditations, the development of new programs and student services and a major fundraising campaign.



In addition to his duties as Dean, Dr. Kelly is a professor of strategic and international management. His research focuses on strategic alliances and the competitive strategies of high-technology companies. He has authored several dozen monographs, articles and studies and produced the video Building Successful Strategic Alliances. His recent research on alliances, in cooperation with Professor Jean-Louis Schaan, has been published by the Stanford Research Institute (SRI) the Journal of Small Business Strategy and the Journal of R&D Management. He and Professor Schaan also co-authored the 4-part cases series Strategic Alliances that Work produced by Ivey Publishing and Cases in Alliance Management published by Sage Publishing.

Dr. Kelly has also advised technology companies around the world on foreign investment strategies, alliance management and financing international expansions. Dr. Kelly was previously Chairman of the Six Countries Program, a European research network on innovation and technology policy. He also served on the Advisory Board of the Silicon Valley Roundtable in California and was a member of its annual “Valley Business and Economic Forecast” panel. He is past Chairman of the Canadian Federation of Business School Deans and has also served on the boards of several companies and organizations. Dr. Kelly is currently a member of the Board of Governors of Beta Gamma Sigma the international honour society for business schools.

Dr. Kelly is a featured speaker at international conferences and executive seminars on strategic alliances, strategic leadership and venture capital, and a regular contributor to various business publications and television programs on management issues.

He is a graduate of Assumption College (AB), the University of Ottawa (MA) and Carleton University (PhD).

#### RESEARCH INTERESTS

- Strategic alliances
- International venture capital
- Foreign investment

### DEAN JERRY TOMBERLIN

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Dr. Jerry Tomberlin is Dean of the Sprott School of Business.

Prior to joining the Sprott School of Business, Dr. Tomberlin held a variety of positions at Concordia University in Montreal, including dean of the John Molson School of Business, associate dean of Research and Graduate Studies as well as External Affairs, and academic director of the MBA program. He has taught at the University of the West Indies, the University of Southampton in England, l'École Supérieure des Sciences Économiques et Commerciales in France, and Baruch College in New York.



Dr. Tomberlin has provided consulting services to a number of major corporations and

organizations, which include NASA, General Motors, Royal Bank of Canada, Statistics Canada and le Bureau de la statistique du Québec.

He holds an MA and PhD in statistics from Harvard, and a Master of Public Health in Biostatistics from the University of Michigan. He has published many refereed articles and conference proceedings.

#### RESEARCH INTERESTS

- statistical applications in casualty actuarial science
- statistical issues in cases of employment discrimination
- statistics and the law
- design and analysis of sample surveys

#### ASSOCIATE DEAN JOANNE LECK

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Joanne Leck is an Associate Professor at the University of Ottawa's School of Management.

Professor Leck brings to the University a wide range of professional and academic experience. She has worked at Air Canada in Information Technology for several years and has provided training in negotiation skills and managing diversity for a variety of organizations, including Canada Post, Hydro Quebec, le Cirque du Soleil, and the University of Havana.

Her current research focuses on mentoring and how mentorship programs can be best designed to foster the advancement of women in the workplace.



#### RESEARCH INTERESTS

- Workplace Violence
- Employment Equity
- Mentoring
- Managing Diversity

#### TEACHING AREAS

- Human Resources Management
- Organizational Behaviour

#### ASSOCIATE DEAN STEVEN MURPHY

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Steven Murphy is Associate Dean, Research and Graduate Programs and Associate Professor of Organizational Behaviour. An active researcher, Steven's work examines the role of emotions in strategic decision-making, leadership, and other facets of organizational life. Steven also has extensive consulting experience in both private and public sectors working primarily on leadership development, senior management dynamics and executive coaching with clients including virtually every



Canadian Federal Government Department, and private sector clients in Ottawa, Montreal, Toronto and San Jose.

In addition, Steven is a sought after commentator and has appeared on CBC's THE NATIONAL, CTV, and Global News, and his research and its implications have also been reported in the Globe & Mail's REPORT ON BUSINESS and in the Ottawa Citizen. Steven has taught in the MBA program at the Telfer School of Business (University of Ottawa), and has dealt extensively with executive education, both in consulting practice, and in the Master's Program in Leadership at Lancaster University (U.K.)

#### RESEARCH INTERESTS

- Personality and emotions
- Organizational shunning
- Leadership development
- Ethics and meaning
- HR issues in Policing
- Employee well-being

#### VICE-DEAN, ASSOCIATE DEAN FRANÇOIS JULIEN

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Professor Julien teaches courses in the fields of production and operations management, operations research and management sciences.

His research interests include production planning and scheduling, and operations management in general. Holding a research grant from the Natural Science and Engineering Research Council, he works on customer order scheduling and production/distribution coordination in flexible manufacturing environments, and he studies the effects, on order lead times, of continuous manufacturing improvement, modeled as reduction in setup times and processing time variability. He is also involved with OC Transpo and students from the Systems Science Master's Program in studying the use of simulation and knowledge-based systems in dynamic bus scheduling and control in a public transit network.



Professor Julien is a full member of INFORMS, the Administrative Sciences Association of Canada, and the Canadian Operational Research Society (of which he is also co-chair of the Annual Competition on the Practice of O.R.), and of the Production and Operation Managerial Society.

#### RESEARCH INTERESTS

- Operations management
- Management science



## THE KEYNOTE SPEAKER

### JOHN BILES

John Biles has just taken a new position as a special adviser to the Director General of Integration Branch for Citizenship and Immigration Canada. Prior to this appointment he spent thirteen years working with the Metropolis Project, the largest international policy-research network focused on immigration, integration and diversity. He has spent the last five years in the post of Director of Partnerships and Knowledge Transfer. In addition to his Metropolis work, he has collaborated with the principle investigators in the recently funded CURA on Welcoming Communities involving researchers from twelve Ontario universities including Carleton and the University of Ottawa. His research interests are varied but generally center on integration and inclusion of newcomers and minorities. He has edited two volumes published in the last eighteen months and has a number of others coming out in 2010.



## THE RESEARCH FORUM SPEAKERS

### DR. SILVIA BONACCIO

Silvia Bonaccio received her Ph.D. in industrial/organizational psychology from Purdue University in 2006. She is currently an assistant professor at the Telfer School of Management, University of Ottawa, Canada. Her research focuses on the use of information during decision-making and how such information influences decision-making processes and outcomes. For example, she currently focuses on the role of advice giving and taking in decision-making and the factors that promote positive exchanges between decision-makers and their advisors. Her other research interest lies in the investigation of individual differences commonly used in employee selection contexts. She is interested in whether and, if so, how non-cognitive individual differences (e.g., personality and anxiety) influence the measurement of cognitive abilities. Her research has been published in journals such as *Organizational Behavior and Human Decision Processes*, *Journal of Vocational Behavior*, *Intelligence*, *Journal of Organizational Behavior*, *Journal of Behavioral Decision Making*, and *Personality and Individual Differences*.



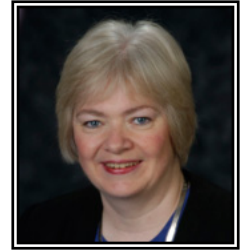
#### WHAT'S ANXIETY-PROVOKING ABOUT TESTS? EXPLORING THE ANTECEDENTS OF TEST ANXIETY

Human Resources (HR) researchers have devoted substantial attention to understanding applicant reactions to employee selection procedures. Interest in one particular reaction, test-taking anxiety, appears to continue unabated. Test anxiety is a phenomenon of particular relevance to HR researchers and practitioners alike, with both groups being particularly concerned about its consequences. In spite of the substantial work conducted on the consequences of test anxiety, much less attention has been paid to understanding the antecedents of test anxiety. Understanding the antecedents of test anxiety is important as they can be key starting points for developing interventions to minimizing test anxiety. This presentation will describe recent work aimed at creating a taxonomy of the antecedents of test anxiety. The taxonomy was created using a rational-empirical strategy, which relied on theory and first-person accounts. The resulting hierarchical taxonomy comprised several primary perceptions (each with subcategories) that were organized into three perceptual sources (perceptions of the self, the test itself, and the testing situation).

## DR. LORRAINE DYKE

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Dr. Dyke is an Associate Professor of Management and Strategy in the Sprott School of Business at Carleton University. Dr. Dyke is also the founder and current Director of the Centre for Research and Education on Women and Work and the Management Development Program for Women at Carleton. Professor Dyke holds an M.B.A. and Ph.D. in Management from Queen's University.



Dr. Dyke's research focuses on careers, the changing workplace and workforce diversity. Her monographs include a cross-cultural study of attitudes towards women in management, a study on career development in the federal public service and a study of career issues in the high tech sector. She is the author of numerous research articles and has received extensive funding for her research. Dr. Dyke is also the recipient of four Best Paper Awards for her research. Her consulting experience includes work with some of Canada's largest public and private sector organizations. Recent consulting projects include a major executive training initiative on diversity, a custom leadership program for a federal agency and three projects on workplace climate issues.

In recent years, Dr. Dyke has been nominated by Carleton alumnae for a Governor General's Award in Commemoration of the Person's Case and as a YMCA-YWCA Woman of Distinction. She was recently awarded the Graduate Students' Association Excellence Award in Graduate Teaching at Carleton University.

### *YOU CAN'T ALWAYS GET WHAT YOU WANT: IMPLICATIONS FOR EMPLOYEES AND ORGANIZATIONS*

The present study examined meaning and implications of subjective success among 1500 knowledge workers in the high tech sector. The achievements that defined success reflected four main dimensions – personal accomplishment, financial rewards, recognition and authority. Respondents' ability to achieve success on these dimensions was examined by creating scales measuring the presence of these achievements in their work. The results indicated significant gaps between what employees seek to achieve and what they were able to achieve in their work. To understand the implications of these gaps, hierarchical regression models predicting work outcomes such as career satisfaction and organizational commitment were examined. Objective indicators of success such as organizational level, recent promotions and salary, were controlled for in the analysis. Results indicate that an employee's ability to fulfill his or her personal definition of success is a good predictor of outcomes above and beyond the effects of objective indicators of success.

## DR. SCOTT ENSIGN

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Scott Ensign is a Fulbright Scholar and has been recognized for excellence in teaching and research. His research interests include innovation in organizations with physically and technologically distributed R&D – specifically, knowledge sharing and knowledge building. Professor Ensign has also been very active in issues related to North American and international trade. Recently, he has established contacts with Aboriginal communities to lead a multidisciplinary team in the study of entrepreneurship in this context.



His work has been published in the Journal of High Technology Management Research, Management Decision, and Thunderbird International Business Review. Recently he completed book reviews on entrepreneurship for the Journal of International Business Studies and Administrative Science Quarterly. He is an active member of the Administrative Sciences Association of Canada and the Academy of Management where he has served as a discussant and reviewer for the Entrepreneurship Division. He also belongs to the United States Association for Small Business and Entrepreneurship.

## ENTREPRENEURSHIP AT THE PERIPHERY: DOING MORE WITH LESS IN REMOTE REGIONS

Canada's most recent Territory, Nunavut, is facing and is expected to continue to see increasing economic opportunity come its way in the near future. A very real question is to what degree Nunavut's inhabitants (Nunavummiut) are ready to take advantage of this? This research seeks to assess the ability of residents of Nunavut to harness prospects for economic prosperity. In particular, entrepreneurial aptitude and entrepreneurial activity are examined.

Entrepreneurial behaviour represents the foundation for economic growth (Schumpeter 1950). Whether value-creating activities take place in a small business or a large multinational enterprise (e.g., mining company) both lead to job creation and generate wealth. However, evidence across time and space suggests that economies - whether small town, or continent such as Europe, Africa, or North America - experience the greatest benefit from capitalist acts that take place at a fundamental level. Small businesses generate the majority of jobs and wealth (Birch 1979, Haltiwanger 2006). Business ownership leads to self-determination, esteem, and impacts other indicators of social welfare, including health and a stable, cohesive community.

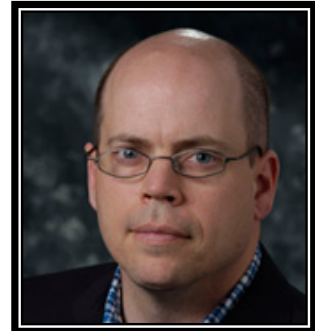
Our research agenda unfolds in two parts. In Study 1, the social networks of entrepreneurs are assessed. This will involve voluntary participation of Nunavummiut to take a standard test to gauge network characteristics. In Study 2, specific instances of entrepreneurship will be recorded in detail through face-to-face interview. These actual small business owners' experiences (e.g., successes, failures, and challenges) will give depth to our understanding.

NSERC-SSHRC (2000: 17) states "Young people in the North need to be provided with new, varied, and ongoing opportunities." With a burgeoning young population, the Nunavut Economic Development Strategy (2003: 27) isolates "economic development for our youth" as a priority.

### DR. MICHAEL HINE

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Mike is a former Director of Decision Support Technology for the Employment Support Institute in Richmond, VA. In addition, he has years of consulting experience in the software design and development domain. He is currently teaching in the Masters of Information Management program at Victoria University in Wellington, New Zealand. He has also taught software design and development courses to information systems professionals at the United States Department of Defense in Alexandria, VA and at the United States Army Information Systems Software Development Center in Petersburg, VA.



#### RESEARCH INTERESTS

- Decision Support Systems
- E-Health
- E-Business
- Distributed Software Development Teams

### DR. MARK FREEL

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Dr. Mark Freel is an associate professor at the Telfer School of Management in the area of innovation and entrepreneurship. He is a recognized researcher and has undertaken different projects on behalf of European regional, national and supra-national government bodies. Additionally, he has been awarded several grants from charities and research councils to study different aspects of entrepreneurship, innovation policy and strategy in the context of specific communities in Britain. He brings to the University of Ottawa 10 years of teaching,



research and consultancy experience garnered at the Universities of Edinburgh, Aberdeen, Warwick and Paisley (all in the UK).

#### ON THE DETERMINANTS OF THE REACH OF INNOVATION-RELATED COLLABORATION IN SMALL FIRMS

Mark Freel<sup>1,\*</sup>, Jeroen P.J. de Jong<sup>2, 3</sup> & Tyler Chamberlin<sup>1</sup>

<sup>1</sup> *Telfer School of Management, University of Ottawa;* <sup>2</sup> *EIM Business and Policy Research, P.O. Box 7001, 2701 AA, Zoetermeer;* <sup>3</sup> *Rotterdam School of Management, Erasmus University, Rotterdam*

This paper takes as its starting point an item of relatively recent academic orthodoxy: the insistence that ‘...interactive learning and collective entrepreneurship are fundamental to the process of innovation’ (Lundvall, 1992, p. 9). From this, academics have frequently taken “interactive” to imply “inter-organisational” and, whilst one might be concerned by this too casual conflation, there is a growing consensus that firms’ embeddedness in collaborative networks matters for their innovative performance (Gilsing et al., 2008).

Following this, and on the back of a commendable amount of empirical research establishing the importance of innovation-related collaboration, a growing literature has begun to investigate ‘who cooperates for innovation, and why’ (Tether, 2002). From these studies, the identified determinants of collaborative innovation are frequently shown to include: industry sector and firm size (Miotti and Sachwald, 2003); differences in innovation strategies (Bayona et al., 2001); internal resources (Lee, Lee & Pennings, 2001) and, more specifically, absorptive capacity (Fritsch and Lukas, 2001). Unfortunately, however, the bulk of these studies are marked by insensitivity to the central feature in popular expositions of innovation networks – viz. geography. With few exceptions (e.g. Drejer and Vinding, 2007), the concern has been with explaining (or, strictly, predicting) collaborations irrespective of the location of partners.

Yet, a central problem in understanding the manner in which collaborative relations are formed and governed is in the way in which geography ‘matters’ (Moodysson and Jonsson, 2007). To this end, Gertler and Levitte (2005, p. 489) draw a common inference from our opening ‘orthodoxy’: “if innovation as an activity has become increasingly interactive and socially organized..., then geographical concentration of the relevant actors will facilitate this process of learning-by-interacting”. This, of course, is consistent with observations on the spatial concentration of innovations (Asheim and Gertler, 2005). Paradoxically, empirical studies are unequivocal in demonstrating that innovation-related collaborations are frequently dispersed (Kaufmann and Tödtling, 2000; Freel, 2003; Drejer and Vinding, 2007). Even within prototypical innovative regions (such as the San Francisco Bay area and Baden-Württemberg) innovation networks have been shown to extend more and less spatially. Indeed, there is some suggestion that extra-local networks may be more important than local networks. Clearly, understanding the differences between locally and globally networked firms has important implications for business executives and for policy makers charged with national or regional development. Accordingly, and drawing upon data from the 4th UK Innovation Survey, the current paper attempts to discriminate firms on the basis of the reach of their innovation networks. Both structurally and strategically, what characterizes firms collaborating with more distant partners, relative to their locally embedded counterparts?

#### DR. WOJTEK MICHALOWSKI

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Wojtek Michalowski is a Professor of Decision and Management Sciences at the Telfer School of Management, University of Ottawa and holder of the University Research Chair in Health Informatics and Decision Support. He is also Adjunct Professor in the Faculty of Medicine, University of Ottawa, member of the Ottawa- Carleton Institute for Computer Science, and Adjunct Research Professor in the Eric Sprott School of Business, Carleton University. He is past director of the Master of Health Administration program.



During 1997/1998 academic year he was Senior Research Scholar at the International Institute for Applied Systems Analysis, Austria. He is leader of the MET Research Group and a

driving force behind MET research program (<http://www.mobiledss.uottawa.ca>). Wojtek's research interests include health informatics with special emphasize on decision analysis and support, design of ubiquitous and mobile support systems, data mining, and multiple criteria decision making. He has written over eighty refereed papers and has published articles in some thirty journals, including Management Science, Naval Research Logistics, Operations Research, Journal of Optimization Theory and Applications, IEEE Systems, Man and Cybernetics, International Journal of Medical Informatics, IEEE Intelligent Systems, Decision Support Systems, Methods of Information in Medicine, Healthcare Management Science, and European Journal of Operational Research.

Wojtek received his Ph.D. in Operations Research from the Warsaw School of Economics in Poland.

*PROVIDING DECISION SUPPORT TO PHYSICIANS AT THE POINT OF CARE: MET3 CLINICAL DECISION SUPPORT SYSTEM*

MET Research Group ([www.mobiledss.uottawa.ca](http://www.mobiledss.uottawa.ca))

University of Ottawa and Children's Hospital of Eastern Ontario

It is an accepted belief that information and communication technologies can help with effective delivery of health services. This belief was further enforced by the Health Council of Canada report that recommended intensifying all the activities aiming at developing the Electronic Health Record (EHR). However, digital patient data is only as good as our ability to use it effectively in clinical decision-making. So far not enough attention is devoted to research that addresses the issues lying "beyond the EHR". This talk will focus on one aspect of such research – namely provision of decision support to clinicians at the point of care. The opportunities and challenges associated with creating and using clinical decision support systems will be discussed and illustrated using MET3-Asthma system that was developed at the University of Ottawa in collaboration with physicians from Children's Hospital of Eastern Ontario. This is a process-oriented decision support system that helps physician to collect data about a patient, to make initial assessment about patient's disease, and to help with finding evidence supporting treatment decision. The system was designed as a multi-agent system using the O-MaSE methodology and implemented with JADE. It relies on the UMLS Metathesaurus and Cochrane Collaboration Library of Systematic Reviews to index and retrieve medical evidence.

**DR. HOWARD NEMIROFF**

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Howard Nemiroff has taught an assortment of Undergraduate and MBA courses in investments, portfolio management and derivatives at three universities prior to Carleton (Saint Mary's University, Brock University, Long Island University). Prior to moving to NY, he worked with the Institute of Canadian Bankers (now part of the Canadian Securities Institute) delivering mutual fund compliance courses to financial planners.

He holds a BA (Economics) from Western Ontario, an MA (Economics) from Concordia and a Ph.D. (Finance) from Concordia. While in NY for five years, he actively conducted interviews on all financial markets related news with Bloomberg radio, Associated Press (national), CBS radio, CNN radio, CNNfn.com, ABC radio, and Wall Street Journal radio, as well as appearing in print in the New York Post, the New York Daily News and Kiplinger's Personal Finance.

Howard's research is in market anomalies, behavioural finance and market efficiency, and publishes in internationally recognized academic journals such as the Journal of Financial Research, Financial Review, and International Review of Economics and Finance, amongst others.



## *THE EFFECT ON MARKET QUALITY OF INTERLISTED SECURITIES DUE TO A REPEAL OF THE UPTICK RULE*

On July 6, 2007 the SEC repealed rule 10a-1, which governed how short transactions were executed on US exchanges. The original rule, now replaced by Reg SHO, required short transactions be executed only provided the last movement in prices was positive (hereafter referred to as an uptick). Reg SHO no longer requires this, and as such, there are implications for Canadian markets. UMIR rule 3.1 requires that all Canadian securities that are interlisted in the US be "short-exempt", implying that traders in these shares no longer have to abide by the uptick rule in order for the stock to be shorted. This effect has created an ideal control group of Canadian stocks where the impact of this ruling can be directly assessed relative to other Canadian firms shares that are still subject to the uptick rule. Preliminary results show that neither short interest nor volume of transaction increase significantly post-announcement. Though, perhaps surprisingly, there is some increased activity in the control group.

### **DR. ROBIN RITCHIE**

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Robin Ritchie is Assistant Professor of Marketing at the Sprott School of Business. He earned a B.A. in Political Science at the University of Calgary, along with an M.Sc. in International Business and a Ph.D. in Marketing from the University of British Columbia. His research interests focus on examining the role of trust in consumer behaviour, brand-building in virtual environments, marketing in subsistence markets, and the nature of competition in the nonprofit sector. Publications include: "Damage from Corrective Advertising: Causes and Cures," published in the Journal of Marketing, "The Defensive Consumer: Advertising Deception, Defensive Processing, and Distrust," published in the Journal of Marketing Research, "Understanding Consumption and Entrepreneurship in Subsistence Marketplaces," published in the Journal of Business Research, and "A framework for an industry supported destination marketing information system," published in Tourism Management. Professor Ritchie has also worked as marketing research coordinator for Travel Alberta (the tourism marketing agency of the province of Alberta, Canada), consultant for the Valencian Tourism Institute in Valencia, Spain, and account manager with Columbus Group Internet Marketing in Vancouver, British Columbia.



### *THE DEFENSIVE CONSUMER: ADVERTISING DECEPTION, DEFENSIVE PROCESSING & DISTRUST*

This research examines the effects of deceptive and corrective advertising on consumer response to subsequently encountered ads. We find that consumer discovery of marketer deception engenders broad and enduring distrust, which negatively affects their responses to subsequent advertising from both the same source and second-party sources. Evidence suggests that this operates through a process of defensive stereotyping, in which the initial deception induces negative beliefs about advertising and marketing in general, thus undermining the credibility of further advertising. However, a positive reputation insulates second-party firms from these carryover effects, provided that this reputation is based on an endorsement from an independent regulator. Furthermore, firm responses that include an explanation for the misleading claim prove to be effective in avoiding the negative side effects of corrective advertising.

## THE GRADUATE PROGRAM DIRECTORS

### DR. SHAOBO JI - DIRECTOR OF THE PHD IN MANAGEMENT PROGRAM

Shaobo Ji is an Associate Professor of Information Systems and Director of the PhD in Management Program at the Sprott School of Business, Carleton University. He holds an engineering degree from Dalian Institute of Technology, China, an MBA from Babson College, USA, a PhD in Management Sciences from the University of Waterloo, Canada, and has extensive IT management and consulting experience. Prior to joining Carleton University in 2000, he worked as a system engineer and business and IT consultant in several international IT firms. His areas of research interest include global information management, mobile commerce and IT implementation and adoption in organizations. He has published extensively in the areas of information systems and IT management.



### DR. WOJTEK MICHALOWSKI - DIRECTOR OF THE MSC IN HEALTH SYSTEMS PROGRAM

Wojtek Michalowski is a Professor of Decision and Management Sciences at the Telfer School of Management, University of Ottawa and holder of the University Research Chair in Health Informatics and Decision Support. He is also Adjunct Professor in the Faculty of Medicine, University of Ottawa, member of the Ottawa-Carleton Institute for Computer Science, and Adjunct Research Professor in the Eric Sprott School of Business, Carleton University. He is past director of the Master of Health Administration program.

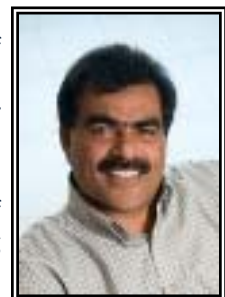


During 1997/1998 academic year he was Senior Research Scholar at the International Institute for Applied Systems Analysis, Austria. He is leader of the MET Research Group and a driving force behind MET research program (<http://www.mobiledss.uottawa.ca>). Wojtek's research interests include health informatics with special emphasize on decision analysis and support, design of ubiquitous and mobile support systems, data mining, and multiple criteria decision making. He has written over eighty refereed papers and has published articles in some thirty journals, including Management Science, Naval Research Logistics, Operations Research, Journal of Optimization Theory and Applications, IEEE Systems, Man and Cybernetics, International Journal of Medical Informatics, IEEE Intelligent Systems, Decision Support Systems, Methods of Information in Medicine, Healthcare Management Science, and European Journal of Operational Research.

Wojtek received his Ph.D. in Operations Research from the Warsaw School of Economics in Poland.

### DR. AJAX PERSAUD - DIRECTOR OF THE M.SC. IN MANAGEMENT PROGRAM

Dr. Persaud is Associate Professor, and the Director of the M.Sc. in Management program at the Telfer School of Management. His research focuses on the commercialization of new technologies, R&D and innovation management, new product development and technology adoption. Dr. Persaud has received several nominations and awards for teaching and research excellence. His research has been published in leading refereed journals and peer-reviewed conference proceedings including IEEE Transactions on Engineering Management, Journal of Product Innovation Management, Journal of Technology Transfer, Canadian Journal of Administrative Sciences, Engineering Management Journal, and Technovation. He has taught undergraduate and graduate courses in R&D Management, Technology Management, Marketing, High-Tech Marketing, Electronic Marketing, Digital Marketing Technologies, Marketing Strategy, Entrepreneurial Finance, Economics, and Quantitative Methods.



## THE GRADUATE PROGRAMS

### THE TELFER MSc IN MANAGEMENT

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The Telfer MSc in Management is designed to train experts who will contribute to academic excellence and influence change in society by undertaking and disseminating rigorous academic, applied, and policy research in management. In response to an unmet need the Telfer MSc in Management program was created to teach students to think creatively and in a scientifically-informed manner about problems of organizational management, particularly in the context of innovation management and entrepreneurship.

#### WHAT OUR STUDENTS ARE RESEARCHING:

- Real option pricing model applied to industrial and regional benefits policy
- Impact of proximity in mergers and acquisitions on innovation performance in Canada's high-tech industries
- Affective trust as a mediator between subordinate organizational citizenship behaviour and supervisors' willingness to mentor
- Innovation and commercialization capabilities: The case of Canadian medium-sized firms in the information and communication technology sector

### THE TELFER MSc IN HEALTH SYSTEMS

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The Telfer MSc in Health Systems is designed to train country's next generation of leading health researchers – helping health care practitioners and managers to achieve better patient outcomes, reduce costs and improve the quality of health-care services. This program assists students to “think differently” and to become agents of change that along with forward looking clinical and management leaders will transform Canadian health systems.

#### WHAT OUR STUDENTS ARE RESEARCHING:

- Access to health care by disadvantaged populations
- Emergency Room overcrowding
- Continuity of care in women's health
- Socio-economic status and stroke/congestive heart failure risk factors among population
- Funding models for dementia patients in long term care facilities
- Integrated provision of health services combining alternative and conventional medicine

For more information about these programs please visit [www.telfer.uOttawa.ca/msc](http://www.telfer.uOttawa.ca/msc) or email us at [msc@telfer.uOttawa.ca](mailto:msc@telfer.uOttawa.ca)



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## SPROTT PHD IN MANAGEMENT PROGRAM

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Centred on applied research in an interdisciplinary context, the PhD in Management program at Carleton University's Sprott School of Business provides both a theoretical and practical understanding of complex issues facing business and managers.

### INTEGRATIVE APPROACH

Sprott's doctoral program provides a holistic perspective to defining and solving problems. The program offers a number of integrative, issued-focused courses not commonly found in other PhD programs. At the same time, students are able to ground their learning and research in selected functional areas such as Finance, Information Systems, International Business, Marketing, Management and Organizational Behaviour, Production and Operations, and Technology and Innovation Management. Recognizing the complex nature of today's management issues, we teach the skills to solve such problems from a system-level view, drawing on resources and ideas from multiple functional areas.

### SUPPORTIVE ENVIRONMENT

The Sprott School of Business provides a career-oriented and intellectually-stimulating environment, drawing from the school's award-winning faculty who are world research leaders in their fields. Sprott doctoral students benefit from small class sizes that promote collaboration, mentorship from dedicated faculty members, and facilities that are updated continually with the latest technology.

The program is offered on a full-time or part-time basis to suit the needs of professionals who would like to remain in the workforce throughout their studies.

Carleton University is a dynamic, research-intensive institute situated in Ottawa, Ontario. The university's location in Canada's capital offers a unique mix of national and international institutions, excellent quality of life, and a thriving business sector that includes one of the largest concentrations of technology firms in North America.

For more information about the program, please visit the website or contact us directly at [phd\\_info@sprott.carleton.ca](mailto:phd_info@sprott.carleton.ca) or (613) 520-2600 ext. 3208.

### PROGRAM REQUIREMENTS - OVERVIEW

In keeping with the focus, aims and objectives of the program, there are five sets of program requirements:

#### **1. Coursework**

- **5.0 credits comprised of the following: 1.5 credits in research and analysis methods; 1.5 credits of seminar courses in functional areas of business; 1.0 credit from a selection of advanced course electives in the School of Business; and 1.0 credit of free electives which must be approved by the dissertation supervisor.**

#### **2. Research Seminar - Participation in Sprott Seminar Series**

- **Participation in the Sprott Seminar series on current business issues.**

#### **3. Teaching Education & Experience**

- **Participation in teaching seminars and have sufficient experience in a classroom setting or provide evidence of satisfactory teaching experience.**

#### **4. Comprehensive Examination**

- **Successful completion of both the written and oral components of the comprehensive examination.**

#### **5. Dissertation Proposal & Dissertation**

- **Presentation and oral defence of the dissertation proposal.**
  - **A dissertation normally equivalent to 5.0 credits, which must be defended.**
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## CONTACT INFORMATION

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