

SCHOOL OF BUSINESS

The official publication of the UFV School of Business



Welcome to the latest edition of the UFV School of Business Newsletter!

In this issue, we reflect on our accomplishments from the first half of 2025 and share updates on ongoing projects and initiatives.

It's our way of keeping you connected with everything happening across our dynamic institution.

We hope it helps strengthen our ties and offers a glimpse into the exciting work shaping the future of business education at UFV.

Thank you for being a valued part of our community!

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Director's Message

Dear friends and colleagues,

If there's one word that captures this past semester, it's ***momentum*** - and it came from every direction.

As a School, we've been in motion. Pushing boundaries in teaching, amplifying our research, and showing up meaningfully in our community. What excites me most is that this momentum isn't just internal. It's fuelled by a shared commitment from our students, faculty, staff, community partners, and industry allies who believe in what we're building together.

Our classrooms were alive with ideas and experimentation, from podcasting to project-based consulting to global collaborations.

Research took bold new directions, and our faculty continued to shape and contribute to conversations that matter. Our students, as always, led with courage whether presenting research, competing nationally, or working on business challenges with real-world impact.

This semester also reminded us of the power of partnerships. Our External Program Advisory Committee played a vital role in helping us navigate changing landscapes and think strategically about the future. Community allies across sectors offered their trust, opened their doors, and co-created learning experiences that were anything but ordinary.

It's in these moments where academia meets industry, where learning meets action that we find our purpose. And it's this shared purpose that will continue to define who we are.

So, as you turn the pages of this newsletter, I hope you feel what I feel: pride, gratitude, and a sense that the best is yet to come.

Warmly,

Dr. Khyati Shetty
Director, UFV School of Business



Dr. Khyati Shetty

Research

At the School of Business, we understand that research is central to driving academic advancement and practical impact in the business world.

Our increasing commitment to research ensures that both faculty and students actively engage with real-world business challenges, producing insights that inspire innovative strategies and support evidence-based decision-making. This dedication strengthens our academic programs, enriches the classroom experience, and equips our graduates to lead and innovate in a dynamic global marketplace. The following highlights showcase the remarkable contributions of our faculty.

FACULTY MEMBERS

Chris Schinckus



Dr. Chris Schinckus

Dr. Chris Schinckus, Dean of the Faculty of Business and Computing, is one of the world's foremost experts in the fields of business and economics. See his latest publications below.

Brown S., Gasparin M., Green W., Lilley S., Quinn M., **Schinckus C.**, Williams M., Zalasiewicz J. (2025). "Anthropocene" in McCann L., et al. (2025) Elgar Encyclopedia of Critical Management Studies, p.16–19.

Farouk M. F., **Schinckus C.**, and Smith S. D. (2025). "Realising Value from Big Data Analytics: The Process of Affordance Actualisation". Digital Business (Q1), 5, 100108.

GBD 2021 Adult BMI Collaborators (**Schinckus C.** is a member of the co-authors) (2025). "Global, regional, and national prevalence of adult overweight and obesity, 1990–2021, with forecasts to 2050: a forecasting study for the Global Burden of Disease Study 2021". The Lancet. (Q1 - Impact factor: 98.4). March 2025.

GBD 2021 Adolescent BMI Collaborators (**Schinckus C.** is a member of the co-authors) (2025). "Global, regional, and national prevalence of child and adolescent overweight and obesity, 1990–2021, with forecasts to 2050: a forecasting study for the Global Burden of Disease Study 2021". The Lancet. (Q1 - Impact factor: 98.4). March 2025.

GBD 2021 Europe Life Expectancy Collaborators (**Schinckus C.** is a member of the co-authors) (2025). "Changing life expectancy in European countries 1990–2021: a subanalysis of causes and risk factors from the Global Burden of Disease Study 2021". The Lancet Public Health (Q1 - Impact factor: 25.4), 10, 10.1016/S2468-2667(25)00009-X.

GBD 2023 Vaccine Coverage Collaborators (**Schinckus C.** is a member). (2025). "Global, regional, and national trends in routine childhood vaccination coverage from 1980 to 2023 with forecasts to 2030: a systematic analysis for the Global Burden of Disease Study 2023". The Lancet. 24 June 2025. doi: 10.1016/S0140-6736(25)01037-2.

Nguyen C., **Schinckus C.**, Chong F.H.L., Nguyen Q.B., and Duyen T.T. (2025). "Tourism and contribution to employment: Global evidence", Journal of Economics and Development (Q2), vol. 27 (1), p.22–37.

Nguyen C.P., **Schinckus C.**, Chong F.H.L., Nuyen B.Q., & Nguyen T.N. (2025). "The Effects Of Tourism On The Environment: An Institutional Perspective". Journal of Policy Research in Tourism, Leisure and Events (Q2), Forthcoming.

Nguyen C.P., **Schinckus C.**, Nuyen B.Q., Thanh, L.T., & Nhi, N. A. (2025). "Economic policy uncertainty and firm-level stock returns: Further evidence from China". Journal of International Studies (Q2), 18(1), 216–231.

Nguyen C.P., **Schinckus C.**, Nuyen B.Q. & Thanh, S.D. (2025). "Bilateral trade and productivity: analysis for trading partners of China and the United States", Journal of Economics Finance and Administrative Science (Q2). Forthcoming.

Nguyen T.C., Nguyen T.V., **Schinckus C.**, Chu T.T. (2025). "Excess liquidity and risk: How economic policy uncertainty shapes corporate decisions post-crisis". Finance Research Letters (Q1, impact factor: 9.8), Vol. 83, 107739.

Quoc B.H., **Schinckus C.**, and Al-Jaifi H.A. (2025). "Long-Range Correlations in Cryptocurrency Markets: A Multi-Scale DFA Approach". Physica A: Statistical Mechanics and its Applications (Q2 - Impact factor: 2.8), 661, 130417.

Felicia Chong



Dr. Felicia Chong

Dr. Felicia Chong is the Chair of Research Coordination and one of the School's most accomplished researchers. See her latest publications below.

Nguyen C., Schinckus C., **Chong F.H.L.**, Nguyen Q.B., and Duyen T.T. (2025). "Tourism and contribution to employment: Global evidence", Journal of Economics and Development (Q2), volume 27, issue 1, pages 22-37 (2025).

Nguyen C.P., Schinckus C., **Chong F.H.L.**, Nuyen B.Q., & Nguyen T.N. (2025). "The Effects of Tourism on The Environment: An Institutional Perspective". Journal of Policy Research in Tourism, Leisure and Events (Q2), forthcoming.

Benny Davidson



Dr. Benny Godwin J. Davidson

Dr. Benny Davidson is one of the School's most prolific researchers. See his latest contributions below.

Anand, Y., **Davidson, B.G.J.**, George, J.P. and Muttungal, P.V. (2025), "Eco-conscious consumers' green real estate decisions in India: the role of social commerce", Property Management, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/PM-06-2024-0056> (SJR - Q3 | ABDC - B)

Sunny, Cyril Tom T.; Muttungal, Peter; and **Davidson, Benny G.** (2025) "Greening the Workplace: Can Sustainable Practices Reduce Anxiety and Enhance Meaningful Work Engagement?," Northeast Journal of Complex Systems (NEJCS): Vol. 7 : No. 1 , Article 6. DOI: 10.22191/nejcs/vol7/iss1/6 Available at: <https://orb.binghamton.edu/nejcs/vol7/iss1/6> (SJR - Q4)

Dias, S., **Davidson, B.G.J.**, Chully, A.A. and Pendse, P.H. (2025), "Motivation continuum and its effect on electric vehicle acceptance in India", Journal of Economic and Administrative Sciences, Vol. ahead-of-print No. ahead-of-print. <https://doi.org/10.1108/JEAS-07-2024-0262> (SJR - Q2 | ABDC - C)

Jacob, J., Jacob, J., **Godwin, B.**, Antony, A., & George, J. (2025). Understanding Disparities: An Analysis of Reasons for School Non-Attendance in India by Gender and Residence. Empirical Economics Letters, 24(2), 75-96. <https://doi.org/10.5281/zenodo.14993558> (ABDC - C)

Nagaraja, N. and **Davidson, B.G.J.** (2024), "Challenges and Transformation of Pedagogy Towards Blended Learning: A Sequential Mixed-Method Study in Higher Education", Hack-Polay, D., Lock, D., Caputo, A., Lokhande, M. and Salunkhe, U. (Ed.) Global Higher Education Practices in Times of Crisis: Questions for Sustainability and Digitalization, Emerald Publishing Limited, Leeds, pp. 151-168. <https://doi.org/10.1108/978-1-83797-052-020241010>

Gopal, B.S. and **Davidson, B.G.J.** (2025), "Street Vendors in India: The Beginnings of a Digital Transformation Journey", Evolving Landscapes of Research and Development: Trends, Challenges, and Opportunities, IGI Global eBooks, IGI Global, pp. 365–386, doi: <https://doi.org/10.4018/979-8-3693-7101-5.ch016>. (Scopus Indexed)

Gopal, B.S., **Davidson, B.G.J.** and Tur, A. (2025), "Digital Transformation and Sustainability in the Textile Industry: Macro Challenges for Micro and Small Businesses", IGI Global eBooks, IGI Global, pp. 149–166, doi: <https://doi.org/10.4018/979-8-3693-7101-5.ch007>. (Scopus Indexed)

Presented a Paper entitled "Greening the Workplace: Can Sustainable Practices Reduce Anxiety and Enhance Meaningful Work Engagement?" during the International Conference on Complex Systems Modeling, Analysis & Applications [IC2SMA2 - 2025] held on 21st-22nd February 2025 at CHRIST (Deemed to be University), Lavasa, Pune, India and online sponsored by Binghamton University, State University of New York, USA

Jelena Brcic



Dr. Jelena Brcic

Dr. Jelena Brcic continues to impress with her work on the psychology and physiology of people living and working in extreme conditions.

In March of 2025, Dr. Brcic published the following paper:

Brcic, J., Nicoll, P., Suedfeld, P., Johnson, P., & Shurgold, L. (2025). Stress, Coping, and Psychological Growth in Personnel in a High Arctic Weather Station. *Journal of Human Performance in Extreme Environments*, 20(1). <https://doi.org/10.7771/2327-2937.1166>

SAR New Initiatives Fund grant

The SAR NIF grant, announced in fall 2024 has since been the subject of extensive media interest. For more details about the grant, please see the following media.

- <https://www.international-maritime-rescue.org/news/awareness-of-the-womeninsar-initiative-is-inspiring-sar-communities-to-invest-in-women>
- <https://fraservalleytoday.ca/2025/05/17/ufv-research-highlights-impact-of-women-in-search-and-rescue-across-canada/>
- <https://educationnewscanada.com/article/education/level/university/1/1140245/ufv-researcher-looks-at-the-experiences-of-women-search-and-rescue-volunteers.html>
- <https://www.theprogress.com/community/ufv-research-shines-light-on-women-in-search-and-rescue-across-canada-8013764>

Future stories are currently be planned by the CBC, BC Adventure Smart, and Future of Good.

Research Assistants

Dr. Brcic hired two (2) UfV students as **paid research assistants** to work along her at her BASE lab, where they will further the investigation into the successes and barriers to women in Search and Rescue across Canada!



"Initiatives like this one give voice to an underrepresented group in the SAR system. It provides us with the opportunity to listen to those voices and take action to make Canada's SAR system stronger."

-The Honourable
Harjit S. Sajjan

Saeed Rahman

Ivey Publishing Sustainability Case Competition

We're proud to announce that Dr. Saeed Rahman and his team have placed 3rd in the inaugural Ivey Publishing Sustainability Case Writing Awards!

Launched in the summer of 2024, the awards are a collaboration between Ivey Publishing and the Principles for Responsible Management Education (an initiative of the United Nations Global Compact), and were developed to support faculty, researchers, and practitioners committed to reshaping management education.

The awards received 201 submissions from authors in 14 countries, and the cases featured stories of businesses from 24 different countries across all continents. Submissions were evaluated by a panel of academic reviewers and sustainability experts from the Ivey Business School and PRME, based on alignment with the SDGs and PRME's Impactful Five (i5) characteristics of playful learning: joyful, socially interactive, actively engaging, meaningful and iterative.



Dr. Saeed Rahman

Dr. Rahman's case, *Sea Cider: Succession Planning for a Regenerative Business*, tells the story of Kristen Needham, a sixth-generation farmer, as she contemplates retirement from her role as founder and CEO of Sea Cider Farm & Ciderhouse, a certified organic farm and cidery based in Saanich, Victoria BC. The case immerses students in a multisensory journey from the company's inception to its succession planning as one of North America's first and leading regenerative cideries. It grounds them in place-based models of organizing and introduces them to the concept of nature-based solutions. The decision challenge requires students to assist Needham in identifying a suitable new owner or owners and in developing a succession plan.

The competition celebrates excellence in case writing that advances sustainability in business education – and we're thrilled to see Dr. Rahman and his team recognized for their contribution!

ASAC Conference 2025

Dr. Rahman and his colleague Dr. Stefania Pizzirani had their paper, *Trash or Treasure? Clothing Waste Management Strategy of The Mennonite Central Committee (MCC) Centre Thrift Shop*, accepted for the 2025 ASAC conference.

The case examines the sustainability challenges faced by Amy Slinger, the Social Enterprise Director of the MCC Centre Thrift Shop in Abbotsford, BC. She is optimistic that the increasing trend of thrifting will continue as more environmentally conscious consumers choose to shop sustainably. From 2020 to 2023, Amy and her team successfully managed pricing, product quality control, distribution, and other supply chain challenges. While the MCC Centre has achieved significant successes over the years, it also encounters several challenges that could hinder the organization's future growth. Recently, the management of excess clothing and waste has become a critical issue for the MCC Centre, especially regarding the processing of defective, damaged, or unsold donated clothing. Amy is now considering how the MCC Centre can maintain its effective strategies while also seeking more innovative approaches to clothing donations, and she believes this needs to happen sooner rather than later.

Khyati Shetty



Dr. Khyati Shetty

Dr. Khyati Shetty, Director of the School of Business, is a dynamic leader, accomplished speaker, and respected academic researcher. The details of her latest publication are provided below.

Kumar, P., Jhawar, A., **Shetty, K.**, & Varshney, S. (2025). Green ad stories' characteristics and green brand trust: Examining the moderating role of consumer expertise through the elaboration likelihood model lens. *Journal of Marketing Theory and Practice*, 1–14. <https://doi.org/10.1080/10696679.2025.2463080>

Zubair Raja



Dr. Zubair Raja

Dr. Raja secured a grant of \$17,710 in collaboration with Dr. Afia Raja from Planning, Geography, and Environmental Sciences (PGES). The grant will be used to support the courses *BUS 499 - Applied Project* and *GEOG 360 - Introduction to Regional and Community Planning*. These courses will include an applied project where students develop a proposal for the business district at Chiyaqtel First Nation in Chilliwack. This initiative is an example of not only how to acquire external funding, but also how the School of Business can collaborate with other departments.

Dr. Raja also chaired a research session at the Western Division of the Canadian Association of Geographers (WDCAG) 2025 Conference, held at Thompson Rivers University in March 2025.

Cindy Stewart



Cindy Stewart

Cindy Stewart has been a member of several marketing textbook review panels. See her latest contributions below.

- Acted as external reviewer for the KPU Marketing Program Review.
- Completed a textbook review for Kerin MKTG, 6th Canadian Edition - McGraw - Hill.
- Completed a textbook review for Solomon, 10Ce - Pre-Writing Peer Review - Pearson Canada.

EVENTS

Innovation Brew: Collaborative Coffee Talks

On January 16, 2025, we hosted our second Innovation Brew – an event co-developed by Ismail El Sayad and Felicia Chong, Chairs of Research in Computing and Business, respectively. Designed to foster interdisciplinary collaboration, Innovation Brew brings together researchers from the School of Computing and the School of Business in a relaxed, informal setting. These gatherings provide a space for participants to connect, share use cases, exchange ideas, and explore potential research collaborations—all without the pressure of formal presentations. The goal is to encourage meaningful, organic discussions that spark innovation through conversation.

Learning Exchange

Learning Exchange is an initiative whereby the School of Business and School of Computing share amongst each other the innovative research happening at each of the two schools.

Hosted at Faculty Council – where issues affecting the Faculty of Business and Computing are addressed – these meetings provide the perfect platform for faculty members to share current projects, discoveries, and methodologies in a less formal and more openly engaging setting. By showcasing academic work, the Learning Exchange encourages interdisciplinary dialogue, sparks new ideas, strengthens our commitment to research excellence, and creates bonds between colleagues.

The first Learning Exchange of 2025 took place on June 6th, while a second one is scheduled for December. These events are organized and led by Dr. Mariana Toniolo Barrios.

From the School of Business, Dr. Felicia Chong, and Kurt Siemens shared their research project titled, *Legitimation of Resource-Limited, Primarily Teaching-Focused Canadian University Business Schools Through AACSB Accreditation*.

Felicia and Kurt examine how resource-limited, teaching-focused Canadian business schools use AACSB accreditation not just for quality assurance, but as a strategy to gain legitimacy. Their study introduces the Tri-Lens Framework, which links AACSB standards to three types of legitimacy, identified by Suchman (1995): pragmatic, moral, and cognitive. Through content analysis of institutional documents, they show that accreditation is often pursued to enhance reputation and sustainability rather than to drive educational reform. The framework offers a practical tool for aligning accreditation efforts with institutional missions and opens the door for future research across other accreditation bodies and school types.

From the School of Computing, Dr. Ibrahim Javed shared his research project titled, *Blockchain for Secure and Transparent Health Data Sharing*.

Dr. Javed introduced Learning Health Systems (LHS), which rely on continuous data sharing to improve patient outcomes. The presentation highlighted key challenges in managing LHSs, including data silos, privacy concerns, consent management, and lack of transparency. To address these, Dr. Javed explored blockchain as a decentralized, secure solution that gives patients control over their data, enables audit trails, and supports automated consent. Examples included the CLEO initiative and the Secure Data Sharing Platform (SDSP). While blockchain shows promise, challenges remain, such as scalability and legal uncertainties. The presentation concluded by emphasizing blockchain's potential to support secure, privacy-preserving data sharing in LHS.

Research Day

We're thrilled to recognize and celebrate the incredible student research at this year's Research Day!

Congratulations to Sharon Thomas, Daria Tsynda, Aashman Kaur, and Prabhkirat Batra for proudly showcasing their research at this year's event.

Special congratulations for Prabhkirat Batra for receiving the Undergraduate Research Excellence Award, and to Daria Tsynda for receiving the University of Toronto Press Award.

Whether or not they received an award, their courage, dedication, and enthusiasm for sharing their work are truly commendable. Simply stepping up to present is an achievement in itself, and we couldn't be prouder of their accomplishments.

A heartfelt thank you also goes out to our faculty judges—Dr. Luciana Hakak, Dr. Jelena Brcic, Dr. Benny Davidson, Dr. Kevin Wainwright, and Dr. Raymond Leung—for generously offering their time and thoughtful insights to support our students. Behind the scenes, we're grateful to Marla for ensuring everything ran smoothly, as always.

Finally, a special shoutout to Dr. David Dobson and Dr. Raymond Leung, whose dedication and quiet leadership have been the driving force behind Research Day. Their long-standing commitment to nurturing a research culture within the school has helped create a space where student inquiry and confidence can thrive. Thank you to everyone who continues to make this initiative a success year after year.



**Dean Schinckus and faculty members
gather to celebrate young researchers**

Teaching and Learning

Teaching and learning are at the core of everything we do as a business school. This section is dedicated to showcasing the creativity, experimentation, and dedication that drive our academic mission forward. It's where theory meets practice—and where students and faculty collaborate to make learning truly transformative.

From immersive course experiences like student-produced podcasts and field-based learning, to the integration of guest speakers and global initiatives like Collaborative Online International Learning (COIL), our classrooms are more dynamic and diverse than ever.

Highlighting these stories allows us to celebrate the rich educational experiences happening every day—and to inspire continued innovation in how we teach, learn, and grow together.

BUS 499 - Applied Project

In Winter 2025, Dr. Raja supervised 28 students enrolled in the *BUS 499 - Applied Project* course. Students worked on seven different projects across three companies. Projects were completed directly for students' respective employers, and included such tasks as developing digital marketing strategies, conducting market analysis, designing social media assets, and crafting business expansion plans.

Field Trip - StructureCraft

For *BUS 499*, industry engagement is a key component, as Dr. Raja strives to provide students with hands-on, real-world project experience. Therefore, a field trip was also integrated into the course. Students had the opportunity to visit StructureCraft – a leading manufacturing facility in Abbotsford – where they learned about their business model and the process of fabricating wooden roofs used in major sports arenas. We thank StructureCraft for their generous offer of time in allowing our students to tour their facility. The visit was a highlight for the students. Associate Professor Mark Breedveld also joined us on-site.



Zubair Raja, Mark Breedveld, and BUS 499 students visit StructureCraft

BUS 425 - Marketing Strategy

This semester, students in Dr. Khyati Shetty's *BUS 425 - Marketing Strategy* went beyond the classroom to bring marketing theory to life by producing their own podcasts.

In *BUS 425*, students apply the full spectrum of marketing knowledge they've gained throughout their degree to develop a comprehensive, client-driven marketing strategy. From product positioning and communication planning to profitability forecasting and tracking performance metrics, this course emphasizes strategic thinking and real-world application.

To deepen this experiential learning, students created podcast-style interviews with business leaders. The interviews spanned across industries – ranging from health and wellness, to aviation, real estate, tech, and beyond. These conversations explored how strategic marketing plays out in dynamic, real-life environments and how professionals adapt their approaches in today's fast-evolving market.

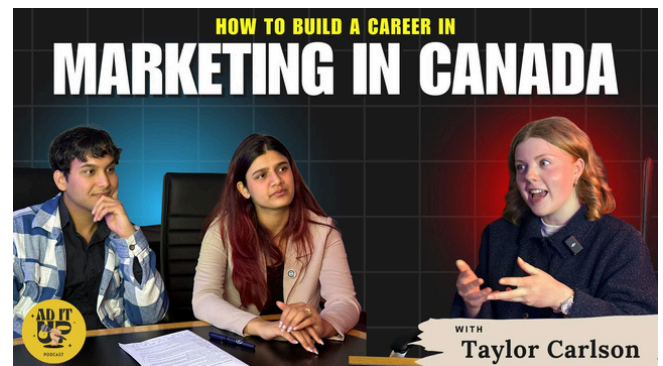
Nowadays podcasting is one of the most influential, authentic forms of storytelling. Podcasts offer a platform to dive deep into strategy, share personal business journeys, and engage audiences in a way that's both accessible and impactful. For students, it's not only a chance to sharpen their strategic thinking but also to practice the very marketing techniques they're learning.

Kudos to all the students and guests who made these conversations possible – and to Dr. Khyati Shetty for fostering such a forward-thinking and engaging learning environment.

Stay tuned for more podcasts!



BUS 425 students interview Taylor Carlson, PR and Marketing Manager for the Abbotsford Chamber of Commerce



Collaborative Online International Learning

This year, the School has continued to pursue new and exciting Collaborative Online International Learning (COIL) initiatives, aimed at enriching students' global perspectives and advancing our commitment to internationalization.

From January to March 2025, Dr. Felicia Chong, along with her counterparts – Dr. Lee Chee Loong from Taylor's University, and Dr. Tee Peck Ling and Ms. Ung Leng Yean from Universiti Tunku Abdul Rahman (UTAR)—successfully completed a series of five specialized COIL training workshops. As a result, *BUS 349 – Financial Management I* will soon be offered as a COIL course. The course will be offered twice: first in Fall 2025 in partnership with Taylor's University, and again in Winter 2026 with UTAR.

This initiative is more than just a course redesign. By integrating COIL into our curriculum, we are building long-term capacity for global teaching and learning, strengthening ties with partner institutions, supporting accreditation goals, and equipping our students with the global competencies they need to thrive in today's interconnected world.

Guest Speakers

Guest speakers bring a dynamic element to education by introducing voices and experiences from outside the classroom. They offer students firsthand insight into real-world challenges, industry trends, and practical applications of what they're learning. Additionally, these interactions often create valuable networking opportunities and expose students to a variety of career paths and perspectives they might not encounter otherwise.



Dr. Chang Lu

On January 23rd, students in Dr. Chang Lu's *BUS 400 - Business, Society & Nature* course enjoyed a dynamic and memorable session on Corporate Social Responsibility (CSR) led by Josh Wilson from the Mission Community Skills Centre.

Known for his improv comedy skills, Josh made the concept of CSR accessible and engaging, helping students grasp the importance of responsible business practices without the requisite heaviness of the topic. Josh's innovative approach encouraged participation and reflection, while his unique talents created a workshop atmosphere that was both fun and thought-provoking. All the while, the focus remained on how businesses can positively impact society and the environment using the framework of CSR.

On January 16th, Chang Lu welcomed Indigenous Knowledge Keeper John Williams to his *BUS 400* class for a powerful and thought-provoking session. Williams shared important insights into Indigenous history, including the legacy of residential schools and the ongoing journey of truth and reconciliation. He also offered a deeply personal perspective on how he has navigated and coped with institutional racism throughout his life. In addition to sharing his experiences, Williams provided valuable guidance on how to respectfully and meaningfully engage with Indigenous stakeholders—a key topic for future business leaders seeking to foster more inclusive and responsible practices.

On February 27th, Dr. Chang Lu's welcomed a third speaker – Ali Salemi – to his *BUS 400* class.

Ali spoke about how he built a business venture that has great social impact --- making healthcare more accessible for people (people can make same-day doctor appointments via his company website). He shared his journey as an immigrant entrepreneur and how businesses can incorporate social goals.

Dr. Prachee Seghal welcomed to her *BUS 416 - Training and Development* class, Ms. Plakilla Sandell, HR Director at Culture Core Group, a local IT consulting firm.

During the visit, the class discussed the challenges of implementing Training Evaluation models and measuring training effectiveness in organizations. Her visit not only enriched the academic understanding of training evaluation but also helped bridge classroom learning with industry realities.



Dr. Prachee Seghal

The session exemplified UFV's commitment to applied learning by integrating practitioner perspectives into curriculum delivery—preparing students to enter the workforce with both theoretical knowledge and practical context.



Plakilla Sandell poses with Dr. Seghal's class

Dr. Khyati Shetty invited Jennifer Menge Ewart, Senior Manager of Corporate Partnerships for the Abbotsford Canucks, to deliver a guest lecture in her *BUS 425 - Marketing Strategy* class.

Jen shared valuable industry insights and real-world perspectives, enriching the learning experience for students through practical applications of marketing strategy. The session not only deepened students' understanding of marketing principles but also sparked thoughtful discussion about career paths in sports management and marketing.



Jen Menge with Dr. Shetty and her BUS 425 class

Students in Donna Derksen's BUS 309H - Human Resource Analytics and Analysis course recently had the opportunity to work with a large real-world community partner: McDonald's. A big thank you goes out to Stephen Yeung and his team—Elisha Singh and Jacob Medlock—for their continued collaboration with the UFV School of Business. This marks the second term of a successful partnership that has brought valuable experiential learning into the classroom.

Throughout the term, McDonald's provided students with five real-life HRM challenges. Using Zoho Software and the Scientific Process, students analyzed each problem and developed data-driven recommendations for potential implementation. The course culminated in a series of presentations delivered to the McDonald's team, which were very well received. The partnership continues to be a strong example of how community engagement can enhance academic learning and prepare students for practical, career-ready problem-solving.



Donna Derksen



Donna Derksen welcomes the team from McDonald's to her BUS 309H class

Engagement

Engagement is about more than just participation – it's about building meaningful connections, taking initiative, and making a difference.

Whether through collaborative projects, student leadership, alumni mentorship, or community partnerships, engagement brings our school's mission to life. In this section, we spotlight the people and programs driving connection, purpose, and impact across our business school community.

Abbotsford Canucks

No one is busier providing students with fun and fantastic engagement opportunities than Mark Breedveld and the Sales Academy.

On January 18, 2025, students from Mark's Professional Sales Practicum (BUS 494) attended an Abbotsford Canucks game for an evening of networking, community connection, and exciting hockey action. They were joined by faculty members Dr. Kevin Wainwright, Kevin DeWolde, and Nathan Arney, as well as representatives from Sales Practicum partners Fastenal and Hub Insurance. The event also welcomed guests from the Sales Academy's two community partners: the Chilliwack Salvation Army Food Bank and Promise Vancouver, as well as a number of additional guests.

A big thank you to Jennifer Menge Ewart, Senior Manager for Corporate Partnerships at the Abbotsford Canucks, who provided a private suite from which to watch the game. Jennifer also delivered a brief presentation during the first intermission, recognizing the growing partnership between the Canucks and the School of Business.

The night was made especially memorable when the Canucks clinched a hard-fought and well-deserved win by a score of 3-2! And the evening proved once again how sports are a great way to start conversations and build business relationships.



Guests look on as the Canucks prepare to take the ice

The Abbotsford Canucks are the 2025 Calder Cup Champions!

Abbotsford Chamber of Commerce

Dr. Khyati Shetty was re-elected to the Abbotsford Chamber of Commerce Board of Directors during the Chamber's 2025 Annual General Meeting, held in March.

As a respected academic and highly engaged community leader, Dr. Shetty has consistently championed initiatives that bridge the gap between business education and real-world economic development. Her continued presence on the Board underscores the shared commitment to fostering innovation, entrepreneurship, and sustainable growth in the Fraser Valley region.

Her re-election reaffirms the UFV School of Business's role as a vital stakeholder in Abbotsford's economic ecosystem and its ongoing contribution to building a vibrant, resilient, and forward-looking business community.



Dr. Shetty and the Abbotsford Chamber of Commerce Board of Directors

UFV Ag-Tech Panel

Dr. Khyati Shetty participated as a panellist at the Grounded Innovation 2.0 event in a thought-provoking session titled Ag-Tech Strategy – What's on the Horizon? Panellists also included Dr. Jon Thomas, Director of the Esposito Family Centre for Innovation & Entrepreneurship at the University of the Fraser Valley, and Brian Coombes, President of the Chilliwack Economic Partners Corporation. This dynamic discussion brought together key voices from academia, industry, and regional economic development to explore the future of agricultural technology and innovation. The session underlined the importance of co-creating solutions that are not only technologically advanced but also community-focused and sustainable.



Dr. Shetty and Dr. Thomas participate in the Ag Tech panel

Archway Golf Tournament

The UFV School of Business was proud to sponsor a hole at the 2025 Archway Golf Tournament. The School was represented by student leaders from Enactus UFV and the Student Accounting Association, who volunteered at the event and engaged with attendees throughout the day. Their participation reflected the School's ongoing commitment to community engagement and experiential learning. We're proud to play a small part in a larger effort to build stronger, more connected communities!



Enactus students volunteer at the Archway golf tournament.

Dean's Coffee Series

The Dean's Coffee Series is a welcoming and informal gathering designed to bring together faculty and staff from across the business school.

Hosted monthly by the Dean Schinckus, these events offer an opportunity to pause from the daily routine, enjoy a cup of coffee and light refreshments, and connect with colleagues in a relaxed setting.

More than just a coffee break, the series fosters a sense of community, strengthening relationships across schools and departments. Whether you're catching up with a familiar face or meeting someone new, the Dean's Coffee Series is a space where dialogue and shared purpose help enrich our collective work and culture.

Gatherings for 2025 were held on January 31st, March 28th, and April 25th. The Series will continue in fall.



Dean Schinckus

Dean's Conversation Series

The Dean's Conversation Series is a bi-monthly forum designed to spark meaningful dialogue around the evolving priorities and challenges in education today. Through presentations and open discussions, these events provide space for faculty and staff to share insights, exchange ideas, and learn from one another's experiences.

With the Faculty being comprised of both two schools, the series plays an important role in building bridges across disciplines. By encouraging diverse voices and perspectives, the conversations aim to inspire collaboration and foster a stronger, more connected academic community. Events are open to faculty, staff, External Program Advisory Committee members, and invited guests.

Dean's Conversation: *Learning From Each Other – Agriculture Banking Perspectives* **Special Guest: Melanie Lantz**

On January 22, 2025, the Dean welcomed Melanie Lantz, VP of Agriculture and Agribusiness at RBC for a conversation about the business of agriculture in Canada.

During the conversation, Ms. Lantz explored key financial programs like Farm Credit Canada and AgriInvest, while also addressing the important role universities play in preparing individuals to participate in a dynamic agriculture labour market. With new technologies and practices emerging, there's a growing demand for a diverse range of jobs beyond traditional farming, including roles in agribusiness, research, environmental management, and policy development. This conversation offered a comprehensive look at how the agricultural sector is evolving, the skills needed to thrive in it, and the strategic investments driving its future success.

About Melanie Lantz:

Melanie graduated from UBC in 2001 with a major in Animal Science and earned her Professional Agrologist designation with the BCIA in 2004. Her passion for agriculture has been lifelong, stemming from a rich family history deeply rooted in farming. She has spent much of her career in roles both supporting and directly involved in BC Agriculture. Melanie is committed to supporting opportunities that both engage and educate the general public about the importance of domestic agriculture and food supply.



Melanie Lantz

Dean's Conversation: *Economic Sustainability and One Health: A New Opportunity*

Special Guest: Dr. Lenore Newman

On March 19, 2025, the Dean welcomed Dr. Lenore Newman, Director of the Food and Agriculture Institute at UFV, for a very important and enlightening conversation about economic sustainability and One Health.

One Health is a practical, transdisciplinary approach that explores the interconnectedness of human systems and the ecosystems that support them. It emphasizes collaboration in the face of complex challenges that often underserved by single-discipline approaches, such as zoonotic diseases and the environmental impacts of agriculture. Over decades of development, the One Health model has been adopted by universities to guide applied research and respond to emerging global issues. At the University of the Fraser Valley, One Health offers strong potential as a guiding framework, aligning with our commitment to applied research and teaching, our regional grounding, our strengths in agriculture, environmental and health studies, and our ongoing commitment to Indigenization.

About Dr. Lenore Newman:

Lenore has a Bachelor of Science in Physics from the University of British Columbia, Master in Environmental Studies from York University and a PhD in Environmental Studies from York University.

Lenore is a Full Professor in the School of Land Use and Environmental Studies at UFV and is an emeritus member of the Royal Society of Canada's New College. She also holds a Research Chair in Food and Agriculture Innovation and is a former Canada Research Chair in Food Security and the Environment.

As Director of the UFV Food and Agriculture Institute, Lenore leads a research program studying agricultural land use on the rural-urban fringe, culinary cultures, and the future of food. Lenore's research is focused in two main areas: agricultural land use and culinary geography. Her agricultural research focuses on issues relating to intensive farming, farmland preservation, crop innovation, and agritourism. She also researches the future of food, including topics such as culinary globalization, cellular agriculture, and the impacts of climate change. She also provides opportunities for students to gain research experience in these areas.



Dr. Lenore Newman

Dean's Conversation: *International Partnership Development*

Special Guest: David McGuire

On May 22, 2025, the Dean welcomed David McGuire, Associate Vice-President, International, UFV International, for a conversation about international partnership development.

In our conversation, Dave outlined the UFV's approach to international development partnerships. Partnerships often begin informally – at conferences, through faculty connections, or via government recommendations. The process typically progresses to a Memorandum of Understanding (MOU), which serves as a foundational “handshake” agreement. This is followed, if needed, by more detailed agreements, such as student exchange or credit articulation arrangements.

Dave also emphasized that not every potential partnership is pursued. Key considerations when evaluating potential partners include institutional recognition, regional attractiveness, program alignment, academic reputation, and potential for multifaceted collaboration.

Finally, Dave shared insights into UFV's global reach:

- 2567 international students
- Students from 70+ countries
- 23% of the student population is international
- 87% study permit approval rate
- 7.1% first-year attrition rate for bachelor programs

About David McGuire:

Dave brings decades of experience in international recruitment as well as years of experience living abroad. Dave earned a Bachelor of Arts degree in Psychology from St. Thomas University and a Master of Applied Linguistics degree from the University of Southern Queensland.

Before joining UFV, Dave held the role of Associate Director of International Recruitment and Admissions at Wilfred Laurier University and worked in various capacities at Saint John College at the University of New Brunswick. Dave has had over a decade of experience living and working in South Korea where he served as the Coordinator of the University English Program at Inha University. Prior to his position as Associate Vice-President, Dave served as the Executive Director of UFV International From 2013-2020.

**It starts
with people.**
-David McGuire



David McGuire leads a discussion at the Dean's Conversation Series

Economic Development Table

The UFV School of Business continues to support economic development in the City of Abbotsford through its participation with the Economic Development Table.

This year, the Table's primary project has been the Roundtable initiative – a research project aimed at gaining a better understanding of the challenges and opportunities in key sectors of Abbotsford's economy. A total of four Roundtables have been planned for 2025, with two being completed so far.

The first sector selected by the Economic Development Table was manufacturing – Abbotsford's fourth-largest employment sector (after Health Care and Social Assistance, Retail, and Construction). More than 300 manufacturers operate in the city, employing over 8,000 people.

The Manufacturing Roundtable was held on March 22, 2025, and brought together senior-level representatives from 10 prominent local businesses. The discussion included input from companies involved in fabrication, food processing, machinery, metals, and structural manufacturing, along with participation from the Excellence in Manufacturing Consortium (EMC).

The second sector selected for a Roundtable was retail – Abbotsford's second-largest employment sector, contributing over 10,000 jobs to the local economy. On May 22, 2025, senior-level representatives from seven local retail businesses participated in a facilitated Roundtable at Abbotsford City Hall. The session was moderated by a third-party consultant and included dot-voting exercises and guided, question-based discussion.

Participants represented a range of retail industries, including grocery, home décor, floral, thrift retail, and shopping centre management. Additionally, Associate Professor Cindy Stewart, a specialist in retail management, attended as an observer.

Throughout the year, the Economic Development Table has continued to meet to review the findings from the Roundtables and to explore ways its members can further contribute to the city's economic development.

The most recent meeting was held on June 25th. Following a summer hiatus, the Table will resume its work in September. The remaining two Roundtables are scheduled for later in the fall.



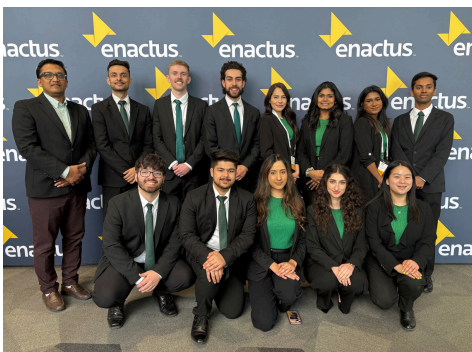
**The Economic Development Table
supports the City of Abbotsford**

Enactus

Enactus UFV provides a platform for students to work on projects that address community challenges, using innovative, sustainable solutions to make a tangible difference.

This summer, the UFV School of Business is thrilled to celebrate the incredible accomplishments of the Enactus UFV team following another outstanding run at the 2025 Enactus Canada Regional and National Expositions.

Competing at the Enactus Western Canada Regional Exposition, held in Edmonton, March 13-14, against 17 post-secondary institutions across four rigorous challenges, the team delivered an exceptional performance that truly showcased their innovation, dedication, and entrepreneurial spirit. Enactus UFV was named Regional Champion in the prestigious Canadian Tire Corporation Environmental Sustainability Challenge, thus earning them a spot at the 2025 Enactus Canada National Exposition. The team also earned Runner-up in the Innovation and Impact Challenge and placed Second Runner-up in both the TD Entrepreneurship Challenge and the Desjardins Youth Empowerment Challenge.



Enactus UFV team at the National Exhibition

These achievements are the result of months of dedication from a talented 12-member team. Special recognition goes to President Sargun Gill and former President Michael Amirani for their exceptional leadership, while presenters, tech experts, and Q&A specialists Sakshi Charan, Durgesh Chitre, Justin Hari, Dario Jareb, Yuvraj Kamboj, Deepti Kapil, Dueen Meer, Mel Miskin, Olivia Reitsma, and Taneshq Talwar powered the team's successes.



Enactus UFV team at the Regional Exhibition

We also extend our gratitude to Dr. James Mandigo, Dr. Chris Schinckus, Dr. Khyati Shetty, as well as Faculty Advisor Dr. Saeed Rahman, for their continued leadership and support.

With these incredible results, Enactus UFV has set a new standard of excellence – and this is only the beginning. The future is bright for Enactus UFV!

External Program Advisory Committee

The School of Business continues to meet with its External Program Advisory Committee, which brings external stakeholders together with School of Business faculty and staff to advise on curriculum relevance, industry trends, and strategic initiatives that enhance the quality and impact of the School's academic programs.

The most recent meeting took place on **March 26, 2025**. The meeting began with a comprehensive update of recent school activities by **Director, Dr. Khyati Shetty**. This was followed by a presentation from **Lorne Mackenzie** on the school's Strategic and Strategic Implementation plans. The meeting then featured the following discussions:

RBC - Financial Literacy and Academia-Industry Relationships: Nik Venema and Vineet Verghese, from RBC, led a conversation about strengthening university offerings in financial literacy through an academia-industry collaborative initiative. The initiative aims to be broad and inclusive, involving diverse talent from across the Fraser Valley. Ideas include leveraging CPA BC resources, having business students educate peers in other disciplines like nursing and kinesiology, building structured modules through the Accounting and Finance Association, and integrating industry expertise into curriculum development, potentially through micro-credentials. The effort has the potential to address a key gap: students' lack of practical financial skills.

Chinook Helicopters MOU: The UFV School of Business and **Cathy Press of Chinook Helicopters** have signed a Memorandum of Understanding (MOU) aimed at strengthening UFV's aviation programs and addressing the shortage of high-quality aviation education in BC. Current industry challenges include declining experience levels and gaps in areas such as company management and crew resource management, prompting airlines to seek more robust training solutions. With international student recruitment facing hurdles, the initial focus of the initiative will be on domestic students. The joint venture is targeting a September launch. The MOU marks a significant step forward for the School's aviation programs. Chinook Helicopters is notably the sole recipient of the 2025 Transport Canada Aviation Safety Award.

Roundtable: Craig Toews highlighted key Chamber-led initiatives including mentorship and ESG programming, advocated for stronger communication training in business education, and proposed a governance micro-credential to strengthen leadership in the non-profit sector. **Bruce Livingstone** shared city updates including the upcoming Manufacturing Day Tour, sectoral roundtables, a new business survey, and emphasized the need for more targeted programs like a 3-year BBA Trades degree at UFV. **Melanie Lantz** highlighted the challenges in agriculture, such as the illicit egg trade, while advocating for UFV's agritech education through BBA revitalization and an MBA development initiative. **Jared Bainbridge** noted the growing importance of social media management for clients and recommended that UFV send School of Business representatives to high school events to improve targeted recruitment. **Matt Stam** discussed the accounting sector's talent shortage, rising complexity, and AI uncertainty, while commending the Accounting Student Association for successfully engaging students and employers. **Kulreet Takhar** reported strong student engagement through HRSA's recent CPHR roundtable, emphasized early leadership involvement, and announced upcoming initiatives focused on nonprofit recruitment and mentorship.

The Committee had a very productive meeting. The next one will take place in Fall 2025.

HR Student Association panel

On March 24th, the Human Resources Student Association (HRSA), led by Kulreet Takhar and Lara Dravinskis, hosted a CPHR-sponsored panel event titled *Breaking into HR: Insights into Career Opportunities and Recruiting*. The event was designed to give students a deeper understanding of the HR profession and offer practical advice on building a successful career in the field.

We welcomed six distinguished panelists: Edmundo Cardenas, Shraddha Parikh, Taj Chhina, Sana Ghazi, Vlad Gavrilov, and Natasha Wickham.

Each panellist shared their personal journey into HR, reflecting the diverse paths that led them to the profession. They also offered practical tips on resume building, interview preparation, networking, and personal branding.



Breaking into HR panellists

We were also pleased to host Quinne Davey, Member Relations Manager at CPHR BC & Yukon, who provided students with insight into the value of CPHR certification, membership benefits, and how to get started on the path to designation.

Student feedback was overwhelmingly positive, with many describing the event as “eye-opening” and more impactful than expected. One student shared, “I didn’t think it was going to be as beneficial as it was — it was interesting to learn how being a member of CPHR will help gain job opportunities in the future.”

Women’s Day Panel

On March 7, 2025, Dr. Khyati Shetty moderated UFV’s International Women’s Day panel. The panel featured UFV President Dr. Joanne MacLean, Dr. Abimbola Eke, Dr. Cathy Press, and Christine Seymour, thus bringing together female voices of leadership and inspiration from across the community.



Dr. Shetty moderates the Women’s Day panel



Guests of Women’s Day applaud

McHappy Day

We're proud to share that Assistant Professor Donna Derksen participated in McHappy Day on May 8th, supporting Ronald McDonald House Charities (RMHC), which provides critical support to families with sick children across Canada. The event took place at the Sumas-Delair Road location, where Donna was invited as a VIP guest of McDonald's owner Stephen Yeung. Her participation reflects her ongoing collaboration with McDonald's (see Teaching and Learning – Guest Speakers for more information). Thank you Donna!

Women of Global Mobility

Assistant Professor Donna Derksen recently presented her research on mental health supports for expatriates and their accompanying family members at the Women of Global Mobility (WoGM) event in California. Representing both the University of the Fraser Valley and the Australian Institute of Business (as a PhD candidate), Donna shared insights on the psychological adjustment challenges faced by expatriates and "trailing spouses", and the critical role that mental health support from multinational enterprises (MNEs) can play during international assignments.

The event, hosted at The Agency RE in Alamo by Rachel Guerin, CRP, and organized by Christina Urrutia, CRP, GMS-T, was an inspiring gathering of powerful, brilliant, and supportive women in the global mobility field. A special thanks goes to sponsors Ace Relocation Systems and NuCompass Mobility Services Inc., as well as to Camille Baloloy for her insightful talk on being a Third Culture Kid and how that shapes her work in global mobility.

Donna extends her heartfelt gratitude to all participants for their enthusiasm and engagement with her research. She invites anyone interested to take part in her ongoing study exploring how MNEs support mental health during the pre-departure and post-arrival phases of expatriate assignments.



Associate Professor Donna Derksen and the Women of Global Mobility



Donna presenting her work on mental health supports for expatriates

Events

At the heart of any vibrant academic institution are the moments that bring its people together.

Events play a vital role in shaping the culture of our business school – they foster connections, recognize achievements, share new knowledge, and strengthen the ties that bind students, faculty, staff, alumni, and partners. By sharing these moments in the newsletter, we invite our broader community to take part in the experiences that define who we are and where we're going.

Sales Academy Awards Night

The Sales Academy Awards Night is an annual event held to celebrate Professional Sales Minor grads and to honour all BBA students who achieved excellence in their sales courses during the past year.

Our guest speaker this year was UFV School of Business BBA '15 alumna Victoria Byrne, Field Marketing Specialist with Chilliwack-based Petcurean – a maker and marketer of premium pet food products. Students and faculty listened intently as Victoria shared lessons learned in her sales and marketing career since graduating from UFV ten years ago.

The Sales Academy and the Professional Sales Minor has seen significant growth since inception three years ago. Our first graduating class comprised only five students. Last year we had 12 graduates, while this year we had 16!

The Sales Academy Awards Night was a fitting close to our sales students' and faculty's academic year. A number of our Professional Sales Minor grads have already been hired by sales organizations that include, among others, Fastenal, DeVry Greenhouses, and HUB International Insurance. Congratulations to all the grads and thank you employers for your investment in our students!



Sales Academy Awards



Faculty members, Mark Breedveld, Donna Derksen, and Nathan Arney with guest speaker Victoria Byrne

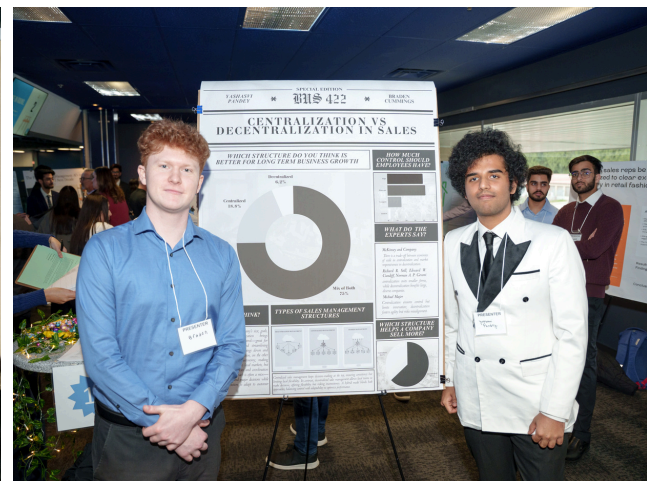
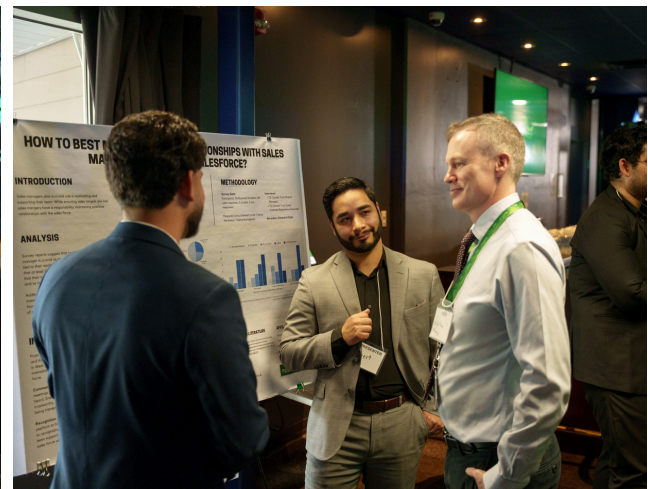
Sales Management Research Exhibition and Mixer

On April 2, 2025, the UFV Sales Academy hosted its biggest event of the year – the **Fifth Annual Sales Management Research Exhibition & Mixer**. On this day, the Sales Academy, along with students from BUS 422 – Sales Management, brought together over 140 attendees for an afternoon dedicated to research, networking, and professional development.

The event consisted of two parts. The first half featured a judged exhibition showcasing innovative sales research projects, while the second half offered a dynamic mixer where students connected with industry professionals, UFV faculty and staff, and fellow business students, all in a friendly and engaging environment.

The Annual Mixer exemplifies the Sales Academy’s mission of “training for life and workplace success” by highlighting the practical, career-ready skills students gain through experiential learning.

A special thank-you goes out to our esteemed judges and our generous sponsors – Fastenal, Hub Insurance, and the Abbotsford Canucks – for their support in making this year’s event a great and memorable success.



BUS 422 students exhibit their sales research projects

Faculty and Staff Retreat

On May 16th, the School of Business held one of its two annual retreats. All faculty and staff were invited to participate in a full day of interactive programming, professional development, and updates on School initiatives.

As is tradition, the spring retreat was divided into two parts. The morning featured hands-on workshops, and opportunities for connection. The afternoon focused on business matters during the monthly School of Business meeting. Attendees also had the opportunity to share a healthy breakfast and a hearty lunch.

The morning began with the ***Economic Development Chat*** led by Bruce Livingstone, Economic Development Senior Manager for the City of Abbotsford. Bruce provided an engaging and insightful overview of Abbotsford's economic landscape, highlighting:

- **Abbotsford's Role:** As the Hub of the Fraser Valley, Abbotsford plays a central role in regional economic growth, hosting over 7,700 businesses.
- **Key Industries:** The city's economy is powered by aerospace, manufacturing, technology, and value-added agriculture, with over 50% of BC's chickens and eggs produced locally.
- **Film Industry:** A growing sector, generating approximately \$4 million annually.
- **Planning and Vision:** Through the Official Community Plan (OCP) and the *Abbotsforward* 2050 initiative, the city is focused on sustainable growth and strategic land use, with only 2% of industrial land remaining.
- **Business Retention and Expansion (BR+E):** A strategy focused on supporting existing businesses through engagement, advocacy, and workforce development.
- **Abbotsford Site Finder:** A digital tool that helps connect businesses with local opportunities and data: www.abbotsfordsitefinder.ca.

The second activity, ***Voices from the Field***, featured a vibrant and honest panel discussion with some of our most accomplished and promising alumni:

- **Matt Stam (BBA, 2014)**, now a partner at LLT—BC's largest independent accounting firm—spoke about the value of flexible scheduling, small class sizes, and deep faculty support. He's earned the CIFI designation and received an Early Achievement Award for his business and community contributions. His firm now employs 23 UFV students and alumni.
- **Samantha Palmer**, a soon-to-be graduate in Integrated Studies, and a Business Engagement Manager at the Chamber of Commerce, emphasized the strength of UFV's applied learning model. She shared how classroom lessons directly inform her daily work and community-building efforts.



**School of Business alumni
participate in a panel discussion**

- **Khushi Verma**, Social Media Marketing Manager, credited UFV with helping her navigate cultural and professional transitions as a pathway student from India. She spoke candidly about real-world lessons learned on a field trip and how rejection became a powerful teacher.
- **Rylan Gehrer**, a recent BBA graduate with a background in criminology and hospitality, spoke about the importance of collaboration, the power of the Sales Academy, and how UFV helped him build the communication skills needed to compete with graduates from larger institutions.
- **Chad Charest (BBA, 2023)**, now an HR Coordinator, reflected on his nontraditional path as an older student, and praised the school's strong sense of community and career-focused opportunities like co-op and practicum. He's already earned a Rising Star Award and is taking on significant HR responsibilities in his role.

Panelists praised UFV's tight-knit environment, faculty engagement, and career readiness supports, but also pointed out areas for growth. Several noted a lack of exposure to industry-standard software and called for more courses that build practical, job-ready skills. Topics like emotional intelligence, teamwork, and adaptability came up frequently when defining career readiness across industries.

Following the panel, Lorne Mackenzie led a review of the School's **Strategic Plan**. Nearly a year in the making, the plan represents a major milestone for the School. Lorne played a central role in leading the process, which began with two months of intensive discussion resulting in an updated Vision, Mission, and reaffirmed Values. From that foundation, six overarching strategic goals were identified to guide the School's growth over the next five years. An additional eight months were then devoted to the development of a detailed implementation plan. This plan stands as one of Lorne's lasting contributions to the School as he prepares to retire from the workforce this year.

After a busy and productive morning, faculty and staff enjoyed a shared lunch before continuing into the afternoon portion of the retreat.

The School of Business meeting followed, featuring important updates and presentations:

- **Dean Schinckus** reaffirmed the importance of pursuing AACSB accreditation and the School's active work toward completing the Eligibility Application.
- **Associate Dean Wainwright** provided a presentation on Instructional Responsibilities, offering clarity and direction as the School heads into the next academic year.

The retreat concluded with a retirement celebration for **Lorne Mackenzie**, honouring his years significant contributions to the School and years of service. It was a heartfelt sendoff filled with appreciation, memories, and well wishes for the next chapter in his journey.

We thank everyone who attended and contributed to making this retreat such a meaningful event. Stay tuned for our fall retreat later this year!

Lorne Mackenzie Retirement

This spring, we celebrated the retirement of a beloved colleague and leader: Lorne Mackenzie, who is stepping away from full-time academia after 25 years of dedicated service to the UFV School of Business.

Over the course of his career, Lorne made an indelible impact on our School and its students. He co-designed and launched the flagship BUS 100 course, giving students a foundational business experience grounded in real-world application, writing, and research. He also developed BUS 405, a strategic management capstone that challenged graduating students to apply everything they had learned in a simulation-based environment.

Lorne's leadership extended beyond the classroom. He was instrumental in establishing the BBA program in Chandigarh, and proudly taught its first cohort of students. His teaching was enriched by his industry experience, including a tenure as President of KFC Canada and years as a multi-unit franchise owner-operator, which brought unique insight and practicality to his pedagogy.

Also a tireless community advocate, Lorne continues to serve on the Board of Directors for Archway Community Services and Abbotsford Community Services India, demonstrating his ongoing commitment to social good.

At the retreat, a special retirement celebration honoured Lorne's many contributions. Colleagues took turns sharing stories – equal parts humorous, heartfelt, and inspiring. Through their words, we glimpsed the depth of Lorne's legacy: a teacher, a mentor, a colleague, and above all, a trusted friend. The celebration continued off-campus at a local gathering place where stories flowed freely and appreciation deepened in a more relaxed setting.

**“He shows up -
with presence,
poise, and purpose,
and makes rooms
safer, teams
stronger, and
decisions wiser.”**

-Khyati Shetty



Lorne Mackenzie and colleagues celebrate the completion of the 2025 Strategic Plan

Lorne's presence will be deeply missed. Known for his calm wisdom, steady leadership, and generous mentorship, Lorne was the kind of colleague who made the whole team better just by being there.

Though we know Lorne's retirement includes vineyard visits, world travel, and well-earned rest with his wife Mila, we also know this isn't goodbye. His influence is woven into the very fabric of our School, and we'll continue to carry his example forward – in classrooms, meetings, and spontaneous coffee chats alike.

Thank you, Lorne, for your leadership and for leaving your legacy not only in your work, but in our hearts and minds.

Announcements

Service Recognition

On May 20, 2025, several long-serving School of Business faculty were recognized for their years of service.

- Cyrus Chaichian - Professor Emeritus!
- Gerry Palmer - 25 years!
- Mark Breedveld - 20 years!

Nikolas Venema Receives CFP Designation

We are proud to announce that Nik Venema, Adjunct Professor at the School of Business, has officially earned the Certified Financial Planner (CFP) designation! This accomplishment recognizes Nik as part of a select group of professionals with the expertise, experience, and ethical standards to provide comprehensive financial planning at the highest level. Nik is now qualified to help clients develop thorough financial plans to achieve their goals. Please join us in congratulating Nik on this significant achievement and wishing continued success in this new chapter of professional excellence!

Silver Certified Sustainable Champion

The Faculty of Business and Computing is now a Silver Certified Sustainable Champion!

With the combined efforts of the School of Computing and the School of Business, we are the first and only faculty at UFV to achieve Silver in the Sustainable Office Certification program!

Thank you very much for your support of our sustainable initiatives and by investing in sustainable products for our departments. We are excited to display our trophy soon!

Shawn Gauba (BBA) named '30 Under 30'

Congratulations to BBA graduate Shawn Gauba on being named to BC Business' prestigious 30 Under 30 list! As owner of the Gauba Group of Companies and the largest Bell dealer in B.C., Shawn has built a business empire spanning ten locations with over \$25 million in annual revenue.