

# Case Track / Études de cas (CD)

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**\*\*All session times are in *EASTERN* time zone\*\***

## **FRIDAY JUNE 12**

### **CD 1      Cases in Development: Human Resources      10:00 am – 11:15 am EDT**

**Chairs/Présidents:** Meredith Woodwark (Wilfred Laurier University) / Jennifer Brenton (Memorial University)

Work in progress: The Derailment: A Role-Playing Case of On- and Off-Duty Conduct(or)  
*Author(s)/Auteur(s): James Grant (Acadia University)*

Work in progress: Zara Sastry  
*Author(s)/Auteur(s): James O'Brien (Saint Mary's University), Manjari Murthy, (Cubresa Inc.),*

Work in progress: A Convenient Indian: A Postcolonial Examination of the Resignation of Canada's First Indigenous Dean of a Law School  
*Author(s)/Auteur(s): James Grant (Acadia University)*

Work in progress: Growing Pains at Pillar Nonprofit Network  
*Author(s)/Auteur(s): Jeannette Eberhard (Western University)*

### **CD 2      Cases in Development: Strategy / Marketing      10:00 am – 11:15 am EDT**

**Chairs/Présidents:** Karin Schnarr (Wilfred Laurier University) / Kyleen Myrah (Okanagan College)

Work in progress: A "No Bull" approach to sagging milk sales in Newfoundland and Labrador  
*Author(s)/Auteur(s): Julie Pitcher Giles (Memorial University), Janice Turner (Memorial University), Lynn Kendall (Memorial University)*

Work in progress: People Like Us, now what?  
*Author(s)/Auteur(s): Rajshree Prakash (Concordia University), Raymond Paquin (Concordia University), Caroline Elizabeth (Concordia University)*

Work in progress: Northern Star Mother's Milk – A Place to Grow  
*Author(s)/Auteur(s): Kendra Hart (Mount Royal University), Catherine Pearl (Mount Royal University)*

Work in progress: Ryanair entry into Ukraine: To fly or to comply  
*Author(s)/Auteur(s): Sergii Nevmerzhytskyi (Western University), W. Glenn Rowe (Western University)*

### **CD 3      Social Enterprise / Marketing      11:30 am – 12:45 pm EDT**

**Chair/Président:** Eric Dolansky (Brock University)

#### **BEST PAPER/MEILLEURE COMMUNICATION**

Addressing Homelessness in Kelowna – Determining How a New Agency Will Govern  
*Author(s)/Auteur(s): Kyleen Myrah (Okanagan College), Kerry Rempel (Okanagan College), Dean Warner (Okanagan College)*

Making do to Make an Impact: Fishing for Success in Petty Harbour, NL  
*Author(s)/Auteur(s): Jennifer Brenton (Memorial University), Natalie Slawinski (Memorial University)*

Bald Baker's Sweet Challenge  
*Author(s)/Auteur(s): Ebrahim Mazaheri (Wilfred Laurier University), Maryam Tofighi (California State University)*

### **CD 4      Strategy      11:30 am – 12:45 pm EDT**

**Chair/Président:** Yves Plourde (HEC Montréal)

#### **HONOURABLE MENTION/MENTION HONORABLE**

Air France-KLM: Quelle place occuper dans le ciel européen?  
*Author(s)/Auteur(s): Paul Marchand (HEC Montréal), Gwyneth Edwards (HEC Montréal)*

Panasonic Life Solutions – Anchoring its Future Growth Strategy

*Author(s)/Auteur(s): Sonia Mehrotra (Welingkar Institute of Management Development and Research), Uday Slaunkhe (Welingkar Institute of Management Development and Research)*

Guard-Ex Corp. – The Race in the Cannabis Screening Device Industry: Will Guard-Ex be a Winner?

*Author(s)/Auteur(s): Jane Gravill (Conestoga College)*

**CD 5 Entrepreneurship / Accounting & Control 11:30 am – 12:45 pm EDT**

**Chair/Président:** Gina Grandy (University of Regina)

Accounting for Change at NCEM

*Author(s)/Auteur(s): Brian Lane (University of Saskatchewan)*

**BEST STUDENT PAPER/MEILLEURE COMMUNICATION ÉTUDIANT**

Clarke Building Supplies Limited: Navigating Culture and Change

*Author(s)/Auteur(s): Ryan Stack (Queen's University), Bertrand Malsch (Queen's University)*

**CD 6 Reputation / Diversity 11:30 am – 12:45 pm EDT**

**Chair/Président:** Jeannette Eberhard (Western University)

Wrongdoing and Reputation at Uber Technologies

*Author(s)/Auteur(s): Andrea Kim (Concordia University), Gwyneth Edwards (HEC Montréal), Michael Carney (Concordia University)*

Dessa: Growing a Diverse and Inclusive AI Company

*Author(s)/Auteur(s): Cheryl Gladu (), Raymond Paquin (Concordia University)*

State of Play

*Author(s)/Auteur(s): James M. Tolliver (retired), Céleste Grimard (Université du Québec à Montréal), Daniel Coleman (University of New Brunswick)*

It Started at the Lumberjacks' Ball

*Author(s)/Auteur(s): Daniel Coleman (University of New Brunswick), James M. Tolliver (Retired), Jeff Frooman (University of New Brunswick)*

**CD 7 Invited Presentations 2:00 pm – 3:00 pm EDT**

**Chair/Président:** Yves Plourde (HEC Montréal)

**Creating and using business video cases for teaching**

Dr. Conor Vibert, Professor

F.C. Manning School of Business, Acadia University

Conor will share his experiences from over a decade of creating, using, and disseminating video cases. He will also comment on research conducted with colleagues to understand student experiences with this style of case.

**Ivey Publishing Information Session 3:00 pm – 3:15 pm EDT**

**Let's Bring More Diversity into Business Cases 3:15 pm – 4:15 pm EDT**

Our classrooms are becoming increasingly diverse, yet our curriculum rarely changes to reflect diverse workforces and leaders. If you believe that 'you need to see it, to be it', then we have a long way to go to fully embrace and celebrate inclusion in business curriculum. Teaching cases is one place where we can make a meaningful difference so that our students are provided with examples of diverse successful role models. This session will offer suggestions on how to bring more diversity into business cases.

Dr. Gina Grandy

Editor, Case Research Journal

Dean & Professor (Strategy & Leadership), Hill and Levene Schools of Business, University of Regina

**CD 8 Divisional Meeting & Virtual Cocktails 4:15 pm – 4:45 pm EDT**

## **SUNDAY JUNE 14**

**Fireside chat with Dr. Henry Mintzberg**

**12:30 pm – 2:00 pm EDT**

Join esteemed author and educator, Dr. Henry Mintzberg for an interactive and dynamic keynote session. Dr. Mintzberg will begin with an informal “fireside chat” with ASAC 2020 VP Program, Dr. Mehdi Farashahi, followed by a Q&A with attendees. Visit [ASAC.ca](https://www.asac.ca) for details.