

BSAC 2022 Annual Conference

Draft Programme

Sunday November 13

10.45 – 12.00 *Board meeting (Board members only)*
*Viewpoint Circle
for Dialogue*

12.00 – 13.00 *Lunch*
Event Centre

13.00 – 13.45 *Planning Building School Facilities*
Tour of New Haskayne School Building
*Starting point
Event Centre*

- ❖ Jim Dewald, Dean, Haskayne School of Business, University of Calgary

14.00 – 15.30 *Regional Meetings*

These roundtable sessions will provide an open, interactive forum for delegates to better understand some of the unique challenges, opportunities, and issues that schools, and their leadership, are facing in their respective regions. The discussion will facilitate an exchange of information and sharing best practices between colleagues.

Room TBA *Atlantic Regional Meeting*

- ❖ Binod Sundararajan, Interim Director, Rowe School of Business, Dalhousie University (moderator)

Room TBA *Western Regional Meeting*

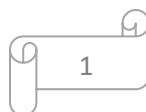
- ❖ Gina Grandy, Dean, Hill and Levene Schools of Business, University of Regina (moderator)

Room TBA *Québec Regional Meeting*

- ❖ Frank Pons, Dean, Faculté des sciences de l'administration, Université Laval (moderator)

Room TBA *Ontario Regional Meeting*

- ❖ Dana Brown, Dean, Sprott School of Business, Carleton University (moderator)



15.30 – 15.50 *Refreshment Break*
Suncor Terrace

15.55 – 16.45 *BSAC 2022 Research Project Presentation*
Event Centre

Indigenous Allyship in Canadian Business Schools: Towards a comprehensive framework for implementation

Moving towards true allyship within business schools is essential to building effective relationships with Indigenous organizations and communities with the goal of forming meaningfully engaged and mutually beneficial partnerships. Our presentation will summarize progress from our research towards co-creating a comprehensive framework that business schools can use to enhance allyship and meaningful engagement with Indigenous Peoples within their organizations. We will synthesize current literature on allyship with Indigenous Peoples with findings from sharing circles with business school students.

- ❖ Maureen Bourassa, Associate Professor of Marketing, Edwards School of Business, University of Saskatchewan
- ❖ Dana Carriere, Lecturer, Edwards School of Business, University of Saskatchewan

16.55 – 17.45 *BSAC 2022 Research Project Presentation*
Event Centre

A Matriarch Creation Âcimowin (Cree word for Story): identifying and recognizing the social value of Indigenous entrepreneurship and the importance of passing this knowledge onto the next inter-generational Iskwewak (Cree word for Women) leaders.

Description forthcoming

- ❖ Delilah Mah, Researcher, Cape Breton University

18.15 – 20.15 *Dinner*
Event Centre

20.30 Shuttle to hotel

Monday November 14

08.15 Shuttle to Mathison Hall

08.30 – 09.30 *Breakfast*
Event Centre

09.30 – 09.45 *Opening Remarks*
Event Centre

- ❖ Anne-Marie Croteau, Dean, John Molson School of Business, Concordia University, and Chair, BSAC
- ❖ Jim Dewald, Dean, Haskayne School of Business, University of Calgary

09.45 – 10.45 *Defining and Measuring Social Impact*
Event Centre

Universities, and Business Schools, are under immense pressure to demonstrate relevance and contribution in a rapidly changing world of technological, social, and cultural innovations and disruptions.

How should we measure the impact a business school has on our communities? Who are our most relevant communities? Why? How do business school's stack up against expectations? This is a sample of questions our panelists, Maria Balter (Regional Head, Americas, AACSB International) and Elizabeth Cannon (President Emeriti, University of Calgary) will address in this opening session. Delegates will be invited to participate in question-and-answer period and discussion in the last part of the session.

- ❖ Jim Dewald, Dean, Haskayne School of Business, University of Calgary (moderator)
- ❖ Maria Baltar, Regional Head – Americas, AACSB International
- ❖ Elizabeth Cannon, Past-President, University of Calgary

10.45 – 11.05 *Refreshment Break*
Suncor Terrace

11.05 – 12.50 *Business Schools Social Impact: Case studies*
Event Centre

Several member business school case studies will be presented, together with time to engage our audience in understanding specific programs targeted at meaningful impact.

Does the model presented fit for your school? What are the differences you see in your communities? Do the presenting school's objectives fit with your strategic goals? Do they fit with your community's goals? This is intended to be an open-sharing session targeted at advancing Canadian business schools as leaders in impact.

- ❖ Jim Dewald, Dean, Haskayne School of Business, University of Calgary (moderator)
- ❖ Darren Dahl, Dean, Sauder School of Business, University of British Columbia
- ❖ Panelists TBA

13.00 – 14.00 *Lunch*
Event Centre

14.00 – 15.45 *Fear, Fatigue and Fury: Leading in a New Normal*
Event Centre

If there is a single question that is weighing on the minds of most Deans, it is how we are going to re-engage our teams after two years of working from home. Academic leadership has been challenged to make decisions that have frustrated or infuriated a significant proportion of our faculty, staff and students. Questions of equity and justice are swirling unabated. Our decisions continue to be questioned and analyzed, now with the acuity of 20/20 hindsight.

So what does all of this mean for the future of academic work? What do our workplaces look like and how can we use what we have learned, without losing the unique advantages that only arise from social connection and interaction? How can we work through the polarized opinions that have exploded in our post-secondary institution and reclaim the unique place of the academy in civil discourse?

In this presentation and panel session we will consider the factors that have traditionally influenced culture and engagement, how they have changed through the pandemic and social justice movements, and what we might need to do differently to reinvigorate and revitalize our academic institutions.

- ❖ Kelly Williams-Whitt, Dean, Faculty of Business and Communication Studies, Mount Royal University (co-moderator)
- ❖ Kerry B. Godfrey, Dean, Dhillon School of Business, University of Lethbridge (co-moderator)
- ❖ Daphne Taras, Dean, Ted Rogers School of Management, Toronto Metropolitan University
- ❖ Julia Christensen Hughes, President, Yorkville University
- ❖ Speaker & Panelist TBA

15.45 – 16.05 *Refreshment Break*
Suncor Terrace

16.05 – 17.35 *Managing Up and Down – Having an Impact With and Without Authority*
Room TBA

Description forthcoming

- ❖ Elizabeth Evans, Interim Provost and Vice-President Academic, Mount Royal University

16.05 – 17.35 *BSAC Annual General Meeting (AGM)*
Room TBA

The AGM open only to the primary representative (normally the dean or director) from each member school.

An agenda, background documents and other details will be sent directly to the primary representative beforehand.

- ❖ Anne-Marie Croteau, Dean, John Molson School of Business, Concordia University, and Chair, BSAC

18.00 – 20.30 *Reception and Dinner*
Location TBA

20.45 Shuttle to hotel

Tuesday November 15

07.30 Shuttle to Mathison Hall

08.00 – 09.00 *GMAC Research: Understanding Canada's Position in the Global GME Landscape*
Event Centre

More than ever, understanding GME industry trends is critical to staying ahead of the curve and positioning your programs for success in today's dynamic and competitive landscape. Join us for an overview of the latest findings from across GMAC's survey research touchpoints, including the recently published Application Trends Survey. Gain insight to what's going on in the global market, Canada's position within it, and resources GMAC offers to aid your school in maintaining its competitiveness.

- ❖ Kailin Burns, Senior Manager, Market Development, Graduate Management Admissions Council

09.10 – 10.40 *Fostering Business Schools Engagement with Indigenous Communities*
Event Centre

Among the myriad issues confronting 21st century Canadian business schools, there may be none more valuable and vital than Indigenous engagement. The Truth & Reconciliation Commission Call to Action #92 requests Canada to ensure Indigenous peoples with equitable access to training and corporate sector education, with the goal of sustainable benefits from economic development projects. Indigenous engagement is addressed in the content of our curriculum. It is mentioned in the context of land acknowledgements, featured in college strategic plans, and discussed with donors. "Nothing about us without us" characterizes a platform for deliberate decolonization.

What does Indigenous engagement mean for Canadian business schools? Does it relate to student recruitment, student retention, collaborate research projects, or more? What does engagement mean for Indigenous communities? How do business schools participate meaningfully and authentically? These questions – and more – will be addressed by our panel of community, academic and business leaders. Interactive opportunities will be provided for delegates to learn, listen, and share, with the goal of connecting universities and communities in these important endeavors.

- ❖ Keith Willoughby, Dean, Edwards School of Business, University of Saskatchewan (moderator)
- ❖ Kelly Lendsay, President & CEO, Luminary, and Founder and CEO, Indigenous Works
- ❖ Linda ManyGuns, Associate Vice-President of Indigenization and Decolonization, Mount Royal University

10.40 – 11.00
Suncor Terrace
11.00 – 12.30
Event Centre

Refreshment Break

Positioning Canadian Business Schools Globally: Why Canada (or not)?

Why do international students choose Canada and Canadian business schools? What's special about studying business in Canada? And why do some students prefer the USA, UK, Australia, France and many other countries?

Andrew Crisp from international higher education consultancy, CarringtonCrisp, looks at where students choose and why, drawing on student data and experience working with business schools globally. With a panel of deans sharing their experience of international recruitment, the session will challenge Deans to answer the question what more Canada and Canadian business schools can do to attract students from around the world?

- ❖ Andrew Crisp, Carrington Crisp (moderator and speaker)
- ❖ Wanda Costen, Dean, Smith School of Business, Queen's University
- ❖ Lisa Watson, Dean, Faculty of Business, Athabasca University
- ❖ Federico Pasin, Director, HEC Montréal

12.45 – 14.00
Event Centre

Lunch

Practical Information

For information on registration and hotel reservations please visit the events section of the BSAC website. (www.bsac-aegc.ca)

On-site check-in and information

Information desk will be open for the duration of the conference in the *Event Centre, Mathison Hall*.

On-site check-in will start on the Sunday 11:30 at the information desk.

Conference Venue

All sessions and meals, except Monday Dinner, will be held at Mathison Hall, Haskayne School of Business, University of Calgary 2500 University Drive NW Calgary, Alberta.

Monday Dinner location to be announced.

Host Schools

Hosted by the Haskayne School of Business, University of Calgary in collaboration with the Dhillon School of Business, University of Lethbridge and the Bissett School of Business, Mount Royal University.



With the sponsorship support of the Graduate Management Admission Council.

