

The Associates of the Asper School of Business

2023-24 IMPACT REPORT





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Message from the Dean



As I reflect on the past year, I am inspired by your commitment to the I.H. Asper School of Business. We're so fortunate to have such passionate members who dedicate their time and remarkable skills advancing business education in Manitoba.

As we celebrate 42 years of The Associates, we are reminded of the transformative power of philanthropy and community.

For 42 years, you've believed in our students, in their potential, and in the power of education to drive positive change. I've heard firsthand from many graduates how they are not only thriving in their careers but are also using their success to make a positive impact in their communities, just as you've inspired them to do.

What has been most inspiring is the way your philanthropy has gone far beyond financial support. The access to networks of industry leaders, the opportunities for hands-on learning, and the mentorship you've given to students have been invaluable. Your efforts have truly empowered the next generation to dream big, think innovatively, and lead with purpose.

Together, we've built more than just an institution—we've cultivated a network of leaders and innovators who are contributing to the social, environmental, and economic prosperity of Manitoba, Canada, and the world.

With gratitude,

A handwritten signature in black ink that reads "Bruno Silvestre". The signature is fluid and cursive.

Bruno Silvestre, PhD
Dean, I.H. Asper School of Business
CPA Manitoba Chair in Business Leadership
University of Manitoba





“The Associates’ impact in Manitoba and the world is immeasurable. We’re so fortunate for your generosity and valued partnership. As the former Dean of the I.H. Asper School of Business, I saw firsthand the incredible support of The Associates, who are a shining example of the transformative power of education and its ability to have a positive impact in our province and around the world.”

— **Dr. Michael Benarroch, PhD**
President and Vice-Chancellor
University of Manitoba

Dr. Gerry Price [BSc/70, MSc/72, LLD/17], 2024 International Distinguished Entrepreneur Award (IDEA) recipient. Read more on page 14.

Celebrating 42 Years of The Associates

For generations, the bold vision and generosity of The Associates of the Asper School of Business have transformed lives and communities around Manitoba and the world. Thanks to such dedicated membership, now over 370 strong, the I.H. Asper School of Business will continue its global reputation for excellence in business education, research, and community engagement for years to come.

In 2023-24, you invested \$234,914 back into the Asper community, with an additional \$30,000 in support of IGNITE, the Young Associates’ flagship event. Beyond the generous annual gift, many of you have devoted countless hours of in-kind support, sharing your expertise, offering mentorship, and providing invaluable guidance.

Thank you for being an integral part of what makes our community so special.



“Receiving The Associates’ Student Enterprise Award has had a tremendous impact on my academic and professional development. You allowed me to participate in the Asper Exchange Program, where I had the incredible opportunity to study at one of France’s top business schools for a term. This experience broadened my perspective on global business, enriched my education, and strengthened my cross-cultural communication skills – valuable assets as I move my career forward. I’m deeply appreciative of the generosity of The Associates and the meaningful opportunities their support has made possible.”

– Colin Bazin

Student Awards

Your generosity has not only helped shape the future of the I.H. Asper School of Business, but also transformed the lives and careers of countless students who have passed through the Drake Centre. In 2023-24, The Associates provided \$69,548 in support of student awards and student-led organizations.

Associates’ Student Enterprise Award (23/24)

Colin Bazin, Bachelor of Commerce (Honours), double-majoring in finance and marketing

Associates Award for Study in the Asper MBA Program (23/24)

Talha Wasif [MBA/24]

Associates Master of Finance Convocation Prize (23/24)

Maureen Agwuncha [MFin/24]

Associates Master of Supply Chain Management and Logistics Convocation Prize (23/24)

Michael Vasconcelos [MSCM/24]

The Associates Roland Grandpré Memorial Bursary (23/24, inaugural recipient)

Yoonhee Park, Bachelor of Commerce (Honours), majoring in actuarial mathematics

Graduate Student Fellowships (23/24)

Kaushik Bhattacharjee (MKT, \$12,000)

Xingyu Chen (MFin, \$12,000)

Ruiqi Guan (MKT, \$14,000)

Xin Tong (MFin, \$12,000)

University of Manitoba Business School Foundation International Study Awards (24/25)

Both in and out of the classroom, the I.H. Asper School of Business and The Associates are committed to providing students with experiential learning opportunities to enhance their degrees. Since 2000, the endowed University of Manitoba Business School Foundation International Study Awards have provided 435 students with an enriching and life-changing opportunity to study abroad.

Twenty-four students received the award in the 24/25 academic year:

Angelina Cerqueti
Avery Bollegraf
Benjamin Tymko
Betty Mae Ferrer
Cameron Provost
Catrina Peters
Christopher MacMillan
Christopher Trocaru
Courtney Hunter
Duncan Smart
Emily Townsend
Emma Loepky

Ethan Ramsay
Harmanpreet Singh
Jackson Rieger
Jaehyun Woo
Juan García Recio
Kate Thomson
Macaul Nicholson
Megha Jaryal
Paul Harding
Porter Holland
Steven Hardie
Taya Theroux



“Thank you for your generosity. This award will allow me to apply the knowledge I have gained in the finance program to real-world investments in the stock market and take meaningful steps toward financial freedom. I believe that learning never ends. I’m currently enrolled in the CPA PEP Program and registered for the Core 2 exam.”

- Maureen Agwuncha [MFin/24]

Associates Master of Finance Convocation Prize

“I found the MBA program to be a tremendous learning opportunity which has provided me with significant personal growth and professional opportunities. I’m fortunate to apply the knowledge, skills and training received in this program to my career, and look forward to continuing to do so.”

- Talha Wasif [MBA/24]

Associates Award for Study in the Asper MBA Program





Students and members of the Commerce Students' Association enjoying the 2024 IGNITE Awards hosted by the Young Associates on September 18, 2024

Student Organizations

In 2023-24, The Associates supported the following student organizations to provide peer mentorship, networking, and other support to members:

- Asper Professional Graduate Student Association (APGSA)
- Asper Network of Empowered Women (ANEW)
- Asper School of Business Accounting Association (ASBAA)
- Asper Students' Co-operative Association (ASCA)
- Association of International Management Students (AIMS)
- International Association for Commerce, Science & Economics Students (AIESEC)
- Management Information Students' Association (MISA)
- The Entrepreneurial Mindset (TEM)
- University of Manitoba Actuary Club (UMAC)
- University of Manitoba Finance Organization (UMFO)
- University of Manitoba Human Resource Association (UMHRA)
- University of Manitoba Marketing Association (UMMA)
- University of Manitoba Supply Chain Organization (UMSCO)
- University of Manitoba Indigenous Commerce Students (UMICS)
- MSc & PhD Student Association
- Price Student-Managed Investment Fund Student Group (PSMIF)



“Our coaches and mentors really helped us to adjust our mindset, encouraging us to focus less on making money and more on creating value.”

*— Taylor Bially
Majoring in marketing and management information systems in Asper*

Left to right: Asper Associate Dean Robert Biscontri with students Taylor Bially, Joshua Peterson, Sanjana Sabu and Tyler Roslinsky. One of the many celebrated successes during the 2023-24 case competition season; Asper undergraduate team won first place in the Alberta Not-for-Profit External Case Competition (February 2024) and donated the cash prize back to CanU Canada. Photo by David Lipnowski.

Experiential Learning

Experiential learning is an essential element of an exceptional student experience and one of the cornerstones in the I.H. Asper School of Business. Case competitions allow students to apply what they learn to real-world scenarios as they prepare to enter the rapidly changing business landscape as leaders and innovators.

Community is integrated into every facet of our case competition program. While bringing together some of the best minds in the industry, case competitions represent an opportunity to learn, network and make connections with colleagues from across the country and the world. Supported by alumni, faculty and members of The Associates and Young Associates, and guided by coaches, mentors and judges, the case competition experience continues to thrive and represent the Asper School around the world.

In the 2023-24 season, **80 Asper teams** participated in **37 external competitions**, bringing their business insights to cases across North America and to Thailand, Ireland, Lithuania, and more. We're thrilled to share our continued national and international success with an impressive record of 37 podium placements, including 15 first-place wins.



The Second Annual Asper Business Case Competition

Nine graduate teams, representing business schools across Canada, gathered in Winnipeg for the second annual Asper Business Case Competition from February 21-24, 2024. This year's expanded competition offered unique business challenges and an exceptional networking opportunity for graduate students.

With over 50 judges, including both alumni and student volunteers, the Asper Business Case Competition was truly a team effort. As the event's Platinum Sponsor, The Associates of the Asper School of Business continue to be involved beyond monetary support, with 17 members also serving the competition experience as judges.

Represented by Stu Clark Graduate School students, the home team connected with peers from top Canadian business schools and participated in some friendly competition digging into the cutting-edge issues faced by Manitoba businesses today. The three case files examined this year included the WAG-Qaumajuq, Independent Jewellers and Standard Aero.

Stellaris Consulting, represented by Asper students Nicole Buckle [BComm(Hons)/21], Tien Nguyen, Sravani Kalva and Pavan Palani took home **first place** (pictured above), while Kate Melling, Jennifer Kotadia, Jaiveer Jawandha and Nithya Alagappan won second for the Haskayne School of Business, and Abubakar Asif, Akshay Sharma, Anshul Chhahbra and Ajiteshwar Singh brought home third for the DeGroot School of Business.

Complete with social activities at The Forks and Festival du Voyageur, the Asper Business Case Competition celebrated not only business excellence, but also the spirit, creativity, and wonder of Manitoba.



Left to right: Dean Bruno Silvestre, Laura Los, Ian Kruk, Stu Clark [BComm(Hons)/76, LLD/11], and the Stu Clark Centre for Entrepreneurship Director Debra Jonasson-Young – 2024 Stu Clark New Venture Championships, presenting the new Social Entrepreneurship Awards.

Stu Clark New Venture Championships

Big ideas can change the world. Since 1982, The Associates have transformed entrepreneurship in Manitoba by igniting the entrepreneurial dreams of students, and you continue to empower the next generation of leaders in shaping the future.

Every year, the Stu Clark New Venture Championships energize the entrepreneurial ecosystem here in Manitoba and elevates our presence in an international community of entrepreneurs. From the over 70 applications received, the event (April 18-20, 2024) saw a total of 32 teams (16 undergraduate and 16 graduate) compete from across North America. Teams were welcomed at an opening reception sponsored by The Associates held at the historic Fort Garry Hotel.

We have strengthened our purpose with the introduction of the **Social Entrepreneurship Awards** (undergraduate and graduate), recognizing ventures that can deliver positive societal impact. UM Faculty of Science students Ian Kruk and Laura Los (pictured above) received the inaugural Social Entrepreneurship Award (undergraduate) and secured third place in the undergraduate video pitch competition as Sweet Diagnostics. The team pitched the SYPHlstat, a portable solution that uses glucose meters to diagnose syphilis infections quickly and reliably.

Jeux du Commerce West Competition (JDC West)

The JDC West competition is the largest student-run business competition in Western Canada, hosting 1,300 attendees and uniting more than 650 delegates from twelve top post-secondary institutions annually. Established in 2005, Team Asper has competed in JDC West since its inaugural year. Hosted by the Alberta School of Business, this three-day event featured academic competitions, athletic challenges, a social competition, and a charity initiative.



Team Toba Results:

- 1st Place - Not-for-Profit: Skyler Delaurier, Eric Wagner, Abrianna Graham
- 2nd Place - Accounting: Evan Adair, Pedro Quadros, Conner Klassen
- 2nd Place - Business Strategy: Kayla Oddison, Brian Harris, Grace Cook
- 2nd Place - Challengers: Brooke Reed, Pablo Mejia, Catrina Peters, Muhim Sirage
- 3rd Place - Business Technology Management: McKenzie Rosenberg, Colin Salzen, Moreoluwa Akande
- 3rd Place - Operations Management: Joshua Peterson, Colin McNeil, Vivek Patel
- 3rd Place - Academic School of the Year: I.H. Asper School of Business

MBA Games

Students from Canada's top business schools put their skills and spirit to the test at the 34th MBA Games in St. Catharines, Ontario. Established in 1988 by Queen's University, the MBA Games is considered the largest MBA competition in Canada and provides a unique opportunity to bring together the best of academia, industry, and community.



Hosted by the Goodman School of Business from January 5-7, 2024, students from 16 graduate programs competed in academic, athletic, and team spirit events.

Team Asper Results:

- 1st Place - Basketball
- 1st Place - Charity (raised \$6,720 in support of the Canadian Mental Health Association)
- 2nd Place - Debate
- 3rd Place - Spirit



Left to right: 2023 Co-op Employer of the Year Government of Manitoba, and Co-op Student of the Year Johhan Ong with Associates Chair Denise Zaporzan

Asper Career Development Centre (Co-op Program)

Thanks to the generous support of The Associates, the Asper Career Development Centre continues to foster student success and enrich their career readiness. Each year, more than 250 undergraduate and graduate students complete a co-op work term, with 90% of students immediately finding full-time jobs after graduation.

It was a year of remarkable milestones, highlighted by a **record-breaking 378** unique co-op placements in 2023-24 – the highest number in Asper School’s history. The Asper Co-op Program also **earned recognition** from the Association to Advance Collegiate Schools of Business’ Innovations That Inspire program. AACSB highlighted the program’s integration of the UN Sustainable Development Goals into the curriculum, engaging students’ drive to make positive change from the very start of their careers.

17th Annual Celebrating Co-op Awards

On February 1, 2024, the 2023 Celebrating Co-op Awards welcomed over 270 co-op students and employer partners to toast to another successful year of co-op education. Sponsored by The Associates of the Asper School of Business, this annual event highlights the Manitoba business community’s dedication to educating our province’s future workforce. Johhan Ong was named the 2023 Co-op Student of the Year, and the Government of Manitoba received the 2023 Co-op Employer of the Year.



Events

We're grateful to The Associates and Young Associates who provide many opportunities for students and alumni to network, learn and connect with top executives in the Manitoba business community.

57th Annual Commerce Business Banquet

Since 1966, the Commerce Business Banquet holds the proud tradition of fostering unique connections between students and business leaders, and is the largest student-led networking event of its kind in Canada. On November 2, 2023, the Asper Commerce Students' Association (CSA) Business Banquet (pictured above) featured keynote speaker Liz Choi, CEO of the Education Canada Group, who spoke on the theme of possibilities.

10th Annual Howard Morry Leadership Conference

On March 2, 2024, six local leaders, including lawyer Howard Morry [BComm(Hons)/81, LLB/84] himself, spoke about their journeys to success at the Canadian Human Rights Museum. Howard is widely known as a committed human rights advocate, both in Canada and internationally, and is a recipient of the 2023 Distinguished Alumni Award for Community Service. The day is dedicated to sharing stories of leadership in action and featured conversations with Lukas Neville, Jelynn Dela Cruz, Jackie Wild, Noah Wilson, and The Honourable Philip Lee.



Left to right: Paul Soubry [BComm(Hons)/84] (incoming IDEA Committee Chair), Denise Zaporzan (Chair of The Associates), 2024 IDEA Award recipient Gerry Price, and Bruno Silvestre (Dean of the I.H. Asper School of Business) at the 2024 IDEA student presentation. Photo by David Lipnowski.

40th Annual International Distinguished Entrepreneur Awards

For forty years, the International Distinguished Entrepreneur Award (IDEA), awarded annually by The Associates of the Asper School of Business, has celebrated those who have left deep footprints on the global economic landscape. Awarded first in 1984 to Albert D. Cohen, IDEA recognizes international entrepreneurial excellence. This year's honouree, **Dr. Gerry Price [BSc/70, MSc/72, LLD/17]**, Chairman & CEO of Price Industries, joined this celebrated class of UM alumni and honourees who have found both inspiration and a home in Manitoba.

On May 30, 2024, a record-breaking 1,665 guests gathered at the RBC Convention Centre to celebrate the 40th anniversary of IDEA honouring Dr. Gerry Price. Earlier in the day, over 200 students gathered for a Q&A facilitated by the 2024/25 Commerce Students' Association President Melani Fernando, where Gerry shared the tenets of the Price Way—how he does business—emphasizing that innovation is fundamental, service comes first, and people come before profit. “Business is wealth creation where everyone—customers, employees, communities—wins,” he explained. Above all, he advised students to balance that responsibility with an unwavering commitment to innovation. “Don't shy away from the challenges that might cause a setback. It's in the setback, the stumble, that you learn. The lessons learned aren't at the end of the path; they're on the path,” he said.

The event was also marked by a special focus on the new Price Student-Managed Investment Fund (PSMIF) – which has raised more than \$3.5 million to date. Beyond the hands-on experience of managing the fund, students benefit from the fund's distributions, with 4% of the asset value reinvested back into the Asper community to support additional experiential learning opportunities, scholarships, bursaries and improvements to facilities.

2024 IGNITE Awards

“Serve. Your life will grow in the measure you give it away.” – Mark Chipman

On September 18, 2024, a record-breaking 840 guests gathered for the Young Associates’ flagship event, the IGNITE Awards. The third annual gala honoured Mark Chipman, executive chairman and governor of True North Sports & Entertainment and the Winnipeg Jets Hockey Club, while also welcoming more than 350 new Asper students to Manitoba’s business community. Mark honoured the legacy of his late father, Robert Chipman, by accepting the award on his behalf. He reminded us that our community’s most valuable leaders are those who are willing to give back in their success.



CSA Corporate Golf Tournament

The 21st annual Commerce Students’ Association (CSA) Golf Tournament on August 16, 2024, saw over 60 attendees at Bridges Golf Course. The event provides students with an opportunity to spend the day networking with corporate representatives from various fields in a fun and relaxing environment.

Stu Clark Centre for Entrepreneurship Webinar Series

On April 3, 2024, as part of the Stu Clark New Venture Championships kick-off, The Associates and Young Associates sponsored a chat with David Segal, founder of DAVIDsTEA and FireBelly Tea. David is renowned for his exceptional success in revolutionizing the tea industry and building thriving businesses from the ground up. In this webinar, he shared his personal journey, providing expert guidance and strategies for navigating the challenges and opportunities of entrepreneurship. The host for this engaging dialogue is none other than Winnipeg’s own Eleanor Coopsammy, a broadcast media expert and director of media relations and issues management for the University of Manitoba.





Left to right: Local entrepreneurs Emilie McKinney and Shaun Vincent, 18th annual VIBE Award recipients

Visionary Indigenous Business Excellence (VIBE) Awards

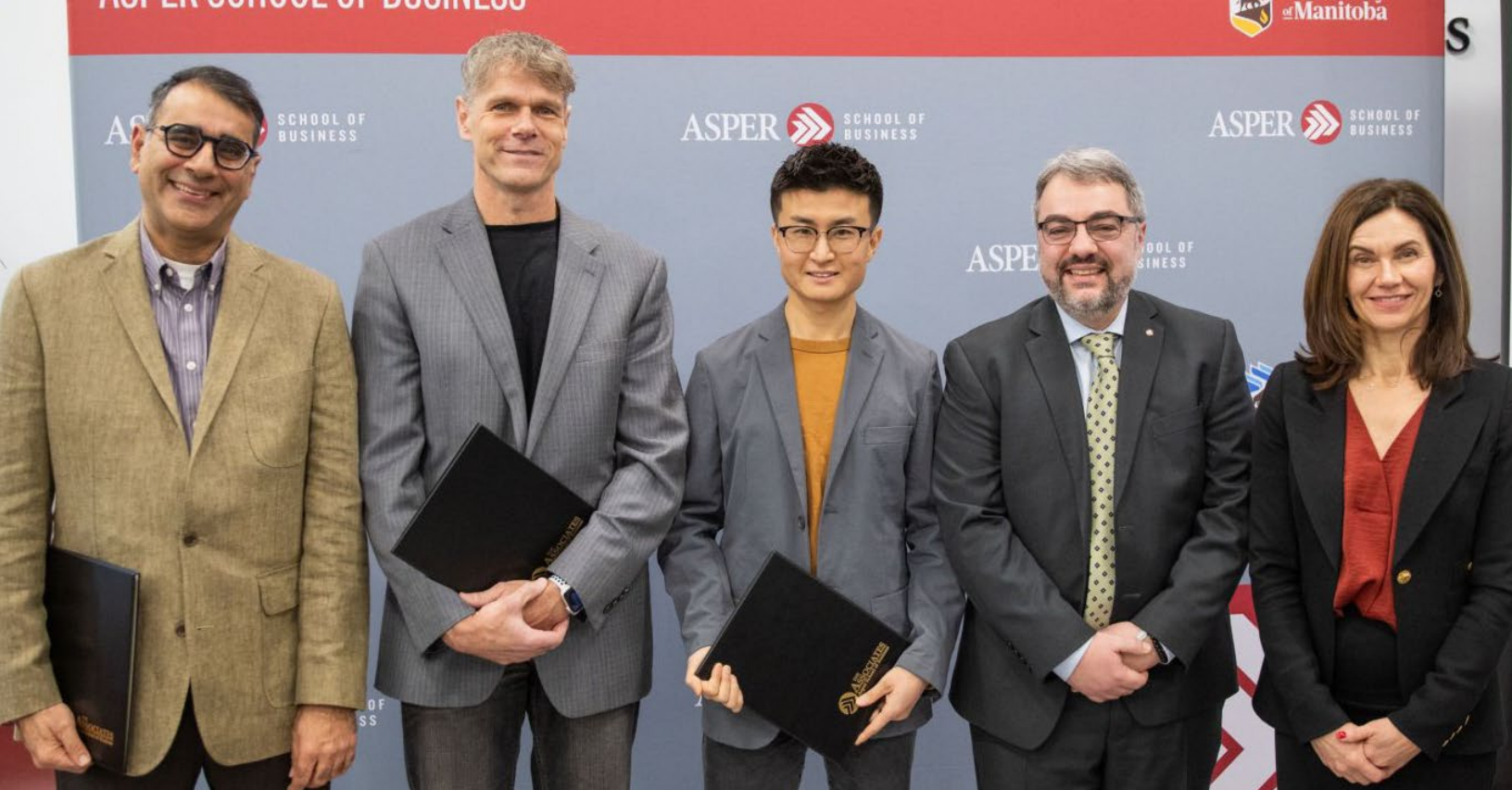
“Everyone can find inspiration from the stories of resilience, courage, and dedication of our award recipients,” said Riley Proulx, Indigenous Business Education Partners Director.

For 18 years, the Indigenous Business Education Partners (IBEP) at the I.H. Asper School of Business has hosted the Visionary Indigenous Business Excellence (VIBE) Awards, recognizing the remarkable achievements of Indigenous businesses, business leaders and entrepreneurs in Manitoba.

Each year, 100% of event proceeds go toward scholarships, bursaries, academic support, and more for IBEP members. With programs like IBEP, we are removing barriers and transforming the way we support Indigenous students, creating a foundation for lasting success.

Students, faculty, and community members gathered on November 14, 2024 to celebrate the inspiring achievements of Emilie McKinney, founder of Anishinaabe Bimishimo Corporation, and Shaun Vincent, founder of Vincent Design Inc.

Read more about this year’s [VIBE Award recipients here](#).



Left to right: Associates Fellow in Sustainability Raj Manchanda, Associates Fellow in Entrepreneurship Nathan Greidanus, Associates Fellow in Innovation Wenxi Pu, Dean Bruno Silvestre, and The Associates Chair Denise Zaporzan

Faculty Attraction and Retention

The faculty in the I.H. Asper School of Business are recognized as experts and thought leaders in their fields, deeply committed to providing world-class education and fostering innovative research. In 2023-24, The Associates provided \$85,822 to foster excellence in teaching and research, support enhanced connections to the business community, and to attract world-class faculty to join the thriving Asper School community.

Highlights in 2023-24 include:

AACSB Review

Thanks to the generous support of The Associates, the Association to Advance Collegiate Schools of Business (AACSB) International officially announced in July the I.H. Asper School of Business' continued accreditation. With this latest extension, the School will remain accredited until 2029.

Accreditation from AACSB is one of the highest standards of achievement for business schools, achieved by fewer than 6% of business schools worldwide, and the Asper School has been accredited since 1999. The I.H. Asper School of Business continues to strive for excellence and maintains a national and international reputation by continually evolving to meet the needs of today's global economy.



Left to right: Dean Bruno Silvestre, Associates Fellow in Finance Shiu-Yik Au, Associates Fellow in Leadership and Ethics Wei Wang, Associates Fellow in Supply Chain Management Narendra Malalgoda, Associates Fellow in Marketing and Inclusive Business Kiran Pedada, and CEO University of Manitoba Business School Foundation AnnaMaria Toppazzini

2023 Associates Teaching Achievement Awards

Each year, the Associates Teaching Achievement Awards celebration brings together community members and members of The Associates and Young Associates to celebrate excellence in research and teaching at the I.H. Asper School of Business. Narendra Malalgoda (assistant professor of supply chain management) and Judy Jayasuriya (lead of experiential learning) each received an award (\$5,000) recognizing their commitment to engaging and transformative teaching.

The Associates Fellowships

The Associates Fellowship program supports and highlights innovative, impactful work while providing opportunities for Asper researchers to present their findings to the Manitoba business community through the Emerging Topics Speaker Series. The fellowships contribute to the growing list of support faculty and students receive from The Associates. The inaugural fellowships were awarded in September 2022 to Chi Liao, Kelsey Taylor, and Sean Buchanan. In December 2023, three new fellowships were announced: Nathan Greidanus was named The Associates Fellow in Entrepreneurship, Raj Manchanda, The Associates Fellow in Sustainability, and Wenxi Pu, The Associates Fellow in Innovation. In November 2024, four new Associates Fellows were named: Shiu-Yik Au is The Associates Fellow in Finance, Narendra Malalgoda is The Associates Fellow in Supply Chain Management, Kiran Pedada is The Associates Fellow in Marketing and Inclusive Business, and Wei Wang is The Associates Fellow in Leadership and Ethics. Their work will be highlighted in next year's impact report.

Dr. Chi Liao, The Associates Fellow in Finance

Asper associate professor and The Associates Fellow in Finance, Dr. Chi Liao is an expert in behavioural finance, engaging with datasets and psychology, sociology and other social sciences to tackle these questions. She seeks to understand how broader social phenomena affect individual behaviours in financial decision-making and ultimately financial outcomes.

A quantitative researcher, Dr. Liao takes an observation, a gap in the literature—at times a personal connection or an instinct—and works to find reliable data that quantifies behaviour, facilitates causal inference and ultimately offers a clearer understanding of behaviour. Her research aims to understand the way our humanity and history influence our financial behaviour, staying attuned to systems of power and barriers to success that might exacerbate our inability to live up to traditional finance’s (admittedly unrealistic) expectations for us.

Highlights from 2023-24 include:

- Presented papers at the following refereed conferences:
 - Southwestern Finance Association Annual Meeting, Las Vegas NV, February 2024
 - American Finance Association Annual Meeting, San Antonio TX, January 2024
 - American Economic Association Annual Meeting, San Antonio TX, January 2024
 - Financial Management Association Annual Meeting, Chicago IL, October 2023
- Publication: Bogan, V., Kramer, L., Liao, C., & Niessen-Ruenzi, A. (2024). Race, Police Violence, and Financial Decision-Making. [AEA Papers and Proceedings](#), 114, 163-68.
- Publication: Jacoby, G., Liao, C., Lin, N., & Lu, L. (2024). Sentiment and the Cross-Section of Expected Stock Returns. [The Financial Review](#), 59(2), 459-485.



“I am thankful for this Fellowship, which provides me with an opportunity to connect and collaborate with the local business community. Over the years, I’ve had the pleasure of hosting several Associates as guest speakers in my MBA and MFin Behavioural Finance classes, and I appreciate your willingness to share your time and experience with students. I also enjoyed connecting and engaging with The Associates at my Emerging Topics Speaker Series talk on “ADHD in Finance and Entrepreneurship” this past January.”

- Chi Liao, PhD

Dr. Kelsey Taylor, The Associates Fellow in Supply Chain Management

Dr. Kelsey Taylor's research projects examine the supply chains of purpose-driven organizations like social enterprises to understand how and why different types of actors and institutions contribute to sustainable impact creation.

Since August, Dr. Taylor has sadly left UM to pursue a new opportunity in her home province at the Lang School of Business and Economics. She looks forward to applying all she learned from the excellent academic offerings at Asper to help develop new supply chain management programming at the University of Guelph.

Highlights from 2023-24 include:

- Published five peer-reviewed journal articles in highly regarded academic journals on topics related to social impact, supply chain management, and the circular economy (e.g. [Journal of Supply Chain Management](#) and the [International Journal of Operations & Production Management](#)).
- Runner-up for the Chris Voss Best Paper Award at the 2023 European Operations Management Association conference.
- Published eight peer-reviewed conference papers.
- Presented over 17 times at academic conferences, including the 30th annual gathering of the European Operations Management Association in Belgium (July 2023): "Supply chain design and societal impact in purpose-driven organizations: Insights from B Corps."
- Presented at The Associates Emerging Topics Speaker Series on August 7, 2024: "Expanding circular supply chains: The enabling role of support flows."



"The Associates Fellowship made a huge impact on me during my time at Asper by providing support for my research on socially impactful supply chain management. I am grateful for the opportunity to connect with many Associates at events attended during my Fellowship term and am moved by the commitment The Associates have to Asper, its faculty members and most importantly, its students."

- Kelsey Taylor, PhD

Dr. Sean Buchanan, The Associates Fellow in Business Administration

Dr. Sean Buchanan is an associate professor in business administration and his research focuses on how organizations, industries, and fields engage with contentious social issues amidst rising political polarization.

Highlights from 2023-24 include:

- Journal Publication: Buchanan, S., Shourkaei, M. M., and Dyck, B. (2024). [“Vote the assholes out”: How value congruence work aligns stakeholders for corporate activism.”](#) *Journal of Management Studies*. Forthcoming.
- Awarded the [Best Article Award](#) by The Academy of Management in 2023. “Commercializing the Practice of Voyeurism” was published in [The Academy of Management Review](#), an FT50 journal.
- Received the 23/24 Golden Shovel Award, I.H. Asper School of Business.
- Presented at the Academy of Management annual meeting in Chicago from August 9-13, 2024: “Firms divided: Corporate sociopolitical activism, ideological homogenization, and political polarization.”
- Presented at UM’s Emerging Researcher Spotlight Series on May 13, 2024: “Organizations and Political Polarization.”



“The continued financial support from The Associates has had a meaningful impact on my life. Further, the continued engagement I have had with The Associates because of the Fellowship has been both personally and professionally fulfilling and has informed my own research and teaching in valuable ways. I look forward to continuing and deepening my engagement with The Associates in the coming years.”

- Sean Buchanan, PhD

Dr. Nathan Greidanus, The Associates Fellow in Entrepreneurship

Dr. Nathan Greidanus is an associate professor in the department of business administration and serves as the associate dean of professional graduate programs and executive education. His research and teaching are motivated by the desire to increase societal well-being through sustainable economic development.

Dr. Greidanus' research interests lie at the intersection of entrepreneurship, international business strategy, and sustainable development. His recent work has examined the connections between ADHD and entrepreneurship, co-authored with 2022 Associates Fellow Dr. Chi Liao. In the classroom, Dr. Greidanus includes a strong experiential component, with his Entrepreneurship and Innovation class in particular offering students opportunities to apply in-class theory to real-world contexts.

Highlights from 2023-24 include:

- Appointed Associate Dean of Professional Graduate Programs and Executive Education in the I.H. Asper School of Business (July 2024).
- Presented a paper on “Biocultural Entrepreneurship” at the International Council for Small Business World Congress in Berlin, Germany (July 2024).
- Supervised three research graduate students (PhD and MSc) in the areas of entrepreneurship.
 - Projects: Exploring artisanal small miners in Nigeria, how to transition informal entrepreneurs to the formal economy; toward a theory of community sustainable entrepreneurship: the case of small-scale solar energy projects; a systematic review of neuro-divergent entrepreneurship literature.
- Delivered the Entrepreneurship and Innovation courses for both the MBA, BComm, and executive education programs, including the introduction of the new entrepreneurship major core course “Creativity and the Entrepreneurial Mindset”.



“This recognition empowers me to continue delivering cutting-edge courses focused on the entrepreneurial mindset, managing innovation, and experiential industry projects with an innovation focus. It also provides the invaluable opportunity to advance my research on innovation and entrepreneurship, allowing me to explore new insights and contribute to the broader academic and business communities. I am grateful for this support in shaping the future of entrepreneurial education and innovation.”

- Nathan Greidanus, PhD

Dr. Raj Manchanda, The Associates Fellow in Sustainability

Dr. Raj Manchanda is a professor in the marketing department and his research interests include the role of negative affect in marketing and sustainability and social marketing. His research and teaching challenge current dominant world views, seeking to re-envision many of the fundamental concepts and frameworks of business, and specifically marketing.

In his recent work, published in the *Business and Society Review*, and co-authored with fellow Asper professor Bruno Dyck, Savanna Vagianos [BComm(Hons)/19, MSc/23], and Michèle Bernardin [BComm(Hons)/21], Dr. Manchanda examined firms that adopt a sustain-centric approach to marketing, which relaxes the need to maximize financial well-being in order to optimize social and ecological well-being.

Highlights from 2023-24 include:

- Co-chaired (with Bruno Dyck) a faculty committee (nine members) to create a curriculum for the new Sustainable Business BComm course. This core course presents sustainable business theory and practice from a holistic and integrated perspective, focusing on how a business can sustainably create positive social and ecological impact.
- Continued to work on a research project funded by the Social Sciences and Humanities Research Council, examining 65 local small businesses to better understand how they adapt to the challenges of marketing sustainably.
- Published two papers ([Business and Society Review](#) and the [Journal of Education for Business](#)), with a third paper in the works.
- Presented with former PhD student, Ngan Vo, at the Social Good Conference in Vancouver (June 14-15, 2024): “How Can Feelings of Nostalgia Facilitate Sustainable Product Adoption?”



“I have been an advocate for incorporating sustainability in various aspects (e.g. teaching, research, and at all levels of admin decision making) for a very long time. I am pleased that the Asper School and The Associates are fully embracing the importance of sustainability (at both a social and environmental level), as reflected by creating this fellowship. I am honoured to be a recipient of what I believe is the first fellowship created for the category of sustainability.”

- Raj Manchanda, PhD

Dr. Wenxi Pu, The Associates Fellow in Innovation

As an assistant professor of management information systems in the department of accounting and finance, Dr. Wenxi Pu examines machine learning algorithms, artificial intelligence and stigma. His research broadly focuses on the transformative impacts of IT innovations on organizations and individuals. In recent work, he explores how mental health stigma can impact hiring assessments, focusing specifically on post-traumatic stress disorder and veterans seeking employment. Dr. Pu engages with AI-driven technology [in the classroom and in his research](#), advocating for students, researchers and practitioners alike to learn more about emerging technologies in order to better work alongside them.

Highlights from 2023-24 include:

- Published a new paper (under review) in the journal *Environmental Research Letters*.
- Revised a paper for the second round for the *Strategic Entrepreneurship Journal*.
- Appointed Associate Dean of Teaching and Learning in the I.H. Asper School of Business (July 2024).
- Significantly revamped the Managing Information Systems course (MIS 7120) by introducing Python programming. Python is one of the most popular computer programming language for business analytics and machine learning.
- Presented at the Academy of Management in Chicago (August 2024) – current studies on PTSD and hiring.



“The Associates Fellowship in Innovation is one of the highlights of my professional career. It has facilitated a better connection with the business community in Winnipeg and propelled me to collaborate with three local companies for my newly developed business analytics class. The fellowship also motivated me to be bolder in my research and push the boundaries of my innovation limit.”

- Wenxi Pu, PhD

Thank you

We’re grateful for our School’s longstanding partnership with The Associates. Our success as a world-class business school is deeply rooted in the inspired role The Associates play in championing academic and community excellence. Thank you for your visionary leadership and generous support.