Welcome to Odette BREW!

Odette Website

**Accounting - Human Resources - Marketing - International Business
Supply Chain & Business Analytics - Strategy & Entrepreneurship - Finance**

In This Issue

Welcome to the first issue of the Odette BREW newsletter. This newsletter is aimed at showcasing the exciting research at the Odette School of Business and how it impacts our surrounding communities. This month, our inaugural volume has been split into 2 parts, We hope you will enjoy Volume 1A this week, and 1B next week.

Dr. Francine Schlosser, *Odette Research Chair*

A Message From the Dean

The Odette School of Business has 62 faculty members in all of the traditional business specializations (i.e., accounting, finance, data analytics, strategy and entrepreneurship, marketing, as well as management and labour studies). We have a great group of faculty who are leading researchers in their fields. Our faculty members engage students and community not only in their research but with real world experiences that supplement the traditional classroom experience. Whether you are a student, faculty member, a member of our business community, an alumnus, or just here out of interest, we have a great story to tell.

Dr. Mitchell Fields, *Dean of Odette School of Business*

ODETTE RESEARCH SPOTLIGHT
Dr. Anne Snowdon, Dr. Karen Robson, Dr. Eahab Elsaid

Odette Research Spotlight

Community Practice for Health Supply Chain Resilience

Dr. Anne Snowdon

Dr. Anne Snowdon is currently leading a government funded community of practice for health supply chain resilience. The COVID-19 pandemic and the surge in supply demands it created, exposed the structural fragility of global healthcare supply chains. Emerging evidence from a national research study highlights the significance of supply chain data infrastructure and processes that offer transparent, real-time data to inform decisions that support a coordinated, evidence-informed pandemic strategy that is proactive and capable of protecting the health of every Canadian. This series of papers offer a strategic roadmap, derived from empirical research with leaders in seven Canadian provinces, that is designed to inform strategies to advance and strengthen health system resilience.

Dr. Snowdon was awarded a SSHRC Partnership Grant (2022-2027) in the amount of $2.48 million. SSHRC # 895-2022-1009 titled: "Development of a Community Practice to Advance Supply Chain Resilience, Workforce Sustainability, and Economic Recovery in Canada's Post Pandemic Future". This represents a tremendous honour for an Odette Professor, and is the largest and potentially the only SSHRC partnership grant awarded to an Odette Primary Investigator. It also reflects the high quality of her research and experience to date, and highlights the accomplishment of a senior female researcher in the Odette School of Business.

Pictured above: Dr. Anne Snowdon
"*Supply chain is not just a logistical concern but a moral one as well,*" says Dr. Anne Snowdon, Scientific Director & CEO, SCAN Health. "*At the end of the healthcare supply chain is human life*".

Click here to learn more

Teaching, Fast and Slow: Student Perceptions of Emergency Remote Education, *Journal of Marketing Education*

Dr. Karen Robson

This research explores emergency remote education, defined as a rapid, system-wide pivot to remote education in response to emergencies that disrupt normal institutional processes. To do so, we explore student perceptions of the successes and failures of the pivot to online learning at the onset of the COVID-19 pandemic. Results highlight the importance of faculty hard skills (e.g., technical skills) and soft skills (e.g., compassion),

Pictured above: Dr. Karen Robson. "*Students provided a lot

although soft skills were noted more frequently, suggesting that soft skills may be critically important in the context of emergency remote education. Results also reveal that online education in general suffers from a perception as being inherently lower quality than in-person education, and highlight the importance of providing faculty with proper training and support to set them up for success.

Click here to learn more

of valuable reflections about their experience during the March 2020 pivot to online learning. We have learned how important faculty soft skills are – although factors like faculty learning management system use and course design were necessary for a good student experience, they were not sufficient."

The Effect of Employee Ambidexterity and Workaholism on Perceived Employability: An Empirical Study on the Private Banking Sector in Egypt
Dr. Eahab Elsaid

Picture above: Dr. Eahab Elsaid. Dr. Elsaid obtained Diversity, Indigeneity, and Anti-Racism Professional Development (PD) Funds for the June 15th award. The project title: Examining the Effectiveness of using NAMEPRISM to determine CEO Ethnicity. April 28th, 2022. Additionally, Dr. Elsaid obtained the Office of Open Learning (OOL) Internal Grant for your project examining student preferences for different kinds of online vs. in-person learning in light of EDI considerations. August 19th, 2022.

The purpose of this research study is to examine the relation between both employee ambidexterity and workaholism as independent variables and perceived employability as a dependent variable. In addition, the paper aims to test whether employee ambidexterity and workaholism can be considered as antecedents to perceived employability. Interviews were conducted with the employees in the private banking sector in Egypt. Three hundred survey questionnaires were distributed. The results suggest that there is a positive direct relationship between employee ambidexterity, workaholism and perceived employability. Future research should include employees in the public banking sector in Egypt and other sectors and regions in order to help generalize the findings. To the best of our knowledge, there are no previous studies that examine how these two independent variables (employee ambidexterity and workaholism) can help employees achieve better job opportunities and predict perceived employability.

Click here to learn more

Odette Research Publications

Pictured Above: Dr Ali. Abdulhussein
"This paper contributes to the rapidly evolving literature on household expenditure after the start of the COVID-19 pandemic."

Changes in consumer spending behaviour during the COVID-19 pandemic across product categories
Dr. Ali Abdulhussein

We examine changes in online consumer spending during the COVID-19 pandemic. Specifically, we compare consumer spending on various product categories prior, during, and post pandemic. Unlike previous work, we not only look at the different consumer demographic profiles but also different product categories, providing a better understanding of spending behaviour. E-commerce has been a favourite way of shopping for consumers before the pandemic, while some demographic groups were reluctant to use e-commerce. However, as pandemic-related restrictions on physical shopping were put in place, consumers found e-commerce the only way to shop for

many essential products. As such, consumer online spending changed. Please contact aabdulhu@uwindsor.ca for more information.

Market Capacity, Information Exchange and Imperfect Matching: Evidence from the Chinese Venture Capital Market

Dr. Minjie Zhang

This paper examines imperfect matching between venture capital (VC) firms and entrepreneurial firms in the VC market. Our main implications to VCs and entrepreneurial firms are on three facets: First, when selecting a matching partner, VCs and entrepreneurial firms should pay attention to information asymmetry at the market level. Second, market participants, regulators, and third-party think tanks should work together to develop relevant policies and metrics to tackle the problem of information asymmetry in the VC market. It will be beneficial to build a platform to provide professional consulting services and research reports to reduce such information asymmetry levels. Third, the geographical concentration of entrepreneurial firms and better information exchanges with VCs can help reduce information asymmetry. VCs can also focus more on selecting heterogeneous investment partners when forming syndicates for investment, which enhances the understanding of the entrepreneurial firm's business. We mainly suggest how to mitigate and reduce the information asymmetry between VCs and entrepreneurs to make their partnership more successful and efficient.

"Our findings advance the research on matching structures at the market level, explain imperfect matching in the Chinese VC market from a unique angle, and provide valuable policy implications for the development of VC markets."

[Click here to learn more](#)

Understanding the Motivations that Underlie Application Abandonment

Dr. Brent Furneaux

The revenue generated by games and mobile applications is often highly dependent on their continued use. Consumers are, however, a fickle group who tend to use such applications for limited periods of time and then abandon them as interests change. Our research thus sought to understand the motivations that underlie application abandonment using the Four Drives model of human motivation. Results of our inquiry indicate that motivations to acquire status and experience, connect with others, and overcome challenges can reduce the likelihood of application abandonment. In other words, people tend to abandon mobile applications that fail to provide them with some form of reputational status, novel experience, social connection, or cognitive challenge.

"Understanding the abandonment of mobile and gaming applications is of considerable importance given the widespread use of these types of applications and their growing economic importance. Application abandonment can undermine the success of application developers. On the positive side, it can also represent a break in an unhealthy cycle of excessive application use."

[Click here to learn more](#)

The Impact of COVID-19 pandemic on earnings management and the value relevance of earnings: US evidence

Dr. Jerry Sun

The purpose of this study is to examine whether the COVID-19 pandemic has affected earnings management and the value relevance of earnings in the USA. Discretionary accruals, the explanatory power and slope coefficient of earnings are compared between 2019 (prepandemic year) and 2020 (pandemic year). Univariate and regression analyses are performed in this methodology approach.

Findings show that there was a significant decline in discretionary accruals from 2019 to 2020, suggesting that firms engaged in more income-decreasing earnings management to take a big bath in reporting earnings in the pandemic year. Meanwhile, the explanatory power and slope coefficient of earnings both were lower in 2020 than in 2019, consistent with the notion that the pandemic has impaired the value relevance of earnings.

This study explores the consequences of the pandemic from accounting perspective. It also enriches accounting research on economic crises

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Odette Outstanding Scholars

The Effectiveness of NamePrism Software

Aya Madi, BComm & Computer Science w/ Finance Specialization (Co-op) 2023 Candidate

Aya Madi is a third year student studying Business and Computer Science with a specialization in Finance. Since her enrolment at the University of Windsor, she has had several opportunities to grow personally and professionally, gain transferable skills, and establish new connections with professors and business professionals. The Outstanding Scholars Program has been the highlight of her academic journey as she has had the chance to conduct research as an undergraduate student under the supervision of Professor Eahab ElSaid which sparked her interest in research. The main objective behind this research project is to find the effectiveness of using NamePrism software. NamePrism is a tool that is used to identify ethnicities based on the name inputted. Since NamePrism has been relied on in Sociology, Business, Demographic, Biomedical, and Linguistics research studies, it is essential to confirm the accuracy of the results generated by NamePrism. First, they run the names of CEOs through NamePrism software. Then, pictures of CEOs will be observed to study the ethnicity. In case the picture does not help in identifying the ethnicity, online biographies will be referred to. Lastly, statistical and data analysis of the results collected will determine whether or not NamePrism is an efficient tool to be used in research.
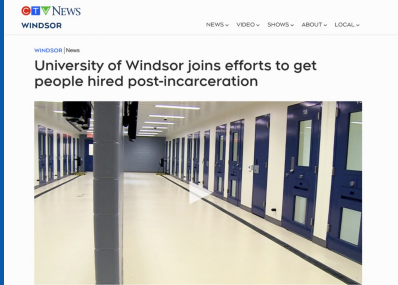
Relaunch of Technovation, an International Experiential Learning Program

Laila Albakhi, BSc Honours Computer Science (Software Engineering) 2024 Candidate

Laila Albakhi is a third year student studying Computer Science within the Faculty of Science and is an outstanding scholar under the supervision of Dr. Bharat Maheshwari. Laila is studying the relaunch of Technovation, an international experiential learning program. This learning program aims to promote the learning of STEM (science, technology, engineering, and mathematics) targeted towards female high school students. Lailas work is likely to be used towards a research publication in the future. Professor Maheshwari states, *"Laila is a rising star, she is already very well known on campus and our local community"*. Laila participated in the Technovation program during her highschool career at Vincent Massey. She credits this program for providing her with knowledge, and experience in STEM which ultimately helped her choose a career in computer science. Laila is very passionate about promoting technology careers.

Odette In the Media

Dr. Kemi Anazodo - Effort to get people hired post-incarceration

Odette Community Events

Breakfast with the Dean

Breakfast with the Dean is an event, open to the Windsor Essex Business Community to join Odette's Academic Research Leaders for a thought-provoking discussion on the research being done within the Odette School of Business. This discussion series will translate academic expertise into value added application for the business community.

The inaugural breakfast with the dean event, held in early December was successful. There were over 50 people in attendance, majority from the Windsor-Essex community and $500 dollars was raised for downtown mission.

The next breakfast with the Dean event will be held in late February (2023).

Odette Brown Bag Series

Faculty members present current research projects and receive constructive feedback from our colleagues. This opportunity allows faculty to understand the research being produced across all disciplines in Odette and provides new opportunities for interdisciplinary collaborations. The first event featured discussion on entrepreneurial resilience, the second on supply chains. The upcoming brownbag on February 17 will feature discussion on how organizations develop legitimacy through assessment and presentation of information, with Professors Furneaux, Robson, and Babaghaderi.

Upcoming Events

February

17

Odette Brown Bag Presentation #3 at 12:00PM

Legitimation through Assessment and Presentation of Information
A. Abdulhussein, B. Furneaux, K. Robson, A. Babaghaderi

March

Research Workshop

Promoting your research through social media, research connections and the press - Renee Trombley, Executive Director of Public Affairs and

24 Communication at UWindsor.

May

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Odette Breakfast with the Dean
This is a business community event. More information to follow.

The Odette BREW (Business Research Everywhere) newsletter is published each term. Please report any errors or omissions to Linda Ingram at lingram@uwindsor.ca. Comments and new items are always welcomed.

Additional Resources | **Faculty & Research** | **Contact Us**

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