

School of Business Management

NEWSLETTER

Vol. 19 Issue 1

September 26, 2003

From Peter

Welcome back, everyone. As I write, our school, not unlike others on campus, is busy servicing in the best way we can thousands of returning and newly arrived “double-cohort” students, and an ever-expanding faculty in their teaching and research. This, as we can all appreciate, is by no means a simple challenge.

I am happy to report that some of our renovation projects, such as BUS405 (a new Faculty of Business teaching computer lab) and BUS407 (an expanded Computer Help Desk office for students and faculty) have been completed on time to help meet the challenge mentioned above.

However, I must also report that a very important renovation project is now three weeks behind schedule — the conversion of BUS308 into a large shared faculty office. The delay is due to a number of uncontrollable factors. The most obvious one was the big Blackout in August which resulted in a lengthy delay in the BUS308 project. On behalf of the SBM, I need to apologize to all those who have been grossly inconvenienced by this delay, namely, the faculty members who have been doing their best without the benefits of an office for the past three weeks.

But, guess what, things are looking up. I have been told today that BUS308 will be in ‘move-in’ condition come Tuesday, September 23rd. Let’s just hope that will indeed be the case.

There are, of course, many other challenges ahead in the coming months. Just to mention a few, they are our AACSB accreditation application, MBA plan, and curriculum reform. I will update you as much as I can in the next issue.

Before I end this column, I would like to extend my thanks to all those, both in the SBM and the Ryerson community at large, who have been working so hard helping us to be a productive academic unit in these most challenging times.

The Ryerson School of Business Management is pleased to invite applications for the Standard Broadcasting 2002 Entrepreneurs’ Award of \$25,000

For information/submission of applications, contact the Office of the Director of Student Affairs, BUS741 or call Joanne DiBratto at (416) 979-5000 ext 6708.

Editor: Antoinette Andrade

**FALL 2003 FULL-TIME DEGREE
REGISTERED STUDENTS
(by Program/Level)**

PROGRAM	LEVEL	# of Registered Students
BBMA (Accounting)	03/04	76
	05/06	144
	07/08	146
<i>Sub-total</i>		366
BBMB (Economics)	03/04	20
	05/06	26
	07/08	35
<i>Sub-total</i>		81
BBMD (First Year)	01	826
	02	51
<i>Sub-total</i>		877
BBME (Management)	03/04	127
	05/06	93
	07/08	153
<i>Sub-total</i>		373
BBMF (Finance)	03/04	56
	05/06	149
	07/08	160
<i>Sub-total</i>		365
BBMH (Human Resources)	03/04	30
	05/06	79
	07/08	88
<i>Sub-total</i>		197
BBMM (Marketing)	03/04	93
	05/06	205
	07/08	240
<i>Sub-total</i>		538
BBMR (Entrepreneurship)	03/04	8
	05/06	2
	07/08	
<i>Sub-total</i>		10
SUSPENDED		85
TOTAL		2892

Thought du jour

“Sit at the feet of the master long enough, and they’ll start to smell.”

— [John] Sautget’s Law of Education, from *The New Official Rules*.

RHODES SCHOLARSHIPS FOR 2004

Eleven Rhodes Scholarships are now open for Canadian students and will be awarded in early December. Applications must be in by **October 24, 2003**.

These scholarships are tenable at the University of Oxford, England. They are granted for two years with the possibility of a third year. Scholars are required to go to Oxford in October of 2004.

Selection is made on the basis of school and college records without written examination. The qualities which will be considered in making the selection are: literary and scholastic attainment, fondness and success in outdoor sports, qualities of truthfulness, courage, devotion to duty, sympathy for and protection of the weak, kindness, unselfishness and fellowship, exhibition of moral force of character and of instincts to lead and to take an interest in one’s contemporaries. Qualities of both character and intellect are the most important requirements for a Rhodes Scholarship and these are what the Selection Committee will seek. Financial need does not receive special consideration.

The eleven Scholarships are allotted, three to the Western Region (Manitoba, Saskatchewan and Alberta), two to each of Ontario, Quebec and the Maritime Region (New Brunswick, Nova Scotia and Prince Edward Island), and one each to British Columbia and Newfoundland.

Candidates are advised to enquire whether their university has a pre-screening process, and the date thereof.

Conditions of Eligibility

A candidate must

- (1) be a Canadian citizen or a person domiciled in Canada.
- (2) have been born between October 2, 1979 and October 1, 1985.
- (3) Except for medical students, have received an undergraduate degree before taking up the scholarship.

For further information, contact the SBM Student Affairs office in BUS742.

NEW FACULTY



Avner Levin is the School's new tenure-track faculty member in the Law Area. Avner has taught at the School as a sessional instructor since last September and joined us in May full-time, with research obligations. Avner has published on law and science, tort law and legal theory in peer-reviewed journals such as the Canadian Journal of Law & Jurisprudence and Law & Philosophy. He is currently researching privacy law.

Avner holds an S.J.D. and an LL.M. from the University of Toronto, for which he received the faculty of law's Alan Marks medal for best graduate thesis. Avner received his LL.B. as well as his B.Sc. in Physics from the University of Tel Aviv, Israel through its Interdisciplinary Program for the Promotion of Excellence. Prior to joining the School, Avner worked full-time during graduate school for El-Al Israel Airlines, where he served in Toronto as senior assistant to the Chief of Security.

Avner is thrilled to have joined the law area full-time. He has just purchased a new house in the Bathurst & Lawrence area where he lives with his wife Leah and their two daughters, Noa, aged 6 and Ella, aged 2.



Tarun Dewan was born and raised in India. His original passion was Physics (hence his BSc) but practical considerations convinced him to get an MBA and work for multinationals. Soon however, academia beckoned again, and since it was too late for Physics, he studied Marketing and eventually received his PhD in Management Science from the University of Texas at Dallas. He came to Canada for his first academic job at the University of Toronto, and now joins Ryerson as Associate Professor.

Tarun and his family have grown to love Toronto and he is delighted to be joining a vibrant and expanding faculty with great opportunities. Tarun works on Pricing, Promotions, Retailing and the Diffusion of Innovation and loves hearing of new and exciting ideas!

One of his current projects involves looking at bundled price menus — like the ones offered by wireless, cable, and fast food companies etc. He aims to analyze the bundled price menu phenomenon in a game theoretic framework to uncover the incentives for companies and optimal equilibrium strategies for both competing firms as well as consumers. He will examine the profitability of bundled price menus in a competitive setting and hopes to discuss conditions under which greater consumer choice and flexibility is more profitable for the firm.

NEW FACULTY



Clare Chua received her PhD in Management from the University of California, Los Angeles (UCLA), and her Bachelor of Commerce and Arts (Honours) from McMaster University, Canada from which she graduated summa cum laude. Her research focuses on empirical works in the following areas: risk behaviour, auctions, decision theory, quality management. Clare's dissertation received honourable mention as the finalist placed at the Decision Analysis Society Student Paper Competition in Decision Analysis of INFORMS Society in 1999. She received the best paper award in 2000 from the Fifth International Conference on ISO 9000 & TQM and the "Highly Commended" award in 2001 from the Literati Club Awards for Excellence.

Clare has at least 14 years of teaching experience prior to joining Ryerson. She was the Program Director for several Executive Development Programs. They include Logistics Management, Quality Management, and Operations Management. She has experience conducting courses for both the private and public sectors, including conducting courses for military officers up to the rank of Colonel in courses related to logistics planning. In the non-academic sphere, she has undertaken several projects involving logistics and the quality model approaches for the private sector.

Clare has extensive experience as a researcher and consultant. She has conducted surveys for companies of various sizes, including the international coffee chain Spinelli. Her published works include a chapter in a case study for an Asian theme park. Clare is now actively involved in research in consumer choices and decision making.



Mary Han has completed her DBA in April and enjoyed a wonderful graduation with her parents and family in Scotland, UK in July. Thanks be to God.

Her thesis entitled 'Implementing eCommerce to achieve commercial success in the securities industry' focuses on technological innovation, organizational change management, strategic management, entrepreneurship and eCommerce. During her research years in Glasgow, she has taken the opportunity to tutor at her university, the Strathclyde Business School, University of Strathclyde. She was invited to tutor in the Hunter Center for Entrepreneurship, the Center for Educational Systems and the Department of Human Resource Management.

It was in those years of teaching, interaction and lively discourse with students, that her research findings were enriched and her enthusiasm for teaching was inspired. In fact, many of her analytical frameworks were developed in the process of her preparation for and discussion in classes. Another important pillar that supported and encouraged her pursuit of professorship is her internal supervisors. This includes her primary supervisor Prof. D. Pitt, the Former Dean of Strathclyde Business School, and her secondary supervisors Prof. P. Thompson, the Director of Research and Mr. H. Livingstone, the Senior Lecturer. They have shared valuable wisdom and provided unconditional and continuous support that she will never forget.

It is her hope to expand her research on Canadian soil. She also hopes to see what most of the Brits are crazy about in Canada...the polar bear from Churchill, Winnipeg.

NEW FACULTY



Carlyle Farrell completed his B.Sc degree at the University of the West Indies (UWI) in Trinidad, his M.Sc at the University of Guelph and his Ph.D at the University of Manitoba. He is the recipient of several academic awards, including the University of Manitoba Graduate Studies Fellowship, the University of Manitoba Transport Institute Fellowship and the UWI Trintoc Prize. Prior to joining the School of Business Carlyle worked as an international management consultant, both as president of his own firm and for a large Canadian consultancy. His consulting assignments have taken him to over twenty countries, including Lithuania, Ukraine, Azerbaijan, Jamaica, the Bahamas, Belize, Zambia, Uganda and Tunisia. Carlyle's clients have included major financial institutions such as Rabobank International, the World Bank and the Inter-American Development Bank. He has also provided marketing and strategic planning advice to corporate clients in Europe, North America and the Caribbean.

In addition to international management consulting Carlyle has also served as president of the Canadian subsidiary of a U.S-based e-commerce company. In this latter capacity he had full P&L responsibility for the subsidiary as well as for marketing and brand development in the Canadian market. The company, a pioneer in the online retailing of high end branded gourmet foods, was acquired in a multi-million dollar transaction just before the Internet bubble burst and valuations collapsed in early 2000. Phew — that was close!!!



Norman O'Reilly comes to us directly from Laurentian University where he was an assistant professor in the School of Sports Administration.

After graduating from the University of Waterloo with a B.Sc. and achieving an M.A. from the University of Ottawa, Norm began his professional career working with various sport organizations, including Sport Canada and the Toronto 2008 Olympic Bid. He later returned to school, completing his MBA in technology marketing at the University of Ottawa.

Upon completion of his MBA, Norm co-founded a management consulting practice that continues today. Originally focused on web design, event management and business planning for start-up tech firms, the firm has evolved considerably and is now focused on market research and technology forecasting in the field of biotechnology.

Beginning in 1999, Norm acted as a part-time professor at the University of Ottawa teaching in both the Faculty of Health Sciences and the Faculty of Management (MBA level). Concurrently, he began his PhD in Marketing at the Eric Sprott School of Business at Carleton University, specializing in social and international marketing.

In his spare time, Norm is an avid sportsman and volunteer. While swimming with the University of Ottawa, he was a two-time Academic All-Canadian and Team Captain.

NEW FACULTY

Carlyle Farrell *continued from page 5*

At the School of Business Management, Carlyle will be involved in teaching and research in the marketing and international business areas. His current research interests include organizational buyer behaviour, the determinants of foreign direct investment and website internationalization. His most recent journal submission examines the import purchasing behavior of Caribbean food and beverage executives.

Apart from his professional teaching and research commitments Carlyle is a collector of Caribbean art and spends much of his spare time reading art history, visiting art galleries and meeting with talented artists. Carlyle was born in Trinidad and currently resides in Oakville.

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Norm O'Reilly *continued from page 5*

As a triathlete, he has represented Canada at 3 World Championships and has completed 6 IRONMAN triathlons. Norm is also an avid hockey player and former chess champion. His next goal is to climb Mount Everest, where he plans to head in 2005 as part of a major research expedition.

As a volunteer, Norm currently sits on the Board of Directors of the Canadian Olympic Committee and Triathlon Canada, as well as acting as a committee member with Sledge Hockey of Canada.

As you can see, Norm brings a wealth of academic, entrepreneurial and business experience to the school. His dual research specialization in sport marketing and the business of biotechnology should be of interest to any students looking to work in those fields. Drop by and see him in room B810.

DON'T FORGET!

FALL CONVOCATION

**Wednesday, October 29, 2003,
9:30 a.m.**

**Let's all show up to support our
students and their families**

Volunteer Opportunity

Nina Cole

Volunteers (students, faculty and staff) are needed to assist with a homework club for African refugee children in our area, run by the **Umugenzi for Refugees** organization with assistance from the Rotary Club of Toronto. The club runs this fall on Tuesday, Wednesday, and Thursday afternoons from 3:30 to 5; it started on September 9. If you can come for one day or several, your help would be greatly appreciated. Contact Nina Cole x7558 / n2cole@ryerson.ca for more details.

FACULTY NEWS

AUDREY LOEB chaired the most successful first-time fundraiser ever in Canada: *The Weekend to End Breast Cancer*. Over the September 19-21 week-end, almost 4,000 walkers, representing 100,000 pledge donors and supported by hundreds of site crew and medical and other volunteers, came together to support a cause important to so many. They raised an astounding **\$12 million**, an amount that surpassed all expectations.

Walkers had to each raise a minimum of \$2,000 in order to qualify to participate in the 60 km walk that constituted the Weekend to End Breast Cancer.

How did Audrey get involved in this? Well, besides practising and teaching law for over 25 years, she has been in the forefront of the fight against breast cancer. As someone who has seen her sister survive breast cancer, Audrey has faced this devastating disease at the front lines. Besides, as a member of the business community, she wanted to give something back, and became a board member of the Princess Margaret Hospital Foundation in 1997. From there, she played a role in the inception of *The Weekend to End Breast Cancer*.

Audrey enlisted her colleagues to form a team in support of her walk to end breast cancer, the Miller Thompson Dream Team. With 22 current members, they raised more than \$60,000. Audrey raised more than \$16,000 on her own.

September 10-12, 2004 will be the next Weekend to End Breast Cancer.

Congratulations and thank you twelve million times, Audrey.

VANESSA MAGNESS presented her paper Legitimacy Theory and Corporate Social Responsibility: annual report disclosure after the Omai mine accident during the Canadian Academic Accounting Association's conference in Ottawa this year. This paper uses empirical analysis to build on existing research that suggests companies use annual report disclosures to shape or soften external users' opinions of the company. The accident in question was the failure of a tailings dam at a gold mine owned by Cambior — a Canadian publicly traded company.

Investor concern for environmental impacts has been growing for the past 10 years. More and more, companies are including a discussion of environmental issues in their annual reports. This discussion could range from a detailed description of dollars and strategies devoted to environmental protection, down to anaemic comments such as "we truly care about green things" with no elaboration of the term "we care".

Companies include more extensive information if they are planning to raise external financing in the following year. This finding can be explained in terms of investors' need to evaluate the risks of purchasing shares. In other words, if an investor is going to buy shares, he/she wants to know about the potential cash flow repercussions of accidents, law suits, and fines arising from failure to comply with legislative requirements. When Cambior had the accident, the mine was closed for five months, and the company incurred \$2.2 million U.S. in direct costs, plus capital expenditures of \$6.8 million to return the mine to operation. Furthermore, a lobby group in Quebec contacted financial institutions in both Canada and the U.S., and tried to discourage them from providing capital to the owner of the mine. This will give you an idea of how far afield the repercussions can travel. So you can appreciate why investors want to know how seriously a mining company considers the issue of environmental protection.

DR. SCOTT ANDERSON and Dr Yisong Tian of York University co-authored a research paper which won the Barclays Global Investors Canada Research Award. The \$10,000 prize is granted annually to the author(s) of the best research paper on any area of the Canadian capital markets.

The paper entitled "Incentive Fees, Valuation and Performance of Labour Sponsored Investment Funds" examines manager compensation and the performance of labour sponsored investment funds in Canada.

BAAR-CSI Initiative launched September 8

The Business Alumni Association is pleased to announce its partnership with the Canadian Securities Institute. In an effort to address the investment information needs of our alumni, the CSI is offering SBM graduates an online, interactive course designed to enhance their investment decision skills at a special discounted rate.

Information and registration details can be found on the BAAR website at www.ryerson.ca/~baar/ We welcome thoughts and reactions from the School's faculty, staff and current students regarding these and other upcoming events and initiatives.

Thank you,
The BAAR Executive
e-mail: baar@ryerson.ca

Dates to remember

Week of October 6

Student course request changes for the W2004 term.

Monday, October 27

Review of preliminary exam schedule

Friday, November 7

F2003 examination schedule will be available on-line at www.ryerson.ca

Tuesday, November 18

Awards Night

**Tuesday, December 2 - Saturday,
December 13:** Examination period

Tuesday, December 16

Final grades due at 3:00 p.m.

Grab a Tab for Kaitlin

By Genevieve Farrell

Kaitlin is a cheery, 7 year-old with a great smile who lives in Kitchener. Unfortunately, this wonderful little girl suffers from a rare form of muscular dystrophy, which affects her muscles, immune system, speech and vision. Kaitlin is currently mobile in a buggy which someone must push. A wheel chair is needed to give her independence! And collecting pop can tabs is an easy way to assist her to obtain one.

The cost of a wheel chair is fairly pricey, especially the electrical ones which range on average between \$13,000 to \$15,000. With the assistance of the government it makes it a little easier to purchase one because it will pay 75% of the costs; however, the family still needs to raise the other 25%.

Did you know that the tabs are pure aluminum and one tab = 1/63 oz., 1000 tabs = 1 lb., 2000 lbs. = 1 ton, 2 tons = 1 wheel chair. Collected tabs are sold to an aluminum recycler and the cash is used towards the purchase of the wheelchair.

How did this all start? Two veterans in Elora, Ontario, Ray and Jack, were inspired with this idea to help a friend years ago. Since then, they have given away 43 wheelchairs from pop can tabs they have collected.

Please join us in collecting pop can tabs. Bring them to Genevieve Farrell, in room B747. They will be delivered on your behalf to Kaitlin.