Rise. Connect. Create.

Odette School of Business
University of Windsor

Edition #2:
Fall 2026

ODETTE R.I.S.E.

RESEARCH INNOVATION, STUDENT EXCELLENCE

A MESSAGE FROM THE DEAN

This Fall 2026 issue of Odette R.I.S.E. celebrates faculty leadership, scholarly achievement, community engagement, and research. Across these pages, we recognize awards, influential publications, teaching cases, research grants, conference participation, and work that advances fairer employment and stronger communities. This second edition of our newsletter expands to include stronger aspects of CONNECT, highlighting an involved Odette alumna and CREATE, celebrating student research innovation.

Together, RISE, CONNECT, and CREATE capture the inquisitive spirit of Odette.

I hope this issue offers a sense of pride in what our colleagues are achieving and inspires new opportunities to collaborate, share, and build impact together.

Dr. Josianne Marsan
Dean, Odette School of Business



EDITORIAL NOTE

This Fall edition highlights leadership and distinction, research excellence, academic recognition, grants, global engagement, and community service across the Odette School of Business. We would also like to thank Benjamin Stamatovski (2027 MBA Candidate) and Judith Chidi (MoM Grad Student) for their contributions.

For inquiries or submissions, please contact:

Dr. Francine Schlosser, Acting Associate Dean, Academic
Email: fschloss@uwindsor.ca

Student Spotlight

Bethia Havyarimana: *Master of Management in Human Resources student and research assistant*



Bethia Havyarimana is in her fourth term of the Master of Management in Human Resources program at the Odette School of Business. As a research assistant, she has helped revisit a study of entrepreneurs who left stable, traditional careers to start their own companies—tracing how their professional journeys unfolded approximately a decade later. Using public profiles, interviews and career updates, Bethia pieced together stories from sources that were often scattered or incomplete. The wide range of outcomes challenged simple ideas about career success and showed her that professional paths are ongoing, evolving processes rather than fixed outcomes tied to a single decision.

The experience strengthened Bethia's research skills and sparked a deeper interest in people, careers and the decisions that shape professional lives. It also reinforced her interest in human resources and inspired her to continue exploring research related to careers and work. Bethia encourages students and alumni to remain open to research opportunities, including supporting roles whose value may not be immediately apparent.

"Often, the most valuable lessons of a graduate program come not from the aspects that appear most compelling at first, but from the work to which one pays close and consistent attention."

Alumni Spotlight

A Leap of Faith Launches Chinasa Success' Global HR Career

Chinasa Success, MoM '22



Chinasa Success moved to Canada to pursue a Master of Management with a specialization in human resources management at Odette. Since graduating in 2022, she has built experience across recruitment, consulting, energy, and financial services.

She is now a vice-president and human resources business partner at Citibank Canada, where she supports a global workforce and champions inclusive leadership. Success credits Odette with strengthening her management knowledge, strategic thinking, and ability to approach organisational challenges from different perspectives.

Beyond her corporate role, she serves as an elected chapter council member with the Human Resources Professionals Association Western Region and as project director of Thryveo, an initiative supporting mentorship and career development for students, newcomers, and emerging professionals.

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RISE

Dr. Vincent Georgie Named a Knight of the Order of La Pléiade



Odette alumnus Dr. Vincent Georgie, MBA 2004, was named a Knight of the Order of La Pléiade in recognition of his contributions to the French language and Francophone culture.

Dr. Georgie was one of six Ontario recipients recognized in 2026 and was formally inducted on May 28. The distinction reflects his continued commitment to arts leadership, cultural engagement, business education, and the Windsor-Essex community.
https://windsorfilmfestival.com/vincent-georgie-named-knight-of-the-order-of-the-pleiade/

CONNECT

Dean Josianne Marsan Strengthens Odette's Regional Connections



Dean Josianne Marsan joined the Windsor-Essex Regional Chamber of Commerce Board of Directors in 2026.

Her appointment strengthens the relationship between the Odette School of Business and the regional business community. It also creates opportunities for the school to participate in broader conversations about economic development, business growth, workforce needs, and collaboration across Windsor-Essex.
https://www.uwindsor.ca/news/2026-02-26/odettes-new-dean-building-bridges-between-classroom-and-boardroom

CONNECT

Dean Josianne Marsan and Alain Fortier presented at the MBA Connect Event



Dean Josianne and Alain presented on 7Ps of AI-Intensified Governance Framework during the MBA Connect at the Odette School of Business on July 30, 2026.

The event featured discussions on AI governance and networking opportunities for students and industry professionals.
https://www.uwindsor.ca/news/2026-09-09/odette-mba-students-explore-ai-leadership-and-build-connections

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CREATE

Sandra Neposlan Impact Through Hats on for Healthcare and Women United



Guided by a passion-driven, values-based approach to career and community service, professor Sandra Neposlan became involved with Windsor Regional Hospital Foundation (WRHF) and Women United of United Way after connecting with philanthropic colleagues at the University of Windsor. They have consistently sought opportunities for growth, meaningful impact, and service, not titles or positions alone.

Through her commitment to WRHF, including engaging students across programs in Hats on for Healthcare fundraising, serving on the Foundation's fundraising committee, and sitting on its Board of Directors from 2019 to 2026, she has seen firsthand how foundation and hospital healthcare workers, staff, volunteers, donors, and students can advance Windsor Regional Hospital's goal of "Outstanding Care – No Exceptions!". In 2026, Odette students became the top fundraising team in the Hats on for Healthcare campaign, demonstrating the power of teamwork, creativity, and community commitment.

Her advice is simple: connect with people whose values inspire you, identify causes that genuinely matter to you, and take the first opportunity to contribute. Meaningful involvement often begins with attending an event, supporting a small initiative, or following the example of a colleague—but it can grow into sustained leadership and tangible community change. By pursuing work and volunteer commitments that align with personal passions, one can enrich their own lives, while experiencing a rewarding career and meaningful contributions to society.

CREATE

Dr. Yanhong Li and Student Researcher Hanaa Al-Delaimi, Co-presented at the Canadian Psychological Association Annual Conference in Montreal



Hanaa Al-Delaimi, as an undergraduate student and a student leader at OCS, was Dr. Li's research assistant on this project

A project developing and grounding the novel construct of micro-assertions, which they define as deliberate, low-visibility acts through which organizational members assert devalued identities or reclaim suppressed agency while remaining plausibly deniable within dominant organizational scripts. Hanaa gathered publicly available narratives from social media platforms (Reddit, TikTok, and Instagram), helped analyze the data, and designed the poster they presented. Additionally, Hanaa submitted this work to the UWill Discover Undergraduate Research Conference and won first prize.

Research Achievements

Dr. Nazha Gali



Generative Artificial Intelligence and Ethicality in Entrepreneurs' Creativity *Journal of Business Ethics, FT50*

Authors: Md Imtiaz Mostafiz; Nazha Gali; Farhad Uddin Ahmed; Mathew (Mat) Hughes; Boyka Simeonova

This research examines how generative AI affects entrepreneurial creativity and its ethical boundaries. The findings suggest that generative AI does not significantly increase creativity overall, but its use can be associated with greater unethical creativity, particularly among entrepreneurs with stronger narcissistic and Machiavellian traits.
Full article: http://doi.org/10.1007/s10551-026-06301-z

A Betrayal in the Family: An Inhibitor or Stimulus for Business Model Innovation? *Journal of Product Innovation Management*

Authors: Md Imtiaz Mostafiz; Nazha Gali; Farhad Uddin Ahmed; Mathew Hughes

The study examines how betrayal among family-firm leaders can affect innovation. Rather than simply creating organizational paralysis, such disruption can encourage learning, strategic adaptation, and business-model renewal.
Full article: http://doi.org/10.1111/jpim.70010

Dr. Mahmood Mohebshahedin & Dr. Ashish Mahajan



On the Relevance of Mandatory Executive Pay Ratio Disclosure: Evidence from India *Journal of Business Research*

Authors: Nidhi S. Bisht; Mahmood Mohebshahedin; Arun Kumar Tripathy; Ashish Mahajan; Amit Kumar Gupta



Using data from major publicly listed Indian companies, the study finds that higher executive-to-employee pay ratios are associated with weaker organizational performance. The research also suggests that mandatory disclosure may contribute to reducing extreme pay inequality over time.
Full article: http://doi.org/10.1016/j.jbusres.2025.115401

Research Achievements

Dr. Ligang Zhong



Creditor Control Rights and Corporate Social Responsibility *Applied Economics.*

The study examines how creditor control rights affect corporate social responsibility when companies violate debt covenants. The research contributes to discussions about finance, corporate governance, organizational accountability, and responsible business practices.
Full article: http://doi.org/10.1080/00036846.2026.2664830

Dr. Yawo Mamoua Kobara



Regional Economic Resilience, Adaptive Capacity, and Underlying Factors *The Annals of Regional Science, Pinnacle Journal.*

Authors: Jesse Sutton; Yawo Mamoua Kobara; Godwin Arku
The study examines why some Canadian regions adapted more effectively than others during the COVID-19 economic shock. It finds that human capital and different forms of industrial variety influence whether regions maintain their existing economic path or successfully adapt toward new opportunities.
Full article: http://doi.org/10.1007/s00168-025-01414-1

Dr. Kevin W. Li



Partial Vertical Ownership Cooperation Between Manufacturers and Sharing Economy Platforms

Transportation Research Part E

Authors: Fei Ye; Debing Ni; Kevin W. Li; Xiang Fang
This game-theoretic research examines partial ownership cooperation between manufacturers and sharing-economy platforms. The findings show how ownership arrangements can affect platform business models, operational incentives, consumer outcomes, and the overall value created by cooperation.
Full article: http://doi.org/10.1016/j.tre.2025.104228

Research Achievements

Dr. Fazle Baki



Computer-Aided Process Planning, Group Technology and Delayed Product Differentiation for Hybrid Manufacturing

Annals of Operations Research

Authors: Hany Osman; Ahmed Azab; Fazle Baki; Md Sadman Sakib
The researchers combine optimization and machine learning to improve process planning in complex hybrid manufacturing environments. Their approach can reduce production costs while supporting customized products and volatile demand.
Full article: http://doi.org/10.1007/s10479-025-06884-2

Dr. Kemi S. Anazodo



The Overlooked Workforce: Harnessing the Talent of People with Criminal Histories *Organizational Dynamics*

Authors: Kemi S. Anazodo; Nicole C. Jones Young; Jakari N. Griffith; Christopher Chan; Rosemary R. Ricciardelli; Candalyn B. Rade; Abdifatah A. Ali; Hannah Cook; Reza Ahmadi

The article examines persistent barriers to fair-chance hiring and recommends practical approaches such as skills-based selection, formal fair-chance policies, bias-awareness training, and transparent hiring criteria.
Full article: http://doi.org/10.1016/j.orgdyn.2025.101196

Dr. Kyle Brykman



Bringing NHL Conflict into the Classroom

Dr. Kyle Brykman published the peer-reviewed Ivey case “Breaking the Ice,” which examines conflict within the 2024–2025 Vancouver Canucks.

The case provides a current and engaging setting for students to examine organizational behaviour, team dynamics, workplace conflict, leadership, and employee voice.
Full article: http://www.iveypublishing.ca/s/product/breaking-the-ice-tracing-conflict-within-the-20242025-vancouver-canucks-national-hockey-league-team/01tOF00000BlF3hYAF

Research Achievements

Dr. Azadeh Babaghaderi



Leadership Structure and Strategic Change: The Case of Incomplete Corporate Spinoffs *Journal of Business Research*

Authors: Azadeh Babaghaderi; Sam Kolahgar

An analysis of 1,472 U.S. corporate spinoffs finds that CEO duality increases the likelihood that major strategic change remains incomplete, while stronger board independence reduces that risk.
Full article: http://doi.org/10.1016/j.jbusres.2025.115454

Dr. Zhenzhong Ma



Heuristic or Systematic? Effects of Information Cues on Dynamics of Consumers Conversion in Live Streaming E-commerce *Journal of Business Research*

Authors: Rui Xie; Wen Zhang; Zhenzhong Ma; Feng Mai; Jian Li

Using thousands of live-stream selling segments, the study examines how facial expressions, voice, product information, and persuasive communication influence consumers' movement toward purchasing decisions.
Full article: http://doi.org/10.1016/j.jbusres.2025.115941

Product Return Prediction in Live Streaming E-commerce with Cross-Modal Contrastive Transformer *Decision Support Systems*

Authors: Wen Zhang; Rui Xie; Pei Quan; Zhenzhong Ma

The study introduces a multimodal transformer that uses visual, acoustic, and language information to predict product returns in live-streaming e-commerce. The model reduced prediction error by approximately 25% compared with baseline methods.
Full article: http://doi.org/10.1016/j.dss.2025.114470

Stop It or Not? Effect of Platform's Governance on Firms' Online Review Manipulation *Information & Management*

Authors: Wen Zhang; Xuan Zhang; Qiang Wang; Jian Li; Zhenzhong Ma

This research examines how online platforms can respond to firms manipulating customer reviews. The results show that stronger governance can reduce manipulation incentives, although it may not eliminate the behaviour entirely.
Full article: http://doi.org/10.1016/j.im.2025.104200

Awards & Funding

Daniel J. Power Best Paper Award

***Recipients**: Dr. Bharat Maheshwari and Ishant Das*

Their paper on artificial intelligence as a digital employee received the Daniel J. Power Best Paper Award at the 2026 Midwest Association for Information Systems Conference.



Ivey Publishing Bestseller Recognition

***Recipients**: Dr. Francine Schlosser, Dr. Marcia Azevedo, and Shaminder Sherri Kaur Wahid (Odette MBA alumna)*

"Families First: Leveraging Technology to Build Customer Relationships" was recognized among Ivey Publishing's bestselling cases for 2025–2026.



Top Ten Most-Cited Article

***Recipient:** Dr. Zhenzhong Ma and co-authors*

Their work on enabling human-resource practices was identified as one of the ten most-cited Human Resource Management Journal articles published in 2024.



Centre for Teaching and Learning Grant

***Recipient:** Michele Stewart*
***Funding:** $400*

The grant supports participation in the Academy of Marketing Conference in Manchester, United Kingdom, and promotes continued development in teaching and marketing scholarship.



CUBE Research Assistant Mentorship Grant

***Recipient:** Dr. Yawo Kobara **Funding:** $4,750*

The grant will support a Black or Indigenous undergraduate or graduate research assistant from September 2026 to April 2027. The student will gain practical research experience and have an opportunity to present their work at an internal symposium.



Internal Grants & Deadlines

Odette Research Innovation Fund Grant (RIF): Please contact Lisa Milne at lisam@uwindsor.ca for further details; applications due **October 1, 2026.**

Tri-Agency Explore Grant: Small pilot projects; deadline **October 15th, 2026.** https://www.uwindsor.ca/research/373/tri-agency-funding-support

Tri-Agency Exchange Grant: Research dissemination and knowledge exchange; deadline **October 15, 2026.** https://www.uwindsor.ca/research/374/tri-agency-exchange

VPRI Research Chair: Early-career researchers; more information on the competition will be forthcoming in late September; deadline **November 15, 2026.** https://www.uwindsor.ca/research/377/vpri-research-chair

Global Research Kickstart: Global research support opportunity; rolling timeframe. https://www.uwindsor.ca/research/380/global-research-kick-start

Centre For Teaching and Learning: Centred on Learning Innovation Fund (CLIF) Grant Program. *Practices and Processes for Effective Use of AI in Teaching, Learning, and Assessment.* Submission deadline: Monday, **October 19, 2026, 4:30PM** https://www.uwindsor.ca/ctl/364/clif-grants

Research Events & Conferences

Seventh Conference of Egyptians Abroad



Dr. Esraa Abdelhalim was invited by Egypt's Ministry of Foreign Affairs to attend the seventh Conference of Egyptians Abroad for Enhancing International Cooperation in Cairo on August 2 and 3, 2026.

The invitation-only event brings together government leaders and Egyptian professionals, academics, and experts living abroad to exchange knowledge and explore opportunities for international cooperation.

Invited Presentation Explores Employee Voice

Dr. Kyle Brykman was invited to present "Beyond the Supervisor–Subordinate Dyad: The Role of Social Context in Voice Research" through the University of Ottawa's Telfer School of Business Thriving Organizations Research Collective.

TELFER

BUSINESS FOR A BETTER CANADA

Early Career Research Panel for incoming MBAs



The recently concluded Early Career Research Panel brought together three of Odette's rising research Professors to share insights with incoming MBAs: Dr Mahsa Hosseini, Dr Yawo Kobara, and Dr Matthew Wilson.

Together, the panelists offered incoming students a window into the breadth of early-career research happening at Odette, from data-driven decision-making to sustainable business practices.

Research Events & Conferences

Senate Committee hearing on Bill S-5

Dr. Anne Snowdon was invited by the Standing Senate Committee on Social Affairs, Science and Technology (SOCI) to testify as part of its examination of Bill S-5 on April 23, 2026.

The Bill S-5 is an Act respecting the interoperability of health information technology and to prohibit data blocking by health information technology vendors.

SENATE
SÉNAT
CANADA

A Talk On Household and Personal Finance

Dr. Richard Deaves, gave practical insights into financial decision-making, savings, and wellbeing in everyday life at the guest lecture held by Odette School of Business on September 21, 2026.



Dr. Richard Deaves is Professor Emeritus Of Finance at the DeGroote School of Business, McMaster University, and the author Of Household Finance. His research and teaching focus on household financial behaviour, personal finance, and financial wellbeing.

Faculty Conference Presentations

Odette faculty have continued to share their research with academic and professional audiences throughout 2026. Since July, faculty have presented research at several major conferences, including the **Academy of Management (AoM) Annual Meeting,** the **Administrative Sciences Association of Canada (ASAC) Conference,** and the **Academy of International Business (AIB) Annual Meeting/Conference.**

These presentations provide opportunities for faculty to share emerging research, engage with scholars from Canada and around the world, and contribute to ongoing conversations across the business disciplines.

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Forthcoming Research Activities

If you have not received a calendar invite, please contact Lisa Milne if you have not received an invitation.

September:

- AI Community of Practice Ongoing Discussions about AI Sept 24: 1 - 2 p.m. find more information at https://ctl2.uwindsor.ca/workshops/171/
- AI Odette Research Workshop Sept 25: 12 - 4 p.m

October:

- Artificial Intelligence in the Workplace Oct 9: 12 - 2 p.m. Speaker: Dr. Elaine Mosconi.
- Odette, UWindsor–SEBA, CQU Chongqing Online Research Seminar Oct 19: 8:15 a.m. Speakers: Odette researcher Dr. Yawo Kobara, CQU TBA.
- AI Community of Practice Ongoing Discussions about AI Oct 22: 1 - 2 p.m. find more information at https://ctl2.uwindsor.ca/workshops/171/
- Office of Research and Integrity Services (ORIS) Monthly Writing Retreat Oct 23: 8:30 a.m– 4:30 p.m

November:

- Office of Research and Integrity Services (ORIS) Monthly Writing Retreat Nov 6 & 20: 8:30 a.m– 4:30 p.m
- AI Workshop for Research Nov 13: 12 - 4 p.m
- AI Community of Practice Ongoing Discussions about AI Nov 26: 1 - 2 p.m. find more information at https://ctl2.uwindsor.ca/workshops/171/
- AI Workshop for Teaching Nov 27: 12 - 4 p.m

December:

- AI Workshop for Administration Dec 5: 12 - 4 p.m

January:

- Office of Research and Integrity Services (ORIS) Monthly Writing Retreat Nov 15 & 22: 8:30 a.m– 4:30 p.m

Keep your ears open for:

- Let's Talk Research roundtables at lunch (TBA)
- Distinguished Speaker series (TBA)