

FALL 2020

Hill | Levene Review

The Entrepreneurship Issue



**Building Community Capacity
through Conscious Capitalism: Enactus Regina**

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the Entrepreneurial Spirit**

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DEAN'S MESSAGE

We have revamped our annual publication with a new name and fresh look. Moving forward the revamped *Hill | Levene Review* will also focus on a theme, highlighting the impact our business schools are having in a particular area in our community, province and beyond. We're kicking it off with a focus on entrepreneurship. Entrepreneurship is the back-bone of Saskatchewan's economy with small businesses accounting for over 98.9% of the business enterprises in the province, and we do our part to inspire, support and grow entrepreneurship.

This issue shares the work being done by the RBC Woman Executive in Residence and the Rawlinson Executive in Residence in Indigenous Entrepreneurship, highlighting how mentorship through these programs

is critical to giving students the tools and confidence to be successful and follow their entrepreneurial dreams. Coupled with these two extra-curricular programs this issue also introduces our new Certificate in Ideation, Creativity and Entrepreneurship (ICE). It offers students formal, in class learning and a credential to add to their degree, whether that is in business or another area.

I am inspired by the work of the student-led Enactus Regina group who embody the entrepreneurial spirit and are making an impact through conscious capitalism. Read on to find out more about their exciting projects. You will also meet a few Hill and Levene alumni who have followed their entrepreneurial passions. In this issue we also share with you news about the Hill and Levene Schools' work with WESK, the work being done through the new Saskatchewan Hub of the Women Entrepreneurship Knowledge Hub (WEKH), and Dr. Peter Moroz's research in the area of entrepreneurship. We take you full circle showing how the learning and research taking place in and out of the classroom has a real impact creating tangible outcomes and viable businesses.

I would be remiss not to acknowledge how we all continue to navigate the challenges presented by COVID-19. The well-being of

students, staff and faculty are top of mind and continue to be our priority. No doubt this year will be challenging. Yet, I believe we can use this time to tap into our entrepreneurial spirit to pivot, experiment and innovate.

I want to thank all of our faculty, staff and students for their commitment to excellence, especially in this difficult time. I would also like to thank our three Associate Deans, Dr. Morina Rennie, Associate Dean of Undergraduate Programs, Dr. Lisa Watson, Associate Dean of Research & Graduate Programs, and Dr. Saqib Khan, Associate Dean of Faculty Relations & Development, for all they do to create opportunities for our students and faculty.

There are many exciting developments on the horizon at the Hill and Levene Schools including the development of an Executive in Residence in Agribusiness program and progress on our accreditation with AACSB. Finally, I continue to be optimistic about the possibility of a new business building in the not so distance future. Make sure you stay tuned for more updates in the coming months.

Be well and be safe.

Gina Grandy, PhD
Dean, Hill and Levene Schools



Dr. Lisa Watson, Associate Dean, Research & Graduate Programs



Dr. Saqib Khan, Associate Dean, Faculty Relations & Development



Dr. Morina Rennie, Associate Dean, Undergraduate Programs



RBC WOMAN EXECUTIVE IN RESIDENCE PROGRAM

Empowering Students Through Entrepreneurship

Val Sluth, RBC Woman Executive in Residence

"If we can help fuel one, two, three or more businesses that would be great," said Val Sluth, Hill and Levene's RBC Woman Executive in Residence. "If we can essentially inspire a handful of women to advance their careers in business, then we are really contributing to the local economy. If you look at successful women in Regina and area, they have created jobs for other women and are making an economic impact."

Sluth was named to the position two years ago and has her own track record of success as the owner of a strategic consulting firm in the city. She has been recognized with a YWCA Women of Distinction Award and is a past chair of the Saskatchewan Chamber of Commerce.

She launched the program with a reception at Hillberg & Berk, which is owned by entrepreneur, and Hill alumna Rachel Mielke. A number of women entrepreneurs,

RBC executives, and students attended the reception. Sluth felt that bringing together a diverse group of successful women was an ideal way to ignite excitement and expose students to their potential futures. Programming that followed the reception included sessions on marketing, access to capital, and an entrepreneurial boot camp.

success. Key topics included: ideation, environmental scanning, organizational processes, and financial planning.

Hill student Jana Ham, who attended the boot camp and several workshops that followed, said the experiences have served her well on her own entrepreneurial journey.

"A huge part of it is learning from other women entrepreneurs and seeing their success. It makes it much easier to envision yourself as an entrepreneur or business leader," she said.

These workshops also led to new

networking opportunities where Ham was able to discuss ideas with business mentors. Ham's entrepreneurial efforts led her to be recognized as a HSBC Women's

"If you look at successful women in Regina and area, they have created jobs for other women and are making an economic impact."

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Val Sluth

The entrepreneurial boot camp featured a series of workshops focused on equipping prospective and current student women entrepreneurs with tools for business

Entrepreneurial Leadership Award recipient at Enactus Nationals this past May.

“Entrepreneurship has really become a passion of mine,” she said. “I’m part of a fintech (financial technology) startup that’s building an app to use with the financial institution industry.”

As the workshops gained in popularity, Sluth noted that university students outside of the business schools were attracted

Sluth said that entrepreneurship provides students the opportunity to take a subject that they are interested in, and turn it into a career choice. In order to set up a successful business, Sluth said students need confidence in their abilities and this program will help students develop that confidence.

Sluth is also a strong believer that entrepreneurship is not limited to owning a business.

seeing their eyes light up and their passions ignite when they realize they have a solid business concept.

“Whether or not you plan to start a business, students can apply the philosophy of entrepreneurship and find ways to integrate it into their careers.”

“To me, entrepreneurship is the most existential journey that you can take as a career. Everything is based on your own choices.”

Val Sluth



Photo Courtesy of Val Sluth

The RBC Woman Executive in Residence entrepreneurial boot camp featured a series of workshops focused on equipping prospective and current women entrepreneurs with tools for business success.

One of her future priorities is supporting Indigenous and New Canadian women entrepreneurs. She said that many New Canadians originate from families of entrepreneurs so they have a strong basis for creating and building their own businesses. It also empowers these women to take control of their lives.

to the program. “If you think about engineering, for example, many of the women in engineering will likely end up starting their own businesses. That’s also true for those in the math program, or in kinesiology, or in arts. What we really want to do is provide this opportunity to any student who is interested in owning their own business to be able to have that support to gather information and advice,” she said.

Sluth said that women can be entrepreneurial within existing organizations and that they can create their own sense of ownership as they progress through their careers.

One of the most rewarding parts so far for Sluth has been the look on students’ faces when they realize that they have the potential to become entrepreneurs. She enjoys

“They may be marginalized because of their language or face other challenges that come from being a New Canadian so starting a business is one way to take control and create your own destiny,” said Sluth. “To me, entrepreneurship is the most existential journey that you can take as a career. Everything is based on your own choices.”

Other Supported Initiatives

Another initiative offered by the Hill and Levene Schools through the RBC Woman Executive in Residence is HerStory. HerStory is an interview series with women leaders in the community, hosted by the Dean. In 2019 and 2020 such women leaders as the Honorable Tina Beaudry-Mellor, Minister of Advanced Education, and Melissa Coomber-Bendtsen, CEO of YWCA Regina were part of the series.

The RBC Woman Executive in Residence program also supported the research conducted by Dr. Chris Street, Associate Professor with Hill and Levene, for the Global Entrepreneurship Monitor (GEM) Report for Saskatchewan. Street has been leading this report for Saskatchewan for the last decade.

The GEM Report is an analysis of data from two surveys: a survey of approximately 1,500 adults in the province, and a provincial expert survey of approximately 35 regional business professions. It is part of a global consortium that began in 1999 to provide information on the state of entrepreneurship and entrepreneurial ecosystems around the world.

Street said there were several notable findings in the report regarding how the public perceives entrepreneurship in Saskatchewan as well as opportunities that could increase the amount of entrepreneurship in the province. Saskatchewan

has a strong entrepreneurial culture. Approximately 75% of those surveyed indicated that entrepreneurship was desirable, respected and talked about in the province.

“Entrepreneur levels are the same throughout the prairie provinces. Alberta, Manitoba and Saskatchewan are all pretty supportive of entrepreneurs. The challenges that people see in becoming an entrepreneur are pretty much all the same,” said Street.

Although there is a perception that Alberta is more supportive of entrepreneurs than Saskatchewan, Street said the data doesn't back that up. There is a similar percentage of people in both provinces who believe that entrepreneurs are vital to economic well-being, but there aren't a lot of people who are actually interested in making the leap.

Street said it is difficult to determine why people are risk adverse to entrepreneurship. It may be that people are comfortable with their existing careers or they may lack the confidence to pursue such an undertaking. However, that data also points to a big opportunity for potential entrepreneurs.

“The single biggest reason why people have left their small business is because they have retired or they have had some type of unplanned exit. We've known this for quite a while, but it is another reminder that there are lots of opportunities for people to take over someone's existing business,” he said.

People who consider becoming entrepreneurs are often urged to set

up their own businesses. This means setting up their own storefronts, hiring staff, marketing the business, and becoming established. Street said that an easier path is to take over an existing business in which all of that work has already been done, and the owner wants to sell.

He added governments should review this situation and develop programs that encourage this type of transition. This could result in new apprenticeship type programs, tax benefits, or financial supports to encourage entrepreneurship.

Key Findings within the GEM Report

- Saskatchewan has a strong entrepreneurial culture.
- Only half of Saskatchewan residents think that entrepreneurship is accessible to them.
- Ideals are a more important motivator than money.
- Demographics like education, age, and religion have little effect on entrepreneurial activity, but there is a small gender difference (there is a greater tendency for males to be entrepreneurs than females).
- Business owners are exiting for non-business reasons.
- Entrepreneurs' aspirations are not dependent on scale, export or high tech.
- Saskatchewan's entrepreneurial index matches that of regional and national comparators.
- From a list of 12 business issues facing entrepreneurs in Saskatchewan, the four most important include: access to financing; educational programming; government policies, priority and support; and R&D transfer.

ENTREPRENEURSHIP RESEARCH THAT MATTERS

Dr. Peter Moroz smiles when he sees weeds growing through a crack in the sidewalk. It's just another reminder that despite the odds, perseverance and resiliency can pay off in the long run.

It's those types of traits that exist in entrepreneurs all over the world and Moroz, an Associate Professor of entrepreneurship and innovation in the Hill and Levene Schools, is now seeing more evidence of these traits taking root in Saskatchewan.

“This province boasts an entrepreneurial ecosystem that I find is quite unique.”

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Dr. Peter Moroz

“Working and talking with entrepreneurs in Saskatchewan, I often find that similar patterns emerge when compared against other spaces and places I have visited,” he said. “Yet, this province

boasts an entrepreneurial ecosystem that I find is quite unique.”

Moroz has been conducting studies on entrepreneurs for more than two decades and has seen first-hand how this research has changed to reflect the changing entrepreneurial landscape. At one time research was focussed on the differences between entrepreneurs and non-entrepreneurs, but now that research centers more on entrepreneurial action and the process of entrepreneurship. His research spans a number of related areas and Moroz's research ties directly to his teaching. These different research projects enable Moroz to build case studies of local entrepreneurs that he incorporates into his teaching at the Hill and Levene Schools.

Moroz has been investigating how different entrepreneurial styles and worldviews affect the entrepreneurial process. As part of this research, he has been working closely with JNE Welding in



*Dr. Peter Moroz, Associate Professor
(Entrepreneurship & Innovation)*

Saskatoon, a company that began in 1980 as a small service company and is now one of the largest Indigenous-owned businesses in the province.

“The transition to the new ownership has taken place over a five year period and I've been studying the entire process. It involves the exit strategy of an entrepreneur and the opportunity for another set of entrepreneurs. One entrepreneur must figure out how to end his relationship, where he goes from here, and how he can exit his equity. Then the other side must determine how they can continue the brand, and potentially grow it,” he said.

Another focal point of his research has been to examine how lean process methods may accelerate entrepreneurial decision making and to what effect. The process of entrepreneurship is changing such that entrepreneurs are using

lean startup techniques to ensure there is a market for their products and services before they are even invented.

Moroz has also been researching the significance of the earliest stage of a startup's life and how behaviours, identities and business models may serve to lower the costs of credibly conveying information to consumers (what is referred to as signaling), conferring legitimacy and generating unique capabilities. For example, social purpose organizations may draw legitimacy from integrating their revenue models with specific social missions. In Saskatchewan this includes companies like tentree, which uses part of its sales proceeds to plant trees around the world; and Neechie Gear, which helps underprivileged kids participate in sports.

Moroz is particularly interested in the success of business incubators, especially since Saskatchewan has begun to develop its own incubators. Incubators have existed in various locations around the world for many years, which means there is considerable data available on their impact on entrepreneurs.

Saskatchewan currently has several different incubators including Co.Labs, which is based in Saskatoon and focuses on tech startups; Cultivator, which is sponsored by Conexus Credit Union and is based in Regina to help launch high-growth companies; and Ideas Inc., a Saskatoon incubator that focusses on local enterprises.

"The ones that have been doing it the longest, of course, are the ones that are doing it the best. The one

thing that we are finding is that sometimes there is a silver lining in failure, especially when it is quick, mentored, and learning around it can be more structured. Incubators that accelerate the start-up process push people to get that product to market quickly so that they can get critical market feedback to determine whether or not that opportunity needs to go any further or not," he said.

failure in supportive environments shows great promise for future research that is practical to those starting up businesses.

This research is becoming increasingly important because venture capitalists are paying more attention to an entrepreneur's experiences and what they may have learned through a failure. Education, prior knowledge and lessons learned

"We are really developing an entrepreneurial mindset in Saskatchewan. Accelerators and incubators are now providing a better and more supportive 'garden' space than sidewalk cracks, and thus their importance to enhancing the entrepreneurial ecosystem and helping local businesses grow is significant."

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Dr. Peter Moroz

"We are really developing an entrepreneurial mindset in Saskatchewan," said Moroz. "Accelerators and incubators are now providing a better and more supportive 'garden' space than sidewalk cracks, and thus their importance to enhancing the entrepreneurial ecosystem and helping local businesses grow is significant."

While not every venture is a profitable one, Moroz said there isn't a lot of research on how much these people have learned through that process, and how their capacity is enriched and enhanced. Most of them are not defeated, but rather are more excited than ever to try again and experience a different outcome. Understanding how learning from

are now very much key components for evaluating the potential of entrepreneurs. It's key that venture capitalists realize that Saskatchewan has a growing and diversified field of entrepreneurs.

Entrepreneurs have the opportunity to do the type of work that they like. They are their own boss, get to travel, meet interesting people, and have a great lifestyle. Saskatchewan entrepreneurs have tended to have a low profile, but Moroz said it is important that their successes be celebrated and they encourage others to become entrepreneurs. It helps to build self-confidence and increases the desirability of the province being a great place to invest.

Building Community Capacity Through Conscious Capitalism: ENACTUS REGINA



Dr. Lisa Watson, Associate Dean Research & Graduate Programs, Associate Professor (Marketing), Enactus Faculty Advisor

Three years ago, a small group of students, determined to make a difference in their communities, and all members of Enactus Regina, walked into the office of Dr. Lisa Watson, Associate Dean Research and Graduate Programs and Associate Professor of Marketing with the Hill and

Levene Schools. They told her they were interested in shifting how the organization operated. Rather than running Enactus Regina as a club, they wanted to take a much broader approach around the creation of initiatives with the potential for national impact.

“They wanted to create projects that would have real community impact, and would have the potential to grow with them even after they’d left the U of R. I knew they were motivated, and I knew they could do it, but I had no idea how much they would do,” said Watson.

Enactus Regina, a program based out of the Hill School of Business, is the local chapter in a global network of student organizations focused on creating “conscious capitalism”. Enactus teams take on a variety of projects, all with the goal of solving a problem. Projects developed can be for-profit social enterprises,

community organizations, or non-profit social enterprises, and can range from local, to international initiatives.

“What bonds our students is their desire to build a project that is beneficial to their communities and planet, while being financially viable,” said Arslan Azeem, President, Enactus Regina.

Over the past two years Enactus Regina has tripled its membership with students from across all Faculties on campus and increased its dedicated volunteer hours by 185%. The organization now manages nine projects, half of which are expected to be revenue generating by early 2022.

“We want to establish a permanent social business and social innovation culture on our campus through a startup ecosystem. Our goal is to build an on-campus student



Enactus Regina team at Enactus Regionals in Calgary

entrepreneurship and innovation ecosystem, that incubates half a dozen local businesses and organizations within the next three years. This means that in the long term, we will play a role in creating local economic and diversification opportunities, and good jobs," said Azeem.

Watson believes the team's impact in the long term, will be felt well beyond campus.

"One of the things which differs from some of the other Enactus teams' models across Canada, is that these truly are the students' projects, so rather than keeping them within Enactus Regina to grow with a different set of students each year, many of our students will be taking these projects out the door with them. Because of the way our team runs over the long term we are going to have an international impact. People won't necessarily

know it's Enactus Regina, but they are going to know our students," said Watson.

Sask Masks

In March of 2020 the COVID-19 pandemic kick-started an innovative project focused on helping Regina residents to stay safe, and on supporting community programs for individuals in financial need.

"It was April 5, Dr. Watson, our faculty advisor sent me a message that said 'Hey Jana just letting you know that if you are wanting to start a project that helps address some of

the effects of COVID-19, I am willing to provide an interest-free loan to help," said Jana Ham, VP Innovation, Enactus Regina and co-founder of Sask Masks.

Jana pulled together a group of three friends Ryan Selinger, Jordan Tholl and her twin sister Robyn Ham to discuss the idea. The four came up with the concept of making and selling masks. The project would help people deal with the challenges of staying safe, and proceeds raised would be donated to local charities that were working to support individuals struggling financially during the pandemic.

"We chose Carmichael Outreach, YWCA Regina, and the Regina Food Bank largely because of our experiences with them as volunteers," said Ham.

"For the first month and a half it was really steady and growing. We were getting about 70 – 150 orders per day. We worked seven days a week doing 15 to 17 hours of sewing a day, getting orders together, running the social media pages and doing the finances. It was crazy," she said.

The foursome quickly realized that they had to expand the team. They set the price at \$20 per mask and began looking for help. They offered \$3 per mask for sewers, and quickly found 32 people willing to assist.

“What bonds our students is their desire to build a project that is beneficial to their communities and planet, while being financially viable.”

Arslan Azeem



Sask Masks is an innovative project focused on helping Regina residents to stay safe during the pandemic.

A number of whom had lost jobs as a result of the pandemic. "It was great for Sask Masks and it helped the sewers with income," said Ham.

In just two months Sask Masks not only created 3,000 masks and provided income to struggling families, it also raised over \$30,000 for charity. Masks have since been delivered to as far east as PEI, and as far west as Vancouver Island. They have also been shipped to California and Africa.

"It has definitely been an exciting entrepreneurial journey. We've learned a lot about running a business - all the stuff you learn in class but that you don't have the chance to apply until you go out into the real world," said Ham.

As the number of COVID-19 cases in Saskatchewan has dropped, so have mask sales, but Ham isn't concerned.

"We started the project with the goal of being relevant as long as the demand was there. We have a

business model with our sewers that will allow us to quickly ramp up if the need arises," she said.

"What I have learned from the project is that sometimes you need to just jump in and go for it, and then problem solve after you have made the leap. You can't plan for everything, but you need to take the first step," said Ham.

In June 2020 Sask Masks was awarded \$5,000.00 from the Conexus Credit Union Kindness Capital Fund.

fifo

Another Enactus project, fifo, initiated in 2017 as "Financial Foundations", focused on delivering financial literacy education to high school students. It has since evolved into a unique financial technology company.

"Essentially fifo delivers financial literacy training to individuals aged 18 to 35 who already have a bank account and a credit card, but who aren't using them to effectively



fiffo is a financial technology company which delivers financial literacy training to individuals.

enable their success with saving, investing or long term planning,” said Salmaan Moolla, fifo founder.

According to Moolla, nearly half of all Canadians say they would struggle to meet their financial obligations if their income were delayed by a week, and more than three-quarters say their lack of financial knowledge and experience contributes to financial problems.

“We want to take the worry out of finances and help people to save, by offering a personalized application which delivers financial literacy lessons and enables people to build their own financial profile,” he said.

The application determines individuals’ financial strengths and weaknesses and suggests products and services they should be considering within their own financial institution.

“Research shows many youths don’t trust their financial institutions and are lacking in financial literacy, which then impacts those financial institutions with delinquent loans and more, so we are trying to build a bridge between the financial institution and the consumer,” said Moolla.

In January, the team applied for and was accepted into the startup program offered through “Cultivator”, Conexus Credit Union’s business incubator. During the 12-week course, the team received feedback and guidance from business leaders with a wide range of expertise, enabling them to further refine the direction of the company.

Operation Entrepreneur

The University of Regina, through the Hill and Levene Schools and Enactus Regina is one of just four Canadian universities running the Operation Entrepreneur (POE) boot camp, a program of Prince’s Trust Canada. The program is targeted at assisting servicemen and women transitioning from the Canadian Forces back into civilian life by providing business and entrepreneurship training. Every summer since 2013, approximately 20 military veterans from across the country have attended the week-long “boot camp” delivered on the U of R campus.

“It’s a pretty intensive and very structured week, full of classes

taught by U of R instructors, as well as a community involvement portion where participants experience what business leaders are doing in the community,” said Syed Kamal, VP Community, Enactus Regina.

The “boot camp” is student run and organized, with a faculty advisor, leveraging the work of six Enactus student members, and 40 student volunteer mentors.

Official tracking done through Prince’s Trust Canada shows that 87% of participants from the U of R boot camp have started or further developed their own business.

“Our program is actually making a difference!” said Kamal.

Other Enactus Programs

Enactus Regina also manages:

Readapt – a not-for-profit organization that trains youth on accessibility innovation, enabling them to design, assemble, and distribute low-cost accessibility devices to the disability community;

Pushstart – a social enterprise focused on creating connection between young Saskatchewan innovators and entrepreneurs using a new social media platform, and a social entrepreneurship-focused podcast on Spotify;

Feedbank – a social enterprise that is building a network to divert unspoiled food from across Regina to the Regina Food Bank;

Garbage Gone – a non-profit social enterprise that builds and deploys high-tech smart bins focused on reducing littering and recycling contamination rates;

Street Feats – an early stage project focused on empowering individuals at-risk; and,

Sask Unmasked – a new project, created to help address the mental health challenges, resulting from COVID-19.



Ben Tingley

Degrees: Master of Business Administration, Executive Management (2017), Bachelor of Physical Activity Studies (1999)

Career: Owner, Bravo Tango

How I Became an Entrepreneur:

While working in the ad agency world, I noticed a few ways the industry could adapt in order to reach a new demographic of customers just by pivoting the business model slightly.

What I Enjoy Best About Being an Entrepreneur:

I love building something that contributes to the community and the economy, and I also enjoy bending or even breaking the rules about how things are supposed to be done.

Message to Students to Consider

Entrepreneurship: Put a plan in place. Talk to prospects and potential customers. Find the need or gap in the business cycle, and fill it.



Kirk Morrison

Degree: Bachelor of Business Administration (2014)

Career: Owner, Krugo

How I Became an Entrepreneur:

I was traveling a lot for work and I'm a huge sports fan so when I went to Toronto, I would see if I could find a Blue Jays game, or a basketball or hockey game. I also wanted to find out about the cool restaurants, the live events, and the off-the-beaten track tours. We wrapped all those things into one app.

How We Innovate: Some of the biggest pains when you are traveling as a group are what are we going to do? How much money do I owe? When are you available? That's what we aim to solve.

What I Enjoy Best About Being

an Entrepreneur: I love the variety, developing the strategy and having control of it. If you build the right team, there's such an upside and the ability to have an impact.



Jennifer Dubois

Degrees: Bachelor of Administration (2016)

Career: Owner, Miyosiwin Salon and Spa

Our Community Impact: As an Indigenous business it is part of our DNA to give back to our First Nation Communities. Indigenous culture is one of our core values, as such it guides our services, investment and involvement in the community.

How We Innovate: We are proud to be an Indigenous business and it starts with our name, the mural on our building, and continues through to our team interactions, and our service.

What I Enjoy Best About Being an Entrepreneur: There's so much to love. It's being able to create something that's different and finding new ways to promote ourselves.



Arthur D. Ward

Degree: Bachelor of Business Administration (2017)

Career: Owner, Arthur Images

How I Became an Entrepreneur:

Being on the Regina Cougars track team gave me great access to so many athletes for impromptu photo shoots. As those photos were shared, I noticed there was an interest in the work I was producing.

How We Innovate: Athletes who are unsigned and not carded have to fund their own travel and incur other expenses. I have a skillset that involves digital content creation with branding experience so I can help athletes get noticed.

Message to Students to Consider

Entrepreneurship: Ensure your heart and soul are in what you're doing, and then use your academic know-how to make it work.



Lisa McIntyre

Degrees: Master of Administration in Leadership (2018), Bachelor of Business Administration (2012)

Career: Owner, The Optical Shoppe

How I Became an Entrepreneur:

Through a connection on a community board I was introduced to the former owner of the store who was looking to sell.

How We Innovate: We help curate confidence. We want people to have great self-confidence so they look and feel good every day.

What I Enjoy Best About Being an

Entrepreneur: I like to be able to move the business in the direction I want.

Message to Students to Consider

Entrepreneurship: Follow your passion. If you are passionate about business then go for it!

The Role of the Hill and Levene Schools in Our Journey

“The Hill School was instrumental in helping me to define my brand. I’ll never forget my final project in which we had to update our CV’s and then use that as the blueprint for developing a brand strategy for ourselves. That was the perfect launch to get me rolling as I finished school.”

Arthur D. Ward

“The network and relationships I developed while studying are immeasurable. I’ve met lifelong friends during the program, and even gained new client partnerships. The education and learning was a constant shot of adrenaline too, and I was able to bring quite a few new insights to Bravo Tango.”

Ben Tingley

“It gave me the skills, knowledge and confidence that I needed to run my own business. I gained life-long friendships during my time in university and the networking then has become more important now in my entrepreneurial journey.”

Jennifer Dubois

“I didn’t immediately leave the university and become an entrepreneur, but I think a lot of the courses really help set me up for the future. I was fortunate to have some really good professors who sparked that interest for me.”

Kirk Morrison

“As a part of the JDC West competition, there were opportunities to be involved in event planning and networking. It really taught me to manage my time and make sure that I was always involved in the community.”

Lisa McIntyre

WOMEN ENTREPRENEURSHIP KNOWLEDGE HUB (WEKH):

Provincial Hub Set to Make an Impact



Dr. Gina Grandy, Dean of the Hill and Levene Business Schools, Professor of Strategy & Leadership

Dr. Gina Grandy, Dean of the Hill and Levene Schools of Business, and Professor of Strategy and Leadership believes that Saskatchewan is well positioned to create a strong entrepreneurial ecosystem to support women entrepreneurs. The work required to achieve such a vision will, in part, be carried out by the Women Entrepreneurship Knowledge Hub (WEKH) at the Hill and Levene Schools. In late 2019, the Schools became one of 10 regional hubs across the country. Hill and Levene serves as the provincial hub for Saskatchewan.

WEKH is a national program with a mandate to increase women entrepreneurs' access to financing, talent, networks and expertise. The primary hub is located at Ryerson University's Diversity Institute and is led by Dr. Wendy Cukier.

WEKH is supported by the Government of Canada, which is providing up to \$8.62 million over three years. During this time, the partners will advance research, gather statistics, and share best practices. One of its priorities is to create a one-stop shop so women entrepreneurs, stakeholder organizations, governments and the private sector can access relevant information on women's entrepreneurship.

Grandy expressed, "through WEKH, Hill and Levene work collaboratively with women entrepreneur organizations such as Women Entrepreneurs of Saskatchewan (WESK), regional economic development agencies, and other post-secondary institutions across the province including the Edwards School of Business and Sask Polytechnic, as well universities in Manitoba

and Alberta." One such collaborative initiative is the study led by WESK on women's entrepreneurship in the province released in spring 2020. Presently, WEKH at Hill and Levene is mapping the provincial entrepreneurial ecosystem supporting women and building a comprehensive network to bring together women entrepreneurs and the organizations who support them.



Amy Pilon, Hill Student, Saskatchewan WEKH Coordinator

Amy Pilon, a Hill student, is presently the Saskatchewan WEKH coordinator and research assistant. She has been mapping the provincial ecosystem and identifying organizations across

the prairies that provide support to women entrepreneurs.

"I am on the ground level consistently in conversation with individuals and organizations to see how we can support one another and ensure equal opportunity and success for all entrepreneurs," she said. "The fact that this opportunity became available in the middle of a global pandemic really goes to show how invested in students the Hill and Levene Schools and the University of Regina are. They continue to open doors and assist in putting students in a position to succeed and providing guidance during an economic pause or downturn."



Dr. Amber Fletcher, Associate Member of the Hill and Levene Schools

The first report produced by the Saskatchewan WEKH was released in June, entitled *A Report on Women Ag Entrepreneurship in Saskatchewan*. This report examined existing research on women in agriculture and conducted interviews with 32 individuals in the province. Those interviewed included women entrepreneurs in agriculture and related industries, as well as others working in organizations that support ag industries and women entrepreneurs. The report was authored by Dr. Amber Fletcher, Christie Newton, and Grandy.

Fletcher is an Associate Professor in the Department of Sociology and Social Studies and an Associate Member of the Hill and Levene Schools. "Given the importance of agriculture to the province and considering our history and the current situation, it is important to understand and increase the visibility

of the role that women are playing in agriculture," said Fletcher. "There's a lot of opportunity in this area."

Although agriculture remains a predominately male-oriented sector, there is evidence that times are changing. There are more men assisting with childcare so women can be more active in the farm business, and more women are finding positions as large animal veterinarians and agronomists.

"One of the biggest surprises for me was to see that there really seems to be a role for women in advocacy, social media, and mental health," said Fletcher. "We did find that there are still ongoing barriers related to stereotyping, sexism and discrimination, and work life balance challenges as women are still doing most of the child care and housework on average, but women are really leading advocacy and social media. These areas might provide a new niche for women to enter into the industry."



Christie Newton, Levene Student

“Given the importance of agriculture to the province and considering our history and the current situation, it is important to understand and increase the visibility of the role that women are playing in agriculture.”

.....

Dr. Amber Fletcher

Grandy indicated that she wants the Saskatchewan hub to be relevant to the needs of women entrepreneurs in Saskatchewan. "In Saskatchewan we will be focusing our efforts to better understand the status of entrepreneurship for women in ag, as well as the climate for entrepreneurship for Indigenous women and women who are new Canadians," said Grandy.

Another benefit of WEKH is the opportunity to engage students in employment opportunities and help develop their careers. Newton is a Levene graduate student and was pleased to have the chance to work on the women entrepreneurs in agriculture project.

“This was a great experience,” she said. “I learned new skills, like interviewing and coding interviews, which I wouldn’t have learned from the type of program I was enrolled in. I think it is important to have opportunities like these for students to get experience prior to graduating and have a chance to explore to see what type of job or field they could work in or types of projects they could get involved in.”

Grandy and Dr. Robert Anderson, Professor Emeritus in Entrepreneurship at Hill and Levene, were also part of a research team who successfully secured \$2.5M in funding for a Partnership Grant through the Social Sciences and Humanities Research Council (SSHRC) this spring, for research related to inclusivity and women’s entrepreneurship. Grandy indicated that this success will provide opportunities for more students to be involved in the research and outreach that unfold as part of WEKH.

“The Saskatchewan hub network will grow over time,” she said. “The intent is to be able to share resources and have an impact in areas relevant to Saskatchewan. This is a timely opportunity and places us center stage in supporting the development of a successful ecosystem for women entrepreneurs in Saskatchewan.”



HILL AND LEVENE SCHOOLS PARTNER WITH WESK ON NEW REPORT

The Hill and Levene Schools is working with the Women Entrepreneurs of Saskatchewan (WESK) to advance women’s entrepreneurship in the province. This is one of many

strategic partnerships in which the Schools leverage shared resources and expertise to advance entrepreneurship in Saskatchewan.

Last year the Status of Women Office of the Government of Saskatchewan announced the creation of the Saskatchewan Advisory Committee on Women Entrepreneurship to research and develop policy and recommendations on advancing



Photo Courtesy of WESK

Prabha Mitchell, CEO of WESK,
Hill Advisory Board Member

gender equality in the creation of economic activity. The Schools and the Saskatchewan Women Entrepreneurship Knowledge Hub (WEKH) in part sponsored a study this past winter, initiated by the advisory committee and led by WESK.

The report, *Women Entrepreneurship in Saskatchewan*, was prepared by PwC and, in addition to the business schools and WEKH, was also sponsored by Conexus Credit Union.

The report indicated that 191,836 people in the province were employed in women-led businesses last year and contributed \$23.1 billion to the Gross Domestic Product (GDP). “The underlying message is that women entrepreneurs fuel the economy and investing in women entrepreneurs is not just the right thing to do, it’s the smart thing to do. We need to develop policies that build a better climate for helping women entrepreneurs to scale their business,” said Prabha Mitchell, CEO of WESK.

The report was commissioned prior to the COVID-19 crisis, but the results indicate how important women entrepreneurs will be in leading the economic recovery. “We realized that there is a predominance of women entrepreneurs in the health care sector. As we move out of the pandemic, we need to understand how we can help those women scale and build successful businesses,” said Mitchell.

Mitchell said the report was designed to provide a picture of the state of women entrepreneurship in the province. The findings confirmed that understanding and

addressing the barriers that exist for women entrepreneurs can improve opportunities for them to scale their businesses, which would boost economic growth in the province.

Twenty-four percent of all women-led businesses in the province are in Saskatoon and 20% in Regina. Women-led businesses in Regina are larger compared to Saskatoon, and women-led businesses are more often headquartered in Saskatoon.

“The underlying message is that women entrepreneurs fuel the economy and investing in women entrepreneurs is not just the right thing to do, it’s the smart thing to do.”

.....

Prabha Mitchell

Mitchell said the report has resulted in many new questions. “We have almost 50% of women-led businesses in the two major cities,” said Mitchell. “How can we drive entrepreneurship? How can we have more entrepreneurs emerging in communities outside of the two main cities? How can we support women in those other communities?”

The advisory committee is reviewing the results and determining what initiatives are necessary to address these types of issues. The

Hill and Levene Schools has a critical role to play as it develops educational programs to position entrepreneurship as a viable career option.

“Just like students at the university think about the law profession, accounting profession or the medical profession, we need Hill and Levene to continue to promote entrepreneurship as a strong, viable career. Another important aspect is financial literacy. It is a very large component of entrepreneurship and that should be focussed on at every level,” said Mitchell.

She added that she hoped a follow-up survey could be conducted next year so they could review how women entrepreneurship has changed. COVID-19 has had a significant impact on these businesses, especially since more than 80% of women entrepreneurs have under 10 employees and businesses of this size appear to have been particularly impacted by the pandemic. This new data may indicate what types of strategies will be required to help women entrepreneurs recover and thrive again.

RAWLINSON EXECUTIVE IN RESIDENCE IN INDIGENOUS ENTREPRENEURSHIP PROGRAM



FNUiv student and fitness centre owner Jake Sinclair (left) with Bradyn Parisian (BBA '08, MBA '13), the inaugural Rawlinson Executive in Residence in Indigenous Entrepreneurship

When Métis business leader Bradyn Parisian became the inaugural Rawlinson Executive in Residence in Indigenous Entrepreneurship he had two primary objectives. He wanted to build and support Indigenous entrepreneurs and while doing that also make more visible the role of the Hill and Levene Schools in entrepreneurship in our province.

“First and foremost, my goal is to build the confidence of every participant in the program.”

.....
Bradyn Parisian

He has built and delivered a cohort program to train and empower aspiring Indigenous entrepreneurs through workshops with industry experts. Every student involved in the program has received one-

on-one coaching and mentorship, along with a “field packet” of resources such as books and articles to enhance their learning process. Additionally, he has been building a curated library of content and resources, which will be accessible to any Indigenous student interested in entrepreneurship.

Parisian said it is vital for the University of Regina to offer this program because starting a business is intimidating and Indigenous people face additional barriers. This program begins to level the playing field in terms of student accessibility to quality programs that meet their own unique needs. It is also an excellent example of the non-credit experiential programming available through the Hill and Levene Schools. Parisian's approach is true to the spirit of successful entrepreneurs – pivot and adapt when necessary. That was critical when COVID-19 threatened the continuation of the programming. Parisian continued

to support Indigenous student-entrepreneurs in the program during the pandemic.

Shortly after the COVID-19 virus began to spread, fitness centres throughout the province, including Anytime Fitness in Regina, were forced to close. FNUiv student and fitness centre owner Jake Sinclair was so glad he was taking part in the Rawlinson Executive in Residence in Indigenous Entrepreneurship programming. Students in the program continued to meet and discuss entrepreneurship during the pandemic and Sinclair was able to share his thoughts and ideas to keep his business operating.

With the support of other students in the program, Sinclair was able to withstand the financial impact of having to remain closed for so many months. He credited Parisian and the programming he developed for supporting him to find a way through the pandemic.

“Bradyn was able to introduce us to people in his corner who were able to use their knowledge of technology to help us out. He got us into an area where we could be strong,” said Sinclair. He added that having discussions with other students who are passionate about entrepreneurship and sharing concepts helped in so many ways despite the difficulties the business faced.

His sentiments about the program are shared by Cree Lavallee, a FNUniv business student who signed up for the program to learn more about entrepreneurship and to expand her business network and resources. She said the program has taught her the important components of starting a business including proper planning, coding, marketing and developing ideas. She enjoyed coming up with new concepts, pitching them to experts and hearing their feedback.

“I would recommend the program to other students because it really gets you thinking about owning your own business - starting from scratch. There are so many resources available. Bradyn was also an amazing coach, very motivating, and energetic throughout the program,” said Lavallee.

As a hockey coach, Parisian has always enjoyed mentoring others and he thought it was a natural fit for him to apply to his position. The Rawlinson Executive in Residence in Indigenous Entrepreneurship program began in 2019 and was made possible by a donation from Drs. Gordon and Jill Rawlinson. It is also supported by Innovation Saskatchewan.

The program is creating opportunities and initiatives for students at the Hill and Levene Schools of Business, First Nations University and across the University of Regina campus. It is an example of the University's commitment to Indigenization, striving to ensure the University is a welcoming and inclusive place for people from First Nations and Métis cultures.

“First and foremost, my goal is to build the confidence of every participant in the program,” explained Parisian. “If I can help them see what they are truly capable of, I have no doubts that they will be more successful in every facet of their life. They simply have to believe in themselves and work hard.”

Parisian has been involved in several business ventures including a management consulting company; a solar PV design, sales and installation company; and tech start-ups in the cannabis and software as a service (SaaS) sectors. Even as a child he was a budding entrepreneur, having sold popcorn, sports cards and comic books to friends, and providing yard care services to his neighbours.

Parisian had long been interested in starting and building a successful tech company, but he knew it wouldn't be easy so he hesitated. It wasn't until he attended the Entrepreneurship Development Program (EDP) at MIT that he realized that his dream was achievable. He and his team finished in the top three from more than 100 entries from the best entrepreneurs and tech minds in the world.

This year through the program several entrepreneurial ideas, most

of which are tech-related, have developed. Some students have researched Indigenous language toys, app-enabled advertising, and software for the food service and salon industries. Two students intend to launch their own businesses while others are working on developing their concepts. All now realize what it takes to become an entrepreneur.

“If I can help them see what they are truly capable of, I have no doubts that they will be more successful in every facet of their life.”

.....
Bradyn Parisian

“The most rewarding part of the program for me is knowing that each and every one of the students has a higher level of confidence in themselves after participating in the cohort group,” said Parisian. “I distinctly remember meeting with one of my students who was ecstatic to know she had a great idea. I'm pretty sure I didn't stop smiling for about three hours after our meeting because the program changed her life – and mine.”

Parisian plans for this year to include similar programming but also intends to add new workshop modules. Past cohort participants will be encouraged to serve as mentors to incoming students. The program is creating a community of people that will help build one another, and collectively dismantle barriers to Indigenous entrepreneurial success.

NEW CERTIFICATE IN ENTREPRENEURSHIP LAUNCHES THIS FALL



U of R Photography

*Dr. Aldene Meis Mason,
Associate Professor Emerita*

This fall the Hill School of Business launches a new certificate in Ideation, Creativity and Entrepreneurship (ICE). ICE is meant to attract not only business students but students from all across campus.

Several faculty members were involved with its development, and Dr. Aldene Meis Mason, Associate Professor Emerita in Entrepreneurship recalls attending a conference in 2012 with her

colleagues Dr. Robert Anderson and Dr. Jim Mason on how universities could develop campus-wide entrepreneurship programs that lead to certificate programs.

“After we came back we had conversations with the Dean, the undergraduate program committee, and with the President’s Office on the need for entrepreneurial training across the university,” she said. “We knew that many students who graduate in art, science and engineering programs find themselves starting their own businesses usually within five years.”

From there, the idea began to take hold and the Hill School was the natural place for the program to develop. They worked with other Faculties and the federated colleges about how a certificate program could be structured and the courses that it could contain. The following year the baseline course was developed and introduced by Dr. Peter Moroz, Associate Professor in Entrepreneurship in the Hill and Levene Schools.

Moroz noted during his research that in several universities students,

faculty and administrators often acted entrepreneurially across the university, but they were not always found in a business school or industrial liaison office. He found the same environment at the U of R after he joined the Faculty in 2011.

Upon his hiring, he began reviewing and revising courses in entrepreneurship with Dr. Robert Anderson and during that process discovered that there were already iterations of courses across a wide range of Faculties that had entrepreneurial content that were being delivered.

“We knew that if any campus wide program were initiated, it would need to leverage the capacity already there. And while piecemeal, it was here at the U of R,” said Moroz.

With the capacity already in place, the Hill School began assembling the pieces into the new ICE Certificate. ICE promotes different types of thinking and ways of learning compared to what students experience in most university courses. The courses are experiential, hands-on and experimental.

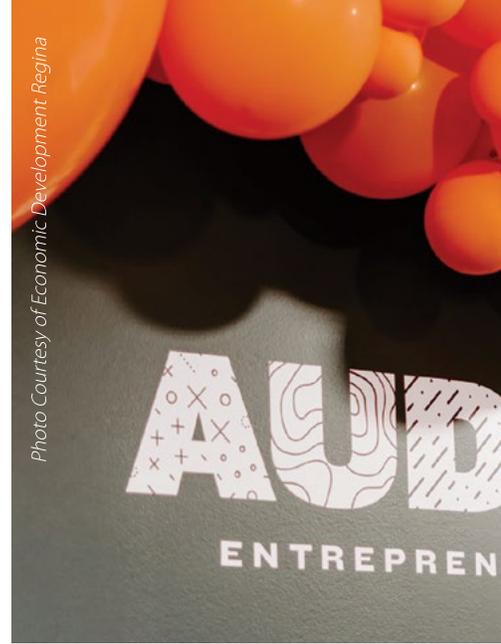


Photo Courtesy of Economic Development Regina



“ICE will become a critical part of building Regina’s entrepreneurial ecosystem.”

Ly Pham

Audacity Launch Party

The program provides Hill students with the opportunity to work with students from other Faculties to build teams of complementary skills that are the foundational components of strong startups. Moroz emphasized that you don’t want people with the same background, philosophies, networks and mindsets – entrepreneurial companies are empirically found to fare better when a good mix of skills is apparent.

Ly Pham, Director of Entrepreneurship and Strategic Initiatives, at Economic Development Regina (EDR), said ICE is part of a robust ecosystem in the city to promote and develop entrepreneurs.

EDR envisions the city as having one of the most flourishing entrepreneurial ecosystems in Canada and student entrepreneurs are critical to that ecosystem. More students are pursuing and viewing entrepreneurship as a career option, and as that new generation takes its place, the ecosystem becomes stronger and healthier.

“ICE will become a critical part of building Regina’s entrepreneurial

ecosystem,” said Pham. “The U of R and the Hill and Levene Schools of Business are strong supporters and drivers of entrepreneurship. Whether it’s through JDC West to Enactus, courses offered, or partnerships with other ecosystem partners, ICE provides an additional layer of support for entrepreneurs.”



Ly Pham, Economic Development Regina

Pham said that ICE shares similar attributes with Audacity YQR, an EDR-powered movement that celebrates the creativity, innovation and success of the many entrepreneurs that make Regina home. The movement provides a platform for people and businesses

to come together, champion new ideas and drive entrepreneurship forward.

Moroz agrees with Pham that the ICE Certificate fits nicely with economic trends taking place in the province. Saskatchewan now has a 45% tax credit for investment in certain startups, and there are government-funded accelerators that are looking for people with innovative new ideas.

“Regina is currently going through a renaissance of sorts with respect to entrepreneurship, investment in startups, and digital economy entrepreneurship. Gas Buddy, Skip the Dishes, 7-Shifts and Krugo are all Saskatchewan companies that have made it big in the digital space, while companies like Hardpressed, Hillberg & Berk, and others, were doing it in the cultural marketing space. Even now, companies like Salon Scale have received funding from a new venture capital fund run out of the Conexus Cultivator with huge potential for growth,” said Moroz.

Meis Mason is absolutely thrilled to see ICE come into existence. “I was talking with a CEO who said that creativity and innovation are some of the top 10 skills that we need to have in our general population,” she said. “The new certificate provides an ideal forum through which students can develop and practice being creative and innovative, and in turn contribute to strengthening our economy across Canada.”



Dr. Eman Almehdawe



Dr. Robert Anderson



Dr. Shelagh Campbell



Dr. Peter Moroz

Dr. Jean-Marie
Nkongolo-Bakenda

Dr. George Peng



Dr. Gordon Pennycook



Dr. Morina Rennie



Dr. Chris Street



Dr. Zhou Zhang

Research Excellence

In 2019 researchers at the Hill and Levene Schools of Business published in top journals including the following articles which were published in FT50 ranked journals based on the Financial Times list the top 50 academic (peer-reviewed) journals in business and management and in "A*" and "A" ranked journals based on the Australian Deans Council (ABDC) list:

A Gharaei, A. & **Almehdawe, E.** (2019). Economic growing quantity. *International Journal of Production Economics*. Published online October 2019.

A* Ingolfsson, A., **Almehdawe, E.**, Pedram, A., & Tran, M. (2019). Comparison of fluid approximations for service systems with state-dependent service rates and return probabilities. *European Journal of Operational Research*. Published online November 2019.

A* Yu, J., **Campbell, S.**, Li, J., & **Zhang, Z.** (2019). Do sources of occupational community impact corporate internal

control? The case of CFOs in the high-tech industry. *Accounting, Auditing and Accountability Journal*, 32(4), 957-983.

FT50 & A Gamble, E.N., Parker, S.C., & **Moroz, P.W.** (2019). Measuring the Integration of Social and Environmental Missions in Hybrid Organizations. *Journal of Business Ethics*, 1-14.

A Parker, S.C., Gamble, E.N., **Moroz, P.W.**, & Branzei, O. (2019). The impact of B lab certification on firm growth. *Academy of Management Discoveries*, 5(1), 57-77.

A Jafari-Sadeghi, V., **Nkongolo-Bakenda, J.M.**, **Anderson, R.B.**, & Dana, L.P. (2019). An institution-based view of international entrepreneurship: A comparison of context-based and universal determinants in developing and economically advanced countries. *International Business Review*, 28(6), 1-16.

A **Peng, G.Z.** & Beamish, P.W. (2019). Subnational FDI Legitimacy and Foreign Subsidiary Survival. *Journal of International Management*, 25(3).

A* **Pennycook, G.** & Rand, D.G. (2019). Cognitive Reflection and the 2016 US

Presidential Election. *Personality and Social Psychology Bulletin*, 45, 224-239.

A **Pennycook, G.** & Rand, D.G. (2019). Who falls for fake news? The roles of bullshit receptivity, over claiming, familiarity, and analytic thinking. *Journal of Personality*. Published online March 2019.

A Koehler, D.K. & **Pennycook, G.** (2019). How the public, and scientists, perceive advancement of knowledge from conflicting study results. *Judgment and Decision Making*, 14, 671-682.

A* De keersmaecker, J., Dunning, D., **Pennycook, G.**, Rand, D.G., Sanchez, C., Unkelbach, C., & Roets, A. (2019). Investigating the robustness of the illusory truth effect across individual differences in cognitive ability, need for cognitive closure, and cognitive style. *Personality and Social Psychology Bulletin*. Published online June 2019.

A Stagnaro, M.N., Ross, R.M., **Pennycook, G.**, & Rand, D.G. (2019). Cross-cultural support for a link between analytic thinking and disbelief in God: Evidence from India and the United Kingdom. *Judgment and Decision Making*, 14, 179-186.

A Farrar, J., Hausserman, C., & Rennie, M. (2019). The influence of revenge and financial rewards on tax fraud reporting intentions. *Journal of Economic Psychology*, 71, 102-116.

A Street, C.T. & Ward, K. (2019). Cognitive Bias in the Peer Review Process:

Understanding a Source of Friction between Reviewers and Researchers. *Data Base for Advances in Information Systems*, 50(4), 52-70.

A Chen, D., Yu, X., & Zhang, Z. (2019). Foreign direct investment comovement and home country institutions. *Journal of Business Research*. 95, 220-231.

A Guan, F., Mittoo, U., & Zhang, Z. (2019). Has Investment—Cash Flow Sensitivity Disappeared? Evidence from the U.S. and Canadian Energy Sectors. *Emerging Markets Finance and Trade*. Published online December 2019.

Grant Success

Dr. Eman Almehdawe was awarded a Natural Sciences and Engineering Research Council (NSERC) of Canada: Engage Plus Grant for \$11,000 in 2019 for her project, "Optimization Models for the Technician Routing and Scheduling at Access Communications with collaborator Access Communications".

Dr. Ronald D. Camp II was part of a research team who was awarded a Canadian Institutes of Health Research (CIHR) Team Grant Letter of Intent for Strengthening for \$30,000 in 2019-2020 for their project, "An Augmented Training Program for Preventing PTSDs Among Diverse PSP".

Dr. Shelagh Campbell was the recipient of a Social Sciences and Humanities Research Council of Canada (SSHRC) Connection Grant for \$12,099 in 2020 for her project, "Work in the West: Implications for Land & Labour".

Dr. Justin Feeney was awarded a SSHRC Insight Development Grant for \$32,648 in 2019-2020 for his project, "Improving Prospective Applicant Reactions and Organizational Recruitment".

Dr. Justin Feeney was awarded a Department of National Defence Research Initiative—Supplemental Grant from Defence Research and Development Canada (via SSHRC) for \$10,000 in 2020 for his project,

"Improving Prospective Applicant Reactions and Organizational Recruitment".

Dr. Gina Grandy was awarded \$110,000 from the Innovation, Science and Economic Development Canada (ISED) under the Women Entrepreneurship Knowledge Hub (WEKH) through Ryerson University for 3 years to establish Hill and Levene (& University of Regina) as the SK Hub for the project, "Best practices for supporting women entrepreneurs - WEKH National Network".

Drs. Gina Grandy and Robert Anderson are co-researcher on a SSHRC Partnership Grant for the project, "Inclusive Innovation and Entrepreneurship Network". The project is led by Dr. Wendy Cukier and involves a multidisciplinary team of 50 academic researchers from 25 different academic institutions. The project will receive \$2,446,979 over 6 years.

Dr. Ernest Johnson was awarded a Global Initiative of Academic Network, Government of India grant for \$13,000 in 2019 for his project, "E-Business Models for Developing Economics".

Dr. Peter Moroz was awarded a SSHRC Individual Partnership Engage Grant in 2020 for \$26,400 for his project "Understanding the Career Paths of Indigenous Researchers in University Settings" with co-investigators Craig Hall, Kelly Lendsay, Dr. Rick Colbourne and **Dr. Robert Anderson** and Partner Indigenous Works.

Dr. Gordon Pennycook was the recipient of a SSHRC Insight Grant in 2020 for \$316,160 for his project, "The psychology of online disinformation".

Dr. Gordon Pennycook was the recipient of a CIHR Operating Grant: Canadian 2019 Novel Coronavirus (COVID-19) Rapid Research Funding Opportunity in 2020 for \$381,708 for his project, "Coronavirus Outbreak: Mapping and Countering Misinformation" with team members Drs. Timothy Caulfield, Cheryl Peters, and Christen Rachul.

Dr. Gord Pennycook is a collaborator on an NSERC College and Community Social Innovation Fund (CCSIF) Grant in 2020 for \$360,000 for the project, "Community Ideas Factory: Behavioural Insights Unit" led by Drs. Michael McNamara and Nathaniel Barr.

Dr. Gordon Pennycook is the recipient of a \$200,000 USD grant from "Reset" (a project of Luminate Projects Limited) in 2020 for his project, "Interventions to Combat the Spread of Misinformation on Social Media" with collaborator Dr. David Rand.

Dr. Gordon Pennycook was awarded a SSHRC grant in 2019 for \$2,472,154 for 5 years for his project, "Global Journalism Innovation Lab: Revitalizing journalism and accelerating knowledge mobilization from Canadian universities" with collaborators from UBC.

A special thank you to Mo Bundon, who generously donated seed money to launch the Executive in Residence in Agribusiness program. To contribute to this important initiative, please contact Erin Luc at Erin.Luc@uregina.ca.

GIFTS TO THE HILL | LEVENE SCHOOLS



Photo Courtesy of Harvard Developments Inc.

Mo Bundon, Vice Chair of Harvard Developments Inc, Hill Advisory Board Member

The following list recognizes the Hill and Levene Schools' generous supporters between August 1, 2018 and April 30, 2020.

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HILL AND LEVENE SCHOOLS AT A GLANCE

38 HILL-IVEY CASES

on Western Canadian business have been published since 2009. Of these **53%** have an entrepreneurial focus and **52,448 HAVE BEEN PURCHASED** and **USED AROUND THE WORLD.**



ALUMNI

11,207 HILL alumni;
1,060 LEVENE alumni

EXPERIENTIAL EDUCATION

53% OF HILL AND LEVENE COURSES included a work integrated learning component.

**for spring/summer 2019, fall 2019, winter 2020 as reported for those courses taught by full time faculty members*

SCHOLARSHIPS

Hill: **740 AWARDS** for a total of **\$1,098,180**

Levene: **62 AWARDS** for **\$217,290**

**for spring/summer 2019, fall 2019, winter 2020*



In Fall 2019 the Hill and Levene Schools' student body was made up of **26% INTERNATIONAL STUDENTS** from **44 COUNTRIES.**



CO-OP

In 2019, Hill students completed **215 PLACEMENTS** and Levene students completed **21 PLACEMENTS** in paid co-op work terms; average salary earned for business co-op students is **\$3,127/MONTH.**

SATISFACTION

87% of respondents would **RECOMMEND THE HILL SCHOOL OF BUSINESS** to a friend.

95% of respondents would recommend the **LEVENE GRADUATE SCHOOL OF BUSINESS** to a friend.



**based on a survey of graduating students in spring 2020*

7% of Hill and Levene students self-declare as being **INDIGENOUS** and/or **MÉTIS**

**for fall 2019*



Hill Paul J. Hill
School of Business

hill.uregina.ca

hill.undergrad@uregina.ca
306.585.4724

levene | gsb

levene.uregina.ca

levene.gradschool@uregina.ca
306.585.6294



University
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