



WINTER 2010

Hickson Research Day  
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## Conference Program

March 19, 2010  
10am—3pm  
Drake Centre room 107

*Spotlight on  
International  
Business  
Research*

**ASPER**



**SCHOOL OF  
BUSINESS**

# KEYNOTE SPEAKER



Rosalie Tung, PhD, FRSC  
Simon Fraser University

Rosalie L. Tung is Professor of International Business at Simon Fraser University (Canada). She holds the Ming and Stella Wong Chaired Professorship. Prof. Tung has served a five-year term on the Executive Committee of the Academy of Management, including the positions of President in 2003-2004 and past President in 2004-2005. She has been inducted as a Fellow of the Royal Society of Canada, and has been elected as a Fellow of the Academy of Management, the Academy of International Business, the British Academy of Management, the International Academy for Intercultural Research. She is the winner of the 1998 Vancouver YWCA Woman of the Year Award in Management, the Professions and the Trades, and is the recipient of the 1997 American Society for Advanced Global Competitiveness Research Award.

Prof. Tung received her Ph.D. in Business Administration from the University of British Columbia in 1977. She was formerly a Distinguished Professor and Director of the International Business Center at the University of Wisconsin-Milwaukee, and has served as a faculty member or visiting scholar on numerous faculties such as the Wharton School (University of Pennsylvania), Harvard University, University of California-Los Angeles, the Copenhagen Business School (Denmark), and the Chinese University of Hong Kong, Peking University. She has taught at the Ministry of Foreign Trade and Economic Cooperation and has served on the United Nations' Task Force on Human Resource Management.

Professor Tung is the author or editor of eleven books, and has also published widely on the subjects of international management and organizational theory in journals such as the *Journal of World Business*, *Organizational Dynamics*, *Journal of International Business Studies*, *Academy of Management Executive*, *California Management Review*, *Academy of Management Journal*, *Academy of Management Review*, *International Journal of Human Resource Management*, and *Journal of Applied Psychology*. Her research has been cited in leading national and international newspapers and news magazines, including the *International Herald Tribune*, *Business Week*, and *Wall Street Journal*.

Professor Tung has served as a Treasurer and member of the Executive Board, Academy of International Business. She is the Editor of International Human Resource Management, Cross-Cultural and Comparative Management for the *Journal of International Business Studies*. She has also served as the Senior Editor of International Human Resource Management for the *Journal of World Business* for many years. In addition, she sits on the editorial boards of many other academic journals.

Professor Tung has been included on numerous "Who's Who" lists including the *Who's Who in America*, *Who's Who in the World*, *The International Who's Who of Intellectuals*, *Who's Who of Canadian Women*, and *Who's Who of Canadian Business*.

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# PROGRAM DETAILS

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10 - 10:10	Opening remarks - (coffee and muffins available from 9:45)
10:10-11:10	Rosalie Tung - " <i>What makes International Management Research Unique?</i> "
11:10 - 11:35	Ron McLachlin - " <i>Pre-positioning Humanitarian Relief Supplies</i> "
11:35 - 12:00	Cyril Foropon - " <i>Managing Quality within Manufacturing and Service Provider Organizations</i> "
12:00- 1:15	Catered Lunch and Meet and Mingle with Rosalie Tung - Fishbowl
1:15 - 1:40	Hal Pedersen - " <i>Essential Features of a Good Economic Scenario Generator</i> "
1:40- 2:05	Dennis Ng - " <i>Why do Canadian firms go private? An international comparison</i> "
2:05 - 2:30	Ed Bruning - " <i>An International Teaching and Research Odyssey</i> "
2:30 - 2:55	Sergio Carvalho - " <i>Consumer Response to Foreign Products in Times of Crises</i> "
2:55	Closing Remarks

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# HICKSON RESEARCH DAY

# PRESENTATION ABSTRACTS

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***Keynote Address: What makes International Management Research Unique?***  
***Presenter: Professor Rosalie Tung***

The presentation will be a personal perspective of how Professor Tung got into international management research and remained faithful to the cause for over three decades. The presentation will address some of her key research findings and will also highlight the opportunities and challenges associated with international management research. Following the presentation, there will be an opportunity for questions and discussion.

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***Title: Pre-positioning Humanitarian Relief Supplies***  
***Presenter: Dr. Ron McLachlin***

This presentation addresses the pre-positioning of humanitarian relief supplies in preparation for responding to natural disasters. The focus is on the use of postponement strategies for pre-positioning. Unlike situations faced by profit-making firms, which normally operate supply chains in relatively stable environments and find it fairly easy to use postponement strategies, humanitarian agencies must anticipate unstable and chaotic operating environments. This makes implementing pre-positioning approaches very difficult. This presentation considers some of the challenges involved. This research is part of an overall project that addresses issues of preparedness by humanitarian supply chains for responding to disasters.

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***Title: Managing Quality within Manufacturing and Service Provider Organizations***  
***Presenter: Dr. Cyril Foropon***

Cyril's research interests include ISO 9000 quality management within automotive operations, quality and process improvement within healthcare operations, and service quality within executive education operations. Firstly, Cyril is interested in understanding how managers involved in ISO 9000 quality certification initiatives apply basic quality management principles. Secondly, Cyril is interested in understanding how to implement effectively and efficiently improvement initiatives within healthcare operations. Thirdly, he investigates how to teach effectively and efficiently operations and supply chain management to healthcare professionals. Overall, Cyril's projects have the case-study research in common, and findings are also disclosed into the classroom through custom business cases.

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# HICKSON RESEARCH DAY

# PRESENTATION ABSTRACTS

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***Title: What are the Essential Features of a Good Economic Scenario Generator?***  
***Presenter: Dr. Hal Pedersen***

Recent turmoil in global asset markets has sharpened the focus on the need for comprehensive and robust economic scenario generators for risk management. We discuss the properties that a good economic scenario generator should have and discuss the implications of using economic scenario generators with deficiencies. We close with a discussion of the extreme events of 2008 and what one should expect from a good economic scenario generator with respect to the simulation of extreme outcomes.

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***Title: Why do Canadian firms go private? An international comparison***  
***Presenter: Dennis Ng (PhD Candidate)***

This paper examines the magnitude and determinants of expected shareholder gains in Canadian public to private transactions from 1997-2009. The results are compared to studies from the U.S. and U.K. The average premium for a Canadian public to private transaction is about 29%, smaller than in the U.S. and U.K.

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***Title: An International Teaching and Research Odyssey***  
***Presenter: Dr. Ed Bruning***

International research has been a one of my strong interests throughout my academic career. Beginning with a student exchange traineeship in Finland in 1975, my involvement developed into international teaching and research commitments that inspire my scholarly activities today. In fifteen minutes I will summarize my international experiences over the last 35 years and lay out the plan for the next 35 (or so). My work encompasses contributions in the areas of economics, logistics/supply chain and marketing, although a marketing focus dominates much of my thinking over the past 20 years.

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***Title: Consumer Response to Foreign Products in Times of Crises***  
***Presenter: Dr. Sergio Carvalho***

Sergio Carvalho's research in this area evolved from his Ph.D. dissertation which investigated the role that national identity plays in consumers' evaluations and purchasing decisions involving foreign products. In this presentation, Sergio will share his research on how consumers react to product harm crises involving foreign products. Particularly, he will share his research on the role of cultural similarity and personal relevance on consumers' perception of the risk of food-borne contamination involving imported food and their intentions to reduce consumption of this food.

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## HICKSON RESEARCH DAY

# IN MEMORY OF ALLISTER HICKSON



Allister Hickson  
Assistant professor  
Supply Chain Management  
Asper School of Business

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 and he continued to teach the Risk Management and Safety course until 2003.

In 2003, Allister joined the Transport Institute full time as a Professional Associate. 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.

In December, 2008, Allister passed away after a courageous battle with cancer. 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.

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## Thank you for your participation!

The Research and Publications Committee consists of Namita Bhatnagar, Jijun Gao, Nathan Greidanus, Sandy Hershcovis, and Nick Turner. We welcome your input and ideas regarding this and other initiatives.

To learn more about the research activities of faculty and students at the I.H. Asper School of Business, please visit our research website at:

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

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