



HICKSON RESEARCH DAY – FALL 2010

November 19th, Auditorium (343 Drake)

The Hickson Research Days are forums for faculty members and graduate students to share their research-oriented trajectories, programs, and specific projects with the Asper School of Business community. Overviews of the current program and upcoming events are provided below.

Program Overview

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| 8:45 am | Coffee and light snacks available – Foyer |
| 9:15–9:30 | Opening remarks by Dean Feltham |
| 9:30–12:00 | Reg Litz: “ <i>Movies to Manage by – ‘Startup.com’: The Case of govWorks.</i> ” |
| 12:00–1:15 | Catered lunch – Fishbowl <i>Screening of Clio Award Winning Ads – Auditorium</i> |
| 1:15–1:45 | Krista Uggerslev: “ <i>What’s Behind the War for Talent?</i> ” |
| 1:45–2:15 | Bob Travica: “ <i>An Information View of Organizations.</i> ” |
| 2:15–2:45 | Olya Bullard: “ <i>Investigating Situational Moderators of the Regulatory Fit Effect as a Source of Consumer Judgment Bias.</i> ” |
| 2:45–3:15 | Chris Adams: “ <i>Corporate Social Responsibility: Varying Levels of Support based on Socio-Economic Characteristics.</i> ” |
| 3:15–3:45 | Sarath Abeysekera: “ <i>Sustainability and Mission-Drift: Do Microfinance Institutions in Vietnam Reach the Poor?</i> ” |
| 3:45pm | Closing remarks |

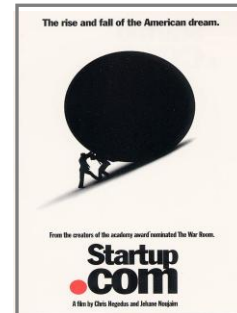
Upcoming Research Events

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| Nov 26, and Dec 3, 10, 17 | Manuscript Madness <i>Peer driven manuscript writing workshop</i> |
| | Informal Conversations series: |
| Jan onwards | <i>Behavioural series: contact bhatnaga@cc.umanitoba.ca for details and inclusion in the mailing list.</i> |
| Ongoing | <i>Strategy & Entrepreneurship series: contact pdass@cc.umanitoba.ca for inclusion in the mailing list.</i> |
| Mar 4 | Hickson Research Day – Winter 2011 |

PROGRAM DETAILS

Movies to Manage by ‘Startup.com’: The Case of govWorks.

Reg Litz



What is involved in starting up a business? In this presentation, Dr. Reg Litz—an inspiring and award winning teacher—will revisit the experience of two childhood friends turned entrepreneurs named Tom Herman and Kaleil Tuzman who together sought to create and launch an Internet startup called ‘govWorks.com’. The morning will begin with a short presentation of an entrepreneurial process model. This model will be applied to the real-time experiences of Tom and Kaleil, as captured in the 2001 documentary Startup.com.

This critically acclaimed inside view of the rise of the Internet investment frenzy, the subsequent crash of the dot-com economy, and the toll on the underlying human dynamic contains essential lessons for the understanding and practice of business. Opportunities for live discussion before, during, and after the screening, as well as over lunch, will encourage reflection on what it means to launch new ventures whether they occur in practitioner or research domains.

What’s Behind the War for Talent?

Krista Uggerslev

For the past ten years in the recruitment field, virtually every paper has opened by describing a looming labour shortage (Avery & McKay, 2006) caused by changing demographic trends and economic conditions. The ensuing competition for qualified candidates has been referred to as an impending “war for talent” (Michaels et al., 2001). In light of the recent world economic crisis, this presentation will explore Canadian and global demographic and economic data as we ponder whether and the extent to which there is indeed a massive talent shortage on Canada’s horizon.

An Information View of Organizations.

Bob Travica

A conceptual framework for studying organizations from the perspective of information systems—Information View of Organization (IVO)—is proposed here. IVO draws on information systems theory and organization theory. Applied in empirical research, IVO sharpens the focus of information systems research by applying a balanced approach to both information (in various modalities) and information technology, and by taking a distinctive approach to well-known organizational aspects. IVO also provides insights into the character and role of information technology which can be relevant for organization theory. Practically, IVO delivers tools for improving information management and the alignment between organization and information systems.

Investigating Situational Moderators of the Regulatory Fit Effect as a Source of Consumer Judgment Bias.

Olya Bullard

In recent years researchers have paid increasing attention to the marketing of social causes as well as the social implications of commercial marketing practices. The rise of issues such as obesity, addictions, risky behaviors, and irresponsible financial practices makes it important to examine why consumers to engage in such detrimental behaviours, and what can be done to prevent them. In examining such questions, close attention needs to be paid to regulatory fit effects (Higgins, 2000) that have been shown to influence processes such as evaluations of options, preferences, and decision making. This research investigates how, and under what circumstances, regulatory fit effects lead to biased judgments. These biased judgments can, in turn, lead to suboptimal choices that undermine consumer welfare.

Corporate Social Responsibility: Varying Levels of Support based on Socio-Economic Characteristics

Chris Adams

This research investigates how concerns regarding corporate social responsibility (CSR) vary when examining different socio-economic groups. A telephone survey of 1000 adults in Manitoba (in 2009) was conducted and four variables were chosen for analysis: age, household income, education, and gender. For the purposes of this research, CSR included the following elements: accountability and transparency, behaving in an environmental sustainable manner, respecting human rights, fair treatment of employees, and supporting local community causes. These were combined into a CSR Index. Results revealed that while age and education showed no statistically significant association, gender and household income were linked to somewhat heightened CSR concerns.

Sustainability and Mission-Drift: Do Microfinance Institutions in Vietnam Reach the Poor?

Sarath Abeysekera

A typical mission of microfinance institutions (MFIs) is to serve very low-income clients that lack access to other formal sources of credit or financial services. Operational realities, however, can divert MFIs from their original mission, and reorient them toward “less-poor” clients. This phenomenon—called mission drift—refers to a shift in new client composition via reorientation from more- to less-poor ones within a population over time. The purpose of this study is to determine the degree to which MFIs within a particular Vietnamese province have reached the poor, and whether a time trend in mission-drift has occurred due to pressures of balancing outreach with sustainability.

IN MEMORY OF ALLISTER HICKSON



Dr. Allister Hickson received his PhD in Agricultural Economics from the University of Manitoba in 1983. He obtained his Executive Development Certificate from the Certified General Accountants Association of Manitoba in 1999, and a Chartered Financial Analyst designation from the Association of Investment Management Research in 2002. Allister worked with Manitoba Public Insurance from 1987 to 2003. While working with MPI, he was asked by Dr. Barry Prentice to teach a fledgling Certificate in Logistics Management program developed by the Transport Institute of the University of Manitoba.

This sparked Allister’s love of teaching. He continued to teach the Risk Management and Safety course until he joined the Transport Institute full time as a Professional Associate in 2003. This allowed him to mentor the many research interns that have passed through the Institute. Allister was not just the senior researcher at the Institute, he became a close friend to all the interns and staff who worked with him. In 2008, Allister became an Assistant Professor in the Department of Supply Chain Management in the I. H. Asper School of Business at the University of Manitoba. He loved teaching and research, and he cared about his students and colleagues deeply.

Allister passed away after a courageous battle with cancer in December 2008. We hope that this day, which—as a member of the Research and Publications committee—he helped to start, will foster the collegiality that he embodied. He is deeply missed.

Thank you for your participation!

The Research and Publications committee consists of Namita Bhatnagar, Fang Chen, Jijun Gao, Nathan Greidanus, and Nick Turner. Many thanks to Kate Davis, Sandy Hershcovis, Jim Kelso, Brendan Roney, Patty Tait, and Mary Ellen White for their help while organizing the event. We welcome your ideas regarding this and other research initiatives.

To learn more about research activities at the Asper School of Business, please visit our research website at:

<http://umanitoba.ca/faculties/management/research/>