



CFBSD 2019 Deans Conference Program

Sunday October 27th, 2019

Hotel Lord Elgin

13h45 - 15h15 *Early Registration*
Laurier Room

15h15 - 16h15 *Optional Session - AACSB International*
Laurier Room

AACSB staff will be available to discuss questions relating to AACSB accreditation, membership benefits and resources.

Also take advantage of this opportunity to provide your input on an exposure draft of the new AACSB business standards (available as of September 16, 2019 via the AACSB website). Copies of the draft standards will also be made available on site.

- Jane Lawler, Senior Manager, Accreditation Services, AACSB International
- Lauren Maradei, Manager, Membership – Americas, AACSB International
- Michael D. Wiemer, Senior Vice-President and Chief Officer Americas, AACSB International

16h45 - 18h30 *CFBSD Board Meeting (Board Members only)*
Laurier Room

19h00 - 21h00 *Registration & Informal Dinner*
Ontario Room



Monday October 28th, 2019

Telfer School of Management

07h30 - 08h30 *Registration*
DMS 4101

07h45 - 09h00 *Breakfast*
DMS 4101 *Regional Meetings (Atlantic, Quebec, Ontario, West)*

Each region will be allocated a separate section to provide a venue to network and chat about issues of specific interest to their part of the country. The Chair from each region will moderate the discussions.

- Christophe Bredillet, Directeur, École de gestion, Université du Québec à Trois-Rivières (Québec)
- Isabelle Dostaler, Dean, Faculty of Business Administration, Memorial University (Atlantic)
- Andrew Gaudes, Dean, Goodman School of Business, Brock University (Ontario)
- Saul Klein, Dean, Gustavson School of Business, University of Victoria (West)

09h15 - 09h25 *Welcome and Opening Remarks*
DMS 4130

- Jim Dewald, Dean, Haskayne School of Business, University of Calgary, Chair CFBSD
- Francois Julien, Dean, Telfer School of Management, University of Ottawa



09h30 - 10h30
DMS 4130

The Global Graduate Management Education Landscape: What's Changed and Impacts on Canada

The rate of change in global graduate management education (GME) has never been greater. A number of forces, both internal and external to the industry, are having measurable impacts on business schools' offerings (supply) and who is pursuing a degree and where (demand).

Leveraging insights from multiple GMAC Research data sources —including this year's Application Trends Survey, the mba.com Prospective Students Survey, and the latest GMAT testing and score sending data — this presentation will examine Canadian business schools and the candidates they attract within the context of global GME.

- Martin Schuebel, Director, Market Development – Americas, Graduate Management Admission Council® (GMAC®)

10h30 - 10h45
DMS 4101

Refreshment Break

10h45 - 11h45
DMS 4130

Internationalization of Canadian Universities

Internationalization is a high priority for Canadian Universities, the pace of this engagement has accelerated dramatically, and the level of sophistication in the types of partnerships that are being pursued is impressive.

The presentation will include: an overview of Universities Canada's evolving role in supporting international higher education and research collaboration; internationalization trends; current international engagement and priorities; and directions and opportunities in Canada's new International Education Strategy.

A discussion on future directions in internationalization at Canadian business schools will follow.

- Philip Landon, Vice-President, Governance and Programs, Universities Canada



12h00 - 13h00
DMS 4101

Lunch

13h00 - 14h00
DMS 4130

Equity, Diversity and Inclusion

As increasing equity, diversity and inclusion (EDI) in the research enterprise are key priorities of Canada's research granting agencies. There will be first an update on progress made to date with regards to EDI.

We will then proceed with an overview of SSHRC's recent funding opportunities and activities, followed by an open question and answer, discussion forum.

- Dominique Bérubé, Vice-President, Research Programs, Social Sciences and Humanities Research Council of Canada (SSHRC)

14h10 - 15h40
DMS 4130

Fundraising and the Role of the Dean

In this session we will consider some of the professional and personal challenges deans face in their role as fundraiser. Discussion will focus on a number of questions, including:

How long have you been engaged in fundraising? What percentage of your time do you spend typically on fundraising activities? Has this changed over time? What are the essential competencies that are required by dean to be a successful fund-raiser? Externally, as a dean you become by extension the brand of your school. What image do you project to the external community?

- Ken Jones, Dean and Professor Emeritus, Ted Rogers School of Management, Distinguished Fellow, Academic Leadership, Ryerson University (speaker & moderator)
- Harjeet Bhabra, Dean, Sobey School of Business, Saint Mary's University
- Wanda M. Costen, Dean, School of Business, MacEwan University
- Micheál J. Kelly, Dean, School of Business and Economics, Wilfrid Laurier University



15h40 - 16h00
DMS 4101

Refreshment Break

16h00 - 17h15
DMS 4130

*Business School, Industry, Government Collaboration in
Stimulating Innovation*

As of August 26th, 2019, Alphabet, the parent company of Google, has a market capitalization of \$809 billion dollars and employs 98,000 people. Google started life due in part, to a \$4.5 million digital library research grant from the National Science Foundation to Stanford University. While this is a single case, innovation economists Robert Atkinson and Stephen Ezell point out that the genesis of companies and entire industries involved in microwave ovens, the calculator, transistors, semi-conductors, the laser, and the Internet for example, were all driven by government-business-academia collaboration.

The evidence clearly points to the benefits of collaboration. But Daniel Schwanen at the CD Howe Institute argues that, according to numerous studies such as Canada 2006, Independent Panel on Federal Support on Research and Development 2011, and the Advisory Council on Economic Growth 2017, Canadians generate many practical, innovative ideas but struggle to commercialize these ideas.

The question for business schools then, is what is our role in both stimulating collaboration and in engaging in commercialization of discoveries? Do we need to create a new path towards collaboration or build on current paths by investing more time and energy? Do we need better connections across engineering and other science-based faculties within the university?

In this session, we will address the path forward for the business schools within a collaboration system of innovation that can contribute significantly to the Canadian economy.

- Gregory Richards, Interim Director EMBA and Adjunct Professor, Telfer School of Management, University of Ottawa (moderator)
- Gillian Fischer, Global Manager, Customer Adoption & Advocacy, MindBridge Ai
- Mark Freel, Professor, Telfer School of Management, University of Ottawa
- Steve Holder, Head, Strategy and Innovation, SAS Canada
- Kristin Spong, Director, Business Development, Mitacs
- Warren Tomlin, Partner, Ernst and Young



Hotel Lord Elgin

19h00 - 21h30 *Dinner & Reception*
Ontario Room

Tuesday October 29th, 2019

Telfer School of Management

07h30 - 08h45 *Breakfast and Business Meeting*
DMS 4101 *(Business school members only)*

09h00 - 10h30 *"We the North"*
DMS 4101 *How do we see Canadian Business Schools in the future?*

Recent headlines include, "The future of business schools: shut them down or broaden our horizons" (EFMD Global Focus June 5, 2019), "It's official: The MBA degree is in crisis" (Forbes August 20, 2019), and "The real value of business schools" (AACSB BizED April 22, 2019).

These articles forecast volatility, uncertainty, complexity and ambiguity (VUCA) for business schools.

Given this context, how can Canadian B-Schools become world leaders? What will be the distinctive features of B-Schools of the future (10 or 25 years from now) and how do we get there?

How do we see the Canadian B-Schools evolving? What needs to take place now, in 5 and 10 years, to achieve this vision? Can we, working together, become 'We the North'?"

- Jim Dewald, Dean, Haskayne School of Business, University of Calgary, Chair CFBSD

10h40 - 11h40
DMS 4130

Navigating Faculty Matters

Business Schools strive to offer their students the best possible education through innovative curriculum and pedagogy, to advance and disseminate knowledge in the various management disciplines through research that has scholarly and practical impact, and to engage with and provide value to its broad community. In order to deliver on this mission, Business Schools expect their professors to perform well in each of these dimensions. In addition, some professors are asked to take on leadership roles within the School and many are reluctant to take on those roles because of the impact this will have on their career progression, and the lack of incentive or recognition.

How do we incentivize, recognize and reward excellence in teaching, research, outreach and academic leadership? The criteria used in the assessment of a faculty member's performance will influence the time and effort invested by the faculty member on the various dimensions of her duties. What assessment methods and criteria are effective in incentivizing strong performance in teaching, research, outreach and academic leadership? What kind of support can we provide professors in terms of their career development? In this session the panelists will bring their perspective on these and related issues and engage with the audience to explore best practices.

- Francois Julien, Dean, Telfer School of Management, University of Ottawa (moderator)
- Anne-Marie Croteau, Dean, John Molson School of Business, Concordia University
- Ali Dastmalchian, Dean, Beedie School of Business, Simon Fraser University
- Daphne Taras, Dean, Ted Rogers School of Management, Ryerson University

11h40 - 11h50 *Refreshment Break*
DMS 4101



11h50 - 13h00
DMS 4130

*The Role of Business Schools in the Artificial Intelligence
Ecosystem*

A quick review of degreed programs offered in Artificial Intelligence in Canadian universities reveals 20 or so programs across the country. Fourteen are post-graduate level with seven of these doctorates. Few of these programs are delivered through business schools.

Given the potential for artificial intelligence to disrupt organizations: augmenting work, replacing workers, driving change in management practices etc., what should business schools be doing about this phenomenon? Some business schools have introduced analytics programs into their curricula, others are in the process of doing so.

In this session, we discuss the role of business schools in addressing the organizational changes that AI could introduce to organizations. Does this role call for more connections between schools of business and schools of engineering and science? Should joint courses be developed that teach students about algorithms while at the same time addressing organizational transformational issues?

- Sylvain Charbonneau, Vice-President, Research, University of Ottawa (moderator)
- Kelly Daize, Director, Connected and Autonomous Vehicle Program, Invest Ottawa
- Chris DeJager, General Manager, Business Intelligence, Data Management and Analytics, Canada Post
- Wojtek Michalowski, Professor and Vice-Dean Research, Telfer School of Management, University of Ottawa
- Herna L. Viktor, Professor, Faculty of Engineering, Program Director of Applied AI, University of Ottawa
- John Walsh, Chief Data Officer, Environment Canada

13h10 - 14h00
DMS 4101

Lunch



Practical Information

Registration & Hotel Booking

www.cfbsd.ca

Lodging, Sunday Sessions, Sunday & Monday Dinners

Lord Elgin Hotel, 100 Elgin St, Ottawa

Monday and Tuesday Sessions, Breakfasts, Lunches

Telfer School of Management, 55 Laurier Avenue East, Ottawa

Wifi Access

Sunday sessions: Connect to the Laurier Room network using the code "FREE".

Monday and Tuesday Sessions: Connect to network "guOttawa", no login or password required.

Transportation

The Lord Elgin Hotel and Telfer School of Management are within close walking distance from each other.

Special Thanks

Conference Sponsor



Host School

