Dean’s Message

In this newsletter we are delighted to tell you about the six new faculty members who joined us this year! We’re excited about the vitality and energy they’ve brought to the Hill School of Business! We also highlight the research of Dr. Magdalena Cismaru, whose scholarly expertise is aimed at designing better social marketing campaigns.

Many of you know that we highly value our community connections, and our profile of Bruce Anderson demonstrates just how involved our faculty members are with the local business community.

These are just some of the stories that we are sharing with you this month, only the tip of the iceberg when it comes to all the great things happening at the Paul J. Hill School of Business! Enjoy our newsletter, and please don’t hesitate to email me at anne.lavack@uregina.ca if you have any feedback that you’d like to share.

Shelley Lukasewich – After serving as a Lecturer in Accounting in 2002-03 at the University of Regina, Shelley Lukasewich spent the last five years working on her Ph.D. in Accounting at the University of Alberta. She re-joined the University of Regina as an Assistant Professor of Accounting, and her research focuses on the value of audited financial information within the financial markets.

Dr. George Peng – Originally trained as an Engineer, and having worked extensively in south-east Asia, Dr. George Peng completed his Ph.D. at the University of Western Ontario in 2009. As an Assistant Professor of International Business, his research focuses on knowledge transfer in multinational corporations, and the effect of culture on the strategies and performance of these organizations.

Dr. Adrian Pitariu – With a Ph.D. in organizational psychology from the University of South Carolina, Dr. Adrian Pitariu brings extensive knowledge of organizational behavior into the classroom. Joining us as an Assistant Professor, his research focuses on trust and conflict in teams, and the dynamics of team processes and team effectiveness over time.

Sean Tucker – As a new Assistant Professor in the process of completing his Ph.D. at Queen’s University, Sean Tucker brings to the classroom extensive knowledge of human resource management practices, particularly in the area of occupational health and safety. Some of his research focuses on understanding how young workers respond to dangerous working conditions.

Send us Your Feedback!

We value your feedback! Email us at business.dean@uregina.ca to tell us your thoughts about our newsletter, or about any other issues relating to the Paul J. Hill School of Business.
Community Profile – Bruce Anderson

Service to the business community is highly valued at the Paul J. Hill School of Business, and **Bruce Anderson** is a model citizen when it comes to community service! Bruce served as the 2009-10 President of the Regina & District Chamber of Commerce. This role followed 3 previous years of service on the Chamber’s Board of Directors.

During his year as the Chamber President, Bruce spent countless hours each week visiting other Chambers around the province, chatting with local business people about their concerns, and meeting with government officials. His hands-on knowledge about the concerns of business people in Regina is unparalleled.

Students in Bruce’s classes benefit from his wealth of experience, and from his extensive list of contacts who serve as guest speakers in his courses.

Bruce also serves as the director of the **Centre for Management Development** in the Faculty of Business Administration, providing hands-on consulting experience for students. In this role, he stays in touch with the business community, identifying opportunities and projects well-suited to the skills of business students.

Research Profile – Magdalena Cismaru

**Dr. Magdalena Cismaru**, Associate Professor of Marketing, is fast becoming a leading researcher in the area of social marketing. Social marketing uses traditional marketing principles to persuade people to adopt positive behaviours, both for their own good and for the betterment of society. Some of the issues that are targeted by social marketing campaigns include drinking and driving, smoking, obesity, AIDS prevention, and a host of others.

One of Dr. Cismaru’s key contributions has been in leading the creation of the Integrated Model for Social Marketers (IMSM). This model links together two other well-known models, Protection Motivation Theory and the Transtheoretical (Stages of Change) Model.

Dr. Cismaru and her colleagues have used these and other models to analyze mass communication campaigns targeted at social issues as diverse as domestic violence, drinking and driving, alcohol moderation, obesity, and racism. Based on her analysis, Dr. Cismaru offers advice and best practices for designing mass communication campaigns targeting social issues.

Academic Achievement Event

Monday, February 22, 2010 marked the date of the 2nd annual Hill Academic Achievement event. Held at the Terrace Building, this special event honoured all of the Business School’s 2009 scholarship recipients, as well as all those whose names appeared on the 2009 Dean’s Honour Roll for Business Administration. With parents and friends in attendance, those being honoured were called up to the podium one by one to receive their certificates of achievement.

In 2009, a total of 146 students were listed on the Dean’s Honour Roll, and a total of 250 students were awarded scholarships. Among all of the faculties at the University of Regina, the Faculty of Business Administration provides the highest number of undergraduate scholarships on a per capita basis.
4th Annual UR Business Showcase

Business students are taught about the importance of networking, so the 4th Annual UR Business Showcase on Wednesday, February 4, 2010, allowed students to put theory into action. This student-organized event brought together over 150 students and 100 business leaders for a stand-up reception in the atrium at the Terrace Building.

Student name tags at the event identified the student’s major, which made it easy for them to meet potential employers looking for specific skills. A student networking workshop held prior to the event taught students valuable networking skills, which they put into action at the event.

Strong support from the business community for the Paul J. Hill School of Business was evident in the excellent turnout for the event.

Much of the event’s success can be credited to the skillful planning and organization of Showcase co-chairs Jennifer Buckingham and Jill Zolc. Their well-coordinated student team was instrumental in ensuring that there was a strong student turnout and that the event ran smoothly.

Reading Week: Travel Study Tour

Business students spent the February Reading Week in Mexico as part of an International Study Tour course called Doing Business in Mexico.

Led by Professor Bryan Austin, the course provides students with the opportunity to experience the Mexican business environment. Students toured a coffee plantation and eco tourism facility in Cuetzalan, and enjoyed tours of the Volkswagen and Cadbury production plants in Puebla.

A key part of the international experience was meeting business students from Iberoamericana Universidad in Puebla, where our students were able to attend classes on internet marketing, tourism, branding strategies, and fair trade.

Each year we have about 35 undergraduate business students who spend a semester abroad, and another 15-20 undergraduate business students who participate in international study tours. This means that of our graduating class each year, nearly 20% have had international experiences during their academic careers!

Meet the BSS Student Leaders

Over 50 students will participate in 2010-11 as members of the Business Students’ Society (BSS) Council. The new members of the BSS Executive are:

- Jen Buckingham (President)
- Riley Anderson (Vice-President, Internal)
- Michael Truong (Vice-President, External)
- Eric Moser (Vice-President, Marketing)
- Joshua Litschko (Vice-President, Finance)

We’re proud of the work that the Business Students’ Society carries out each year, and of the professional manner in which they do so. We know these new leaders will carry on in this proud tradition. Watch for their profiles in the next newsletter!
Hill Mentor Program
A new initiative in the 2009-10 academic year involved matching up 45 fourth year students with 45 mentors from the Regina business community.

Business students met with their mentors 4-5 times from November through April, seeking advice about career opportunities, job search techniques, resume writing, interviewing, and other topics that would ease their transition into the job market.

At a wind-up event on April 6, 2010, student Sarah Bultitude and mentor Donna Kane from the Workers’ Compensation Board each spoke about their experience with the Hill Mentor program, highlighting the benefits they gained from the experience.

Based on the success of this year’s launch, the program will be extended to include 3rd year students in Fall 2010.

As well, the Business Students’ Society plans to launch a student-to-student mentoring program in Fall 2010, whereby 3rd and 4th year business students will serve as mentors to 1st and 2nd year business students.

JDC West 2010
The Hill School of Business sent a team of 53 students to the JDC West competition in Prince George, BC in January 2010. We’re delighted to announce that our team turned in a brilliant second place finish, coming just 0.35% behind the first place team from University of British Columbia.

The team was recently invited to visit the office of Premier Brad Wall, and some members of the group had their photo taken with the Premier (see above). The students then sat in the Visitors’ Gallery during Question Period at the legislature.

Hunan Students at U of R
For nearly a decade, University of Regina has shared a successful ‘2+2’ program with Hunan University in Changsha, China.

Students in this program complete their first 2 years of business courses at Hunan University, followed by 2 years in the Faculty of Business Administration at the University of Regina. The courses at Hunan University are taught in English, so students are well-prepared for the Canadian classroom.

The Paul J. Hill School of Business receives about 20-30 business students from Hunan University each year. Dr. Anne Lavack, Dean, and Dr. Vianne Timmons, U of R President, visited Hunan University in September 2009 to meet some of the 2+2 students who will be arriving at University of Regina in Fall 2010.