



# 9<sup>th</sup> 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](http://concordia.ca/agre)

*See back cover for Schedule of Events*



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## MSc Research Projects

#	NAME	RESEARCH TITLE
M1	Talha Aziz	Who Helps the Helpers? (Management)
M2	Guanyu Bi	CEO Decision Horizon and Firm Performance (Finance)
M3	Jueji Chen	Corporate CEOs - Agents or Stewards? (Finance)
M4	Laura Goodyear	Work With You/For You! How Framing Health-Related Products Can Backfire (Marketing)
M5	Javier Hernandez	The Unskilled Immigrant (Management)
M6	Francis Jarry	The Interplay Between Scarcity Appeals and Hyperopia (Marketing)
M7	Zhiying Jiao	Good, Bad and Ugly: Effects of Hurricanes on Different Industries (Finance)
M8	Jonathan Leclerc	The Influence of Facial Expressions of Emotion on Mate Attraction (Marketing)
M9	Ivy Li	Does Workplace Friendship Make Employees Better Citizens? (Management)
M10	Jiaye Li	How to Trigger Employees' Proactivity in Competitive Climates (Management)
M11	Celine Nehme	How Can Your Social Ties Become Your Key to Success (Management)
M12	Jack Sadek	Why So Stressed? Effects of Challenge, Hindrance and Threat Stressors on Work Engagement (Management)
M13	Ghalia Shamayleh	Cats, Account Managers and Followers: Pet Micro-celebrities as Influencers (Marketing)
M14	Shivaang Sharma	Social Innovation: A Literature Review and Typology of Models (Management)
M15	Yunhao Xie	Why Give? A Family-Business Approach to Household Philanthropy (Management)
M16	Lu Xu	Accent Your Brand! Accents and Languages in Chinese Advertising (Marketing)
M17	Siyi Zhou	Risk Tolerance in Option Market Making: an Empirical Study (Finance)
M18	Yulin Zhou	The Determinants of the Success of Crowdfunding Projects (Finance)

## Phd Research Projects

#	NAME	RESEARCH TITLE
P1	Aya Aboelenien	Food Fight: How Vegans and Non-Vegans Manage Moral Differences (Marketing)
P2	Brad Aeon	Now, Just Now, and Now Now: South African Entrepreneurs' Attitudes Toward Time (Management)
P3	Raghid Al Hajj	Mirror, Mirror, on the Wall, Should I Help, or Not At All? (Management)
P4	Reem Ayouby	Examining Twitter Follower Engagement Using Implicit Motives (SC / BTM)
P5	Xiaotian Dai	Peer Feedback Seeking and Job Performance: A Diary Study of Job Autonomy (Management)
P6	Pedram Fardnia	Are Budget Airlines Safe? (Finance)
P7	Yasaman Gorji	Female Networking Behavior and Career Success: The Debatable Role of Nepotism (Management)
P8	Nura Jabagi	Connecting with Workers in the Gig Economy: an Organizational Identification Perspective
P9	Tevfik Karatop	The Bitter Taste for Art: Emotions and Taste in the Montréal Armenian Diaspora (Marketing)
P10	Hamed Khadivar	Insider Trading Around Takeover Rumor (Finance)
P11	Reza Khoee	Diversity: YOU Can Make It a Champion or a Devil (Management)
P12	Samie Ly	A Knowledge Management IT Tool in Marketing I01 (SC / BTM)
P13	Graeme MacDermid	Exploratory Research on Identity Work in Recent Psychotherapy Graduates (Management)
P14	Aditya Malik	Environmentally Conscious Supply Chain Design (SC / BTM)
P15	Megan Pepe	The Use of Life Cycle Analysis to Inform Business Strategy (Management)
P16	Morteza Sardari	Assessing the Reaction of Crowd-funders to the Risk of Technology (Management)
P17	Derek Theriault	Religion and New Product Adoption (Marketing)

## 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 researchers, we offer a cutting-edge business education to our students.

### The PhD Program

- **Phase I** – Qualifying: Students take courses to ensure competency to conduct doctoral research
- **Phase II** – Specialization: Students focus their studies on a particular area of specialization
- **Phase III** – Dissertation: Students develop, research and defend a formal dissertation

### 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](mailto:phdmsc@jmsb.concordia.ca)  
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[concordia.ca/jmsbphd](http://concordia.ca/jmsbphd)

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## The 9<sup>th</sup> 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](http://concordia.ca/agre)