

## **ASPER SCHOOL OF BUSINESS**

Name: Dr. Mingzhi Liu

Accounting & Finance

[Mingzhi.Liu@umanitoba.ca](mailto:Mingzhi.Liu@umanitoba.ca)

Board of directors and executive officers are responsible for overseeing corporate operations and governance. Due to the public exposure, corporate directors and officers (D&Os) face a variety of risks that can often result in lawsuits, some of which may lead to financial losses for D&Os. In practice, therefore, many corporations purchase D&Os liability insurance in order to protect them from personal liability and financial losses incurred by business decisions. In the U.S., the total corporate D&Os liability insurance premiums written amounted to about \$2.91 billion dollars per year (SNL Financial, 2014). However, insuring D&Os against allegations of “misbehaviors” is controversial due to its effect on accountability. In other words, it can cause unintended moral hazard problems, as purchasing corporate D&Os liability insurance reduces the disciplining effect of shareholder litigation and decreases corporate reporting transparency, which in turn encourages corporate risk-taking behaviors.

My main objective of this project is to investigate how the corporate board structures, as corporate governance mechanisms, (e.g., board independence and diversity, dual CEO and Chairman, board expertise) would affect the decision of purchasing corporate D&Os liability insurance (e.g., insurance premium and coverage). Under my guidance, the Undergraduate Research Award recipient is expected to collect information about corporate board structure information for Canadian public companies in the S&P/TSX Composite Index from a publicly available source: the System for Electronic Document Analysis and Retrieval (SEDAR). At the end of the project, the recipient is encouraged to display the work in the poster competition for undergraduate student researchers.

Name: Dr. Bruno Dyck

Business Administration

[Bruno.Dyck@umanitoba.ca](mailto:Bruno.Dyck@umanitoba.ca)

There is widespread recognition that businesses have an important role to play in addressing serious social and ecological issues facing humankind (e.g., climate change, economic inequality). According to the literature on sustainable management, it is helpful to think of three different approaches to business, ranging from least to most sustainable: 1) a Financial Bottom Line (FBL) approach places primary emphasis on maximizing profits and leaves caring for social and ecological well-being to other stakeholders (e.g., government); 2) a Triple Bottom Line (TBL) approach seeks to maximize profits by reducing negative social and ecological externalities (e.g., reduced packaging reduces ecological footprint and financial costs; daycares at workplace reduces stress and turnover costs); 3) a Social and Ecological Thought (SET) approach seeks to optimize social and ecological well-being while remaining financially viable (i.e., a SET approach does not seek to maximize profits). For example, Winnipeg’s Eadha Bread bakery sources local organic ingredients (enhances ecological well-being), bakes only sourdough products (enhances the ability of the body to absorb nutrients), and supports local

community-building projects (e.g., customers can purchase “coupons” that are placed on a bulletin board for people who cannot afford a loaf).

This research project aims to contribute to an already-begun study of SET businesses in Winnipeg. The student will collaborate with the research team in the following activities (which may be modified based on the interests of the student). 1) Identify and add new businesses to the existing sample of local firms that operate according to SET management practices and principles; 2) Arrange, undertake, record, and transcribe interviews with managers from SET businesses. Note that depending on the interests of the student, these interviews may focus on a particular industry (e.g., baked goods, slow fashion, or organic agriculture) and/or on a specific discipline (e.g., marketing, finance, accounting, public policy); 3) Help to analyze interview data (under guidance of researcher); 4) If appropriate, help to develop and distribute a follow-up questionnaire for businesses; 5) Participate in writing a scholarly paper, research report, and/or teaching case based on the findings. The student will work with Bruno Dyck (and possibly other faculty members involved in this research project). The student will work with Bruno Dyck (and possibly other faculty members involved in this research project).

Name: Dr. Victor Cui

Business Administration

[Victor.Cui@umanitoba.ca](mailto:Victor.Cui@umanitoba.ca)

Having both engineering and business backgrounds, I am passionate about studying the role of business strategies in technological changes. I am particularly interested in how innovation is influenced by contrasting business forces, such as collaboration and competition between firms, and protection and violation of intellectual property rights (IPRs).

For example, I study how compensation design triggers competitive versus collaborative interactions among R&D employees, which affect firm innovation performance (Yanadori & Cui, 2013; Cui, Ding, & Yanadori, 2019); how collaborative portfolios between partners shape their value creation and appropriation, and consequently their competition in the product market (Cui, Yang, & Vertinsky, 2018); and how Intellectual Property Rights (IPR) violation and protection in host countries influence multinational companies' innovation (Brander, Cui, & Vertinsky, 2017). I have made contributions to these lines of research by publishing in top-tier academic journals such as *Strategic Management Journal*, *Journal of International Business Studies (JIBS)*, and *Research Policy*. I have also served these areas by co-editing the 2019 JIBS special issue on IPR protection in international business (<http://resource-cms.springernature.com/springer-cms/rest/v1/content/16199504/data/v1>).

My research has reached a wide audience via media outlets such as CBC and Fortune. I have also been invited to give talks at multinational companies in North America and Asia, such as StandardAero, Merck & Co., TsingTao Beer, and the Bank of Beijing.

I warmly welcome undergraduate students with strong academic background in statistics, actuarial science, computer science and engineering, business, psychology, or sociology to join my research team. Computer programming skills (with SAS, R, Stata, C, JavaScript, Python, etc.) and expertise in machine learning are a plus.

Name: Dr. Ratchel Zeng

Business Administration

[Ratchel.Zeng@umanitoba.ca](mailto:Ratchel.Zeng@umanitoba.ca)

Control and coordination of resources and activities is central to the success of multinational enterprises (MNEs). MNE managers use control and coordination mechanisms to assure that geographically spread resources and activities are leveraged. Empirical studies show the importance of control and coordination mechanisms for outcomes such as knowledge transfer within the MNE network (Zeng, Grøgaard, & Steel, 2018) and subsidiary performance (Galli Geleilate, Andrews, & Fainshmidt, 2020). Not surprisingly, control and coordination mechanisms have been studied extensively over the past several decades (Kostova, Marano, & Tallman, 2016). Indeed, a recent review article of MNE subsidiary management literature identifies control and coordination as one of the most studied topics (Meyer, Li, & Schotter, 2020).

In this project we will conduct a critical, comprehensive review of the evolution of research on control and coordination over time, arguing that there is a need to redirect research on this important topic to reflect the changing nature of the MNE. Under my guidance, the Undergraduate Research Award recipient is expected to search, collect and download related literature and code them accordingly. At the end of the project, the recipient is encouraged to display the work in the poster competition for undergraduate student researchers.