9th Annual Graduate Research Exposition

Thursday, November 16, 2017  4 to 5:30 p.m.  1450 Guy Street, MB Lobby

Msc in Finance, Management and Marketing
Phd in Business Administration
Masters in Supply Chain Management

An event showcasing the original research of the Doctoral (PhD) and Master of Science (MSc) in Administration students of the John Molson School of Business

For information about the AGRE, please visit: concordia.ca/agre

See back cover for Schedule of Events
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MSc in Finance, Management and Marketing

What is the MSc at JMSB?

- A Master program in business which prepares students for specialized careers in the private, public and non-profit sectors.
- A program that focuses on option-specific seminars and a thesis project.
- Different from the MBA, allowing you to specialize and focus your studies in a specific area of interest.
- Can open the door for the pursuit of doctoral studies.

Program Structure

- A two-year program
  - Year 1 – Core courses + Option-specific seminars
  - Year 2 – Thesis project

Areas of Specialization

- The Finance option equips students with the skills essential for successful research or analytical careers in the financial sector.
- The Management specialization is intended for students pursuing research and careers in human resources or strategic management. It leads to positions as HR specialists, corporate trainers, or as consultants.
- In the Marketing specialization, students develop marketing expertise. Graduates make waves as marketing specialists in such fields as brand management, new product development, communication and marketing research.
- The Supply Chain Management specialization provides tools and techniques to manage the flow of materials, information and money along the supply chain. The program has an emphasis on applied research.

PhD in Business Administration

Objective of the Doctoral Program

The objective of the joint PhD in Business Administration is to educate capable researchers, active participants in academic life, and to stimulate innovative research into topical management issues. The PhD is a full-time program which typically is completed in four to six years.

An Exceptional Learning Environment

John Molson School of Business is entering an exciting phase in its history, with growth and innovation occurring at a phenomenal rate. With new facilities and top-notch marketing specialists in such fields as brand management, graduates make waves as marketing specialists, corporate trainers, or as consultants.

Research Specializations

PhD students at JMSB may choose to specialize in one of five research departments within the program.

- Accountancy
- Management
- SCBTM
- Marketing
- Finance

Want to learn more about our research-based graduate programs in Business Administration? Contact us:

Telephone: 514-848-2424 ext 4149
Fax: 514-848-4593
Email: phdmsc@jmsb.concordia.ca
Web: concordia.ca/jmsbmpsc

MSc Research Projects

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<th>RESEARCH TITLE</th>
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<td>Taaha Aziz</td>
<td>Who Helps the Helpers? (Management)</td>
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<td>M2</td>
<td>Guanyu Bi</td>
<td>CEO Decision Horizon and Firm Performance (Finance)</td>
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<td>M3</td>
<td>Juwei Chen</td>
<td>Corporate CEOs - Agents or Stewards? (Finance)</td>
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<td>M4</td>
<td>Laura Goodyear</td>
<td>Work With You/For You: How Framing Health-Related Products Can Backfire (Marketing)</td>
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<td>M5</td>
<td>Javier Hernandez</td>
<td>The Unskilled Immigrant (Management)</td>
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<td>M6</td>
<td>Francis Jury</td>
<td>The Interplay Between Scarcity Appeals and Hyperopia (Marketing)</td>
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<td>M7</td>
<td>Zhiying Jiao</td>
<td>Good, Bad and Ugly: Effects of Hurricanes on Different Industries (Finance)</td>
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<td>M8</td>
<td>Jonathan Leclerc</td>
<td>The Influence of Facial Expressions of Emotion on Mate Attraction (Marketing)</td>
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<td>M9</td>
<td>Ivy Li</td>
<td>Does Workplace Friendship Make Employees Better Citizens? (Management)</td>
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<td>M10</td>
<td>Jiax Li</td>
<td>How to Trigger Employees’ Proactiveness in Competitive Climates (Management)</td>
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<td>M11</td>
<td>Celine Nehme</td>
<td>How Can Your Social Ties Become Your Key to Success? (Management)</td>
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<td>Ghia Shamsayeh</td>
<td>Cats, Account Managers and Followers: Pet Micro-celebrities as Influencers (Marketing)</td>
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<td>Shuang Sharma</td>
<td>Social Innovation: A Literature Review and Typology of Models (Management)</td>
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<td>M15</td>
<td>Yunhao Xie</td>
<td>Why Give? A Family-Business Approach to Household Philanthropy (Management)</td>
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<td>M16</td>
<td>Lu Xu</td>
<td>Accent Your Brand! Accents and Languages in Chinese Advertising (Marketing)</td>
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<td>Siying Zhou</td>
<td>Risk Tolerance in Option Market Making: an Empirical Study (Finance)</td>
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<td>M18</td>
<td>Yulin Zhou</td>
<td>The Determinants of the Success of Crowdfunding Projects (Finance)</td>
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Phd Research Projects

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<td>Aya Aboelenien</td>
<td>Food Fight: How Vegans and Non-Vegans Manage Moral Differences (Marketing)</td>
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<td>P2</td>
<td>Brad Aeon</td>
<td>Now, Just Now, and Now Now: South African Entrepreneurs’ Attitudes Toward Time (Management)</td>
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<td>P3</td>
<td>Raghv Al Hajj</td>
<td>Mirror, Mirror, on the Wall: Should I Help, or Not At All? (Management)</td>
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<td>P4</td>
<td>Reem Ayouby</td>
<td>Examining Twitter Follower Engagement Using Implicit Motives (SC / BTM)</td>
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<td>P5</td>
<td>Xiaotian Dai</td>
<td>Peer Feedback Seeking and Job Performance: A Diary Study of Job Autonomy (Management)</td>
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<td>P6</td>
<td>Pedram Fardini</td>
<td>Are Budget Airlines Safe? (Finance)</td>
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<td>P7</td>
<td>Yasaman Gori</td>
<td>Female Networking Behavior and Career Success: The Debatable Role of Nepotism (Management)</td>
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<td>P8</td>
<td>Nura Jabaji</td>
<td>Connecting with Workers in the Gig Economy: An Organizational Identification Perspective</td>
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<td>P9</td>
<td>Tevfs Karatop</td>
<td>The Bitter Taste for Art: Emotions and Taste in the Montréal Armenian Diaspora (Marketing)</td>
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<td>P10</td>
<td>Hamed Khadivar</td>
<td>Insider Trading Around Takeover Rumor (Finance)</td>
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<td>Reza Khoee</td>
<td>Diversity: YOU Can Make It a Champion or a Devil (Management)</td>
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<td>P12</td>
<td>Samie Ly</td>
<td>A Knowledge Management IT Tool in Marketing (SC / BTM)</td>
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<td>P13</td>
<td>Graeme MacDermid</td>
<td>Exploratory Research on Identity Work in Recent Psychotherapy Graduates (Management)</td>
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<td>P14</td>
<td>Aditya Malik</td>
<td>Environmentally Conscious Supply Chain Design (SC / BTM)</td>
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<td>P15</td>
<td>Megan Pepe</td>
<td>The Use of Life Cycle Analysis to Inform Business Strategy (Management)</td>
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<td>P16</td>
<td>Mortezza Sardari</td>
<td>Assessing the Reaction of Crowd-funders to the Risk of Technology (Management)</td>
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<td>Derek Theriault</td>
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The 9th Annual Graduate Research Exposition is sponsored by:

- The Office of VP Research and Graduate Studies
- The Office of the Dean, JMSB
- Desjardins Centre for Innovation in Business Finance
- CN Centre for Studies in Sustainable Supply Chain Management
- National Bank Initiative in Entrepreneurship and Family Business

Best Poster Prizes

**PhD**

- Best Poster: $1,100*†
- 1st Runner Up: $400
- Honourable Mention: $200
- Popular Choice/$200

**MSc**

- Best Poster: $600 †
- 1st Runner Up: $400
- Honourable Mention: $200
- Popular Choice/$200

* Includes $500 conference presentation funding
† $1,000 research funding for academic supervisor of “Best Poster”

Schedule of Events

12:30 – 5:30 p.m. Public viewing of posters
4:00 – 5:15 p.m. Formal viewing and evaluation of posters by judges. Talk to the presenters
5:30 – 6:30 p.m. Reception (refreshments available) for presenters, volunteers and invited guests
Announcement of “Best Poster” prizes

Exposition Co-ordination Team

Linda Dyer, PhD, Co-ordinator
Caroline Roux, PhD, Assistant Co-ordinator

Want to find out more about the Graduate Research Exposition?
Visit us online at: concordia.ca/agre