



2023-2024 RESEARCH REPORT



Bob Gaglardi
School of Business
& Economics

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Territorial Acknowledgement

Thompson Rivers University campuses are on the traditional lands of the Tk'emlúps te Secwépemc (Kamloops campus) and the T'exelc (Williams Lake campus) within Secwepemcúl'ecw, the traditional and unceded territory of the Secwépemc. The region TRU serves also extends into the territories of the St'át'imc, Nlaka'pamux, Nuxalk, T̓silhqot'in, Dakelh, and Syilx peoples.

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MESSAGE FROM THE DEAN



Over the past year, significant global and national events have taken centre stage as the world continues to grapple with the aftermath of the pandemic. Political tensions, climate change, inflation and housing affordability continue to pose challenges for Canada and many places around the world. As we continue to prioritize social, economic and environmental progress, understanding the details is crucial.

In this report, you will find our school's latest research on topics like the economic impacts of COVID-19 policies, environmental risks and protection, public health, organizational dynamics and more. Collectively, these studies underscore the critical role of informed, data-driven policies in navigating complex global issues. By looking closely at how policies affect people and the world around us, this research helps us identify the best ways to tackle big problems and improve our lives.

Each year, we are proud to feature the work of our faculty, students and alumni in this report. Their research addresses real issues, creates positive economic and societal impact and helps establish the British Columbia Interior as a vibrant hub for inquiry and innovation. I hope you find this report interesting and informative.

Happy reading!

A handwritten signature in black ink that reads "Michael Henry". The signature is written in a cursive, flowing style.

Dr. Michael Henry
Dean, Bob Gaglardi School of Business and Economics

RESEARCH PUBLICATIONS



Rethinking the transfer of the organizational culture model as a process of change

TRU Author: Dr. Salvador Barragan

In this study, Dr. Salvador Barragan and his co-authors use a case study to understand the complexities and nuances of the process of transferring both the most and the least visible aspects of culture from a multinational corporation (MNC) to its foreign subsidiaries. They analysed a Mexican MNC in the auto parts industry through interviews with human resource executives and review of company and media documents. The authors attempt to understand how the transfer of visible and least visible organizational culture takes place in relation to the pressures between global integration and local adaptation. This study focuses on the three manifestations of culture based on the cultural model of Edgar Schein – visible aspects of culture such as structures, practices and procedures, less visible manifestations such as values and behavioural norms and least visible underlying assumptions of those values and practices – and explores the complexities of conceptualizing culture in their analysis of the transfer of organizational culture from the MNC corporation headquarters to their foreign subsidiaries. The authors surmise that MNCs need to involve managers and employees from both HQ and foreign subsidiaries in the change and sense-making processes during the organizational culture transfer. Otherwise, any rigid attempts to impose cultural mechanisms of control will increase costs as a result of employee resistance.

Barragan, S., Salamanca, E. & Eroglu, M. (2023). "Rethinking the Transfer of the Organizational Culture Model as a Process of Change." *International Journal of Business and Globalisation*. Inderscience Online Journals.
<https://doi.org/10.1504/IJBG.2020.10035449>

462 *Int. J. Business and Globalisation, Vol. 34, No. 4, 2023*

Rethinking the transfer of the organisational culture model as a process of change

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Abstract: This study adopts a comprehensive approach of organisational culture, through the use of Schein's (2004) cultural model, to understand the complexities and nuances of the process of transferring both the most and the least visible aspects of culture from a multinational corporation (MNC) to its foreign subsidiaries. A single case study of a Mexican MNC is analysed through interviews with human resources executives and company documents. The findings show that the least visible aspects of organisational culture do shed light on the cultural model transfer and that the flexibility to change and/or adapt this model from headquarters (HQ) to the foreign subsidiaries is desirable to accomplish some level of cultural integration. MNCs need to involve managers and employees from HQ and foreign subsidiaries in the change and sense-making processes during the organisational culture transfer. Rigid attempts at imposing cultural mechanisms of control can increase the cost in terms of dealing with resistance.

Keywords: organisational culture; change; transfer; global; local; gloeal; globalisation; multinational.

The impact of word-of-mouth (WOM) on attitudes, behavioural intentions and actual usage of non-pharmaceutical interventions among early and late adopters

TRU Authors: Dr. Matti Haverila, Dr. Russell Currie

Historically, pandemics result in severe global consequences. The most recent COVID-19 pandemic spread rapidly resulting in almost 680 million cases and 6.8 million deaths worldwide as of Feb. 28, 2023. In attempts to reduce the spread of the virus, health authorities began endorsing the use of non-pharmaceutical interventions (NPIs). Washing hands, social distancing and sanitization were some of the suggested NPIs. Despite the simplicity of these NPIs, not everyone adopted their use. In their recent study, Dr. Matti Haverila, Dr. Russell Currie, TRU alum Dr. Kai Haverila and co-authors examine how the theory of planned behaviour and technology acceptance theory can help to understand the adoption of NPIs. The authors suggest that mixed and contradictory messages from various public authorities over the use of NPIs led to a loss of credibility, which harmed NPI-related word-of-mouth (WOM). Additional investigations in this paper review the impact of WOM on attitudes, behavioural intentions and actual use of NPIs, with specific attention on differences between early and late adopters of NPIs. The authors conclude that there is a need for better understanding of: the valuable mitigation measures that restrict the spread of viruses; methods required to encourage people to adopt NPIs; and how WOM can be used as an essential tool for information sharing as it can play a vital role during pandemics. Unfortunately, the authors discovered that in the case of COVID-19, WOM had no substantial relationship with actual usage and early adopters' behavioural intentions, which was likely a result of mixed and contradictory messaging surrounding NPIs.

Haverila, M., Currie, R., Haverila, K., McLaughlin, C. & Twyford, J. (2023). "The Impact of Word-Of-Mouth (WOM) on Attitudes, Behavioural Intentions, and Actual Usage of Non-Pharmaceutical Interventions Among Early and Late Adopters."

International Journal of Pharmaceutical and Healthcare Marketing. Emerald Insight.
<https://doi.org/10.1108/IJPHM-01-2022-0009>.

The current issue and full text archive of this journal is available on Emerald Insight at:
<https://www.emerald.com/insight/1750-6123.htm>

IJPHM
18,2

300

Received 19 January 2022
Revised 12 April 2023
31 October 2023
Accepted 6 November 2023

The impact of word-of-mouth (WOM) on attitudes, behavioural intentions, and actual usage of non-pharmaceutical interventions (NPIs) among early and late adopters

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Abstract

Purpose – This study aims to examine how the theory of planned behaviour and technology acceptance theory can be used to understand the adoption of non-pharmaceutical interventions (NPIs). The relationships between attitudes, behavioural intentions towards using NPIs, actual use of NPIs and word-of-mouth (WOM) were examined and compared between early and late adopters.

Design/methodology/approach – A survey was conducted to test the hypotheses with partial least squares structural equation modelling ($n = 278$).

Findings – The results indicate that relationships between attitudes, intentions and behavioural intentions were positive and significant in the whole data set – and that there were differences between the early and late adopters. WOM had no substantial relationship with actual usage and early adopters' behavioural intentions.

Originality/value – This research gives a better sense of how WOM impacts attitudes, behavioural intentions and actual usage among early and late adopters of NPIs and highlights the effectiveness of WOM, especially among late adopters of NPIs. Furthermore, using the TAM allows us to make specific recommendations regarding encouraging the use of NPIs. A new three-stage communications model is introduced that uses early adopters as influencers to reduce the NPI adoption time by late adopters.

Keywords Non-pharmaceutical interventions (NPIs), Technology acceptance model (TAM), Word-of-mouth (WOM), Attitudes, Behavioural intentions, Actual usage, Early and late adopters, Partial least squares structural equation modelling (PLS-SEM)

Paper type Research paper



*International Journal of
Pharmaceutical and Healthcare
Marketing*
Vol. 18 No. 2, 2024
pp. 300-324
© Emerald Publishing Limited
1750-6123
DOI: 10.1108/IJPHM-01-2022-0009

Since submission of this article, the following author has updated their affiliation: Caitlin McLaughlin is at the Department of Commerce, Mount Allison University, Sackville, Canada.

The role of perceived knowledge on key brand community constructs of trust, involvement and engagement

TRU Authors: Dr. Matti Haverila, Dr. Russell Currie, Akshaya Rangarajan

In a competitive consumer marketplace – characterized by large volumes of products and increased consumer skepticism regarding brands, products and traditional advertising – marketers must retain adequate knowledge of their brand community (BC) in order to assure their BC members that the BC they belong to does in fact align with their interests. Building and maintaining a trusting BC is therefore key for any commerce business. This paper investigates the significance and interaction between perceived knowledge, involvement, trust and brand community engagement in brand communities. Dr. Matti Haverila, Dr. Russell Currie, TRU alum Dr. Kai Haverila and co-authors used statistical analysis methods to confirm that BC knowledge significantly and positively influences BC members' involvement and engagement with their brand community. The authors discovered that BC involvement and trust had a positive and significant impact on engagement, with trust having a substantial effect on BC engagement. The proposed integrated "knowledge, involvement, trust and engagement (KITE)" framework can therefore be used by marketers, while planning and implementation strategies can focus on increasing BC member participation, to establish overall desired results from their BC.

Haverila, M., Haverila, K., McLaughlin, C., Rangarajan, A. & Currie, R. (2024). "The Role of Perceived Knowledge on Key Brand Community Constructs of Trust, Involvement and Engagement." *Management Research Review*. Emerald Insight.
<https://doi.org/10.1108/MRR-04-2024-0281>

The current issue and full text archive of this journal is available on Emerald Insight at:
<https://www.emerald.com/insight/2040-8269.htm>

MRR
47,10

1626

Received 19 April 2024
Revised 8 May 2024
Accepted 12 May 2024

The role of perceived knowledge on key brand community constructs of trust, involvement and engagement

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Abstract

Purpose – Against social cognitive and social exchange theories, this research paper aims to investigate the significance and interaction between perceived knowledge, involvement, trust and brand community engagement in brand communities (BC).

Design/methodology/approach – BC participants ($n = 503$) completed a cross-sectional survey for this research. Analysis was performed using PLS-SEM via SmartPLS (v. 4.1.0.2) and the novel Necessary Condition Analysis (NCA).

Findings – An integrative KITE model with positive and significant relationships of key BC constructs was established. The perceived BC knowledge influenced involvement and engagement. Furthermore, the constructs of involvement and trust were discovered to have a positive and significant impact on engagement, with trust having a substantial effect on BC engagement. The indirect effects of the trust construct via the BC knowledge and BC involvement constructs were also significant.

Originality/value – This research advances the existing conceptual approaches by introducing knowledge as the key BC constructs. The study illustrates that members' knowledge about a BC facilitates their involvement in the BCs. The vital role of trust is revealed in the KITE model, as it is significantly related to BC knowledge, BC involvement and BC engagement with at least medium to large effect sizes. Notably, the role of trust is enhanced as it is the only necessary must-have (instead of "should-have") condition to achieve high levels of BC engagement. Furthermore, the KITE model provides insights for marketers to develop a valuable BC.

Keywords Brand community, Perceived knowledge, Involvement, Trust, Engagement, PLS-SEM, Necessary condition analysis (NCA)

Paper type Research paper



Management Research Review
Vol. 47 No. 10, 2024
pp. 1626-1653
© Emerald Publishing Limited
2040-8269
DOI: 10.1108/MRR-04-2024-0281

Introduction

Extant literature has explained that consumer engagement acts as a strategic imperative to understand consumer behaviour (Dwivedi, 2015), to establish and sustain competitive advantage (Hollebeek *et al.*, 2017), and to enhance customer retention (Tripathi, 2014); as

Do government spending on pollution abatement and targeted environmental policies promote green growth in Canada?

TRU Author: Dr. Belayet Hossain

Global warming and climate change are concerns worldwide. In response, policymakers across the globe are racing to achieve green growth, which loosely translates to economic growth without environmental harm. This positive growth can be achieved through environmental regulations and targeted government investment into areas such as natural capital, eco-innovation and technological progress. In his recent study, Dr. Belayet Hossain evaluates the role of targeted government spending and environmental policies towards green growth as measured by greenhouse gas (GHG) productivity. Hossain investigates the following two questions: "Does government spending on pollution abatement contribute to green growth in Canada?" and "Do targeted environmental policies, used by some provinces, promote or hinder green growth in Canada?" In addressing these questions, Hossain finds support to suggest that fiscal spending on pollution abatement helps promote green growth in Canada. The paper also indicates that province-specific environmental policies help enhance green growth. Hossain concludes that government spending toward pollution abatement does in fact promote green growth, which is crucial for environmental sustainability on a global scale. The intent of this research is to provide policymakers with valuable insights for crafting targeted policies to tackle economic and environmental challenges.

Hossain, B. (2023). "Do Government Spending on Pollution Abatement and Targeted Environmental Policies Promote Green Growth in Canada?" *Journal of Cleaner Production*. Elsevier. <https://doi.org/10.1016/j.jclepro.2023.140391>



Do government spending on pollution abatement and targeted environmental policies promote green growth in Canada?

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ARTICLE INFO

Handling Editor: Sunil Luthra

JEL classification:

Q28

Q52

Q58

Keywords:

Green growth

Greenhouse gas productivity

Environmental policies

Canada

ABSTRACT

The present study empirically investigates whether targeted government spending and environmental policies promote green growth, as measured by greenhouse gas productivity. Government spending for pollution abatement (GPA) represents non-market environmental policies encompassing both enforcement regulations and stakeholder incentives, while policy dummy represents province specific targeted environmental policies. Using panel data from 1995 to 2020 across ten provinces of Canada, an empirical model based on STIRPAT has been developed and estimated, addressing various econometric issues to ensure the robustness and consistency of the results. The findings confirm that both GPA and targeted environmental policies are crucial determinants in achieving green growth. Additionally, variables such as business sector expenditures for R&D, the share of renewable energy, per capita GDP, and population also contribute to green growth. These results highlight the importance of the stick-and-carrot approach as a key strategy and policy tool for sustainable development. The implications of these findings extend beyond Canada and hold valuable lessons for emerging and developing countries that predominantly rely on command-and-control regulations without adequate support. To effectively address the challenge of achieving green growth, a coordinated approach that combines targeted government spending and environmental policies, supported by innovation and renewable energy exploration, is essential. Overall, this study's findings have significant implications for environmental sustainability on a global scale.

1. Introduction

Policymakers around the world are currently tasked with achieving green growth: the challenging goal of achieving economic growth without causing environmental harm (OECD, 2017). Green growth can provide a low-carbon, resource-efficient economy while keeping the stock of natural capital stable and improving the quality of life (OECD, 2015). Environmental regulations along with targeted government spending can foster such growth in several ways, including investment in natural capital by correcting negative externalities and promoting eco-innovation and technological progress (Jacobs, 2012).

Government spending is one of the potent tools for addressing environmental challenges and shaping economic growth given the fact that government spending accounts for a significant proportion of GDP. For example, it ranges from 25% to 59% of GDP across OECD countries in 2021 (OECD, 2023). However, its effectiveness depends on the composition, scale, and targeted areas. For example, public spending on research and development can play a pivotal role in driving green economic growth. But the relationship between public spending and

environmental outcomes is complex and context-dependent, requiring careful consideration in policy formulation (Ullah et al., 2021; Khan et al., 2021).

A body of literature examines the relationship between fiscal spending and environmental quality without having any consensus. For example, some studies, who focused on the direct effect of public spending on environmental degradation, find a positive relationship (Kamal et al., 2021; Yuelan et al., 2019; Le and Ozturk, 2020). On the other hand, other studies demonstrate that government spending decreases environmental degradation (Ozyilmaz et al., 2022; Zeraihi et al., 2021; Ullah et al., 2021; Khan et al., 2021).

Looking at the composition and technical effect of fiscal spending, some of the previous studies conclude that some categories of fiscal spending improve environmental quality (Hunja et al., 2023; Huang et al., 2022; Jin et al., 2022). However, the association between different components of government spending and environmental quality has not been analyzed systematically. Previous literature investigating the correlation between government spending and environmental quality has overlooked the impact of targeted public spending aimed at reducing

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<https://doi.org/10.1016/j.jclepro.2023.140391>

Received 13 September 2022; Received in revised form 29 October 2023; Accepted 24 December 2023

Available online 29 December 2023

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The effectiveness of environmental protection policies on greenhouse gas emissions

TRU Authors: Dr. Belayet Hossain, Dr. Laura Lamb

Carbon dioxide and other greenhouse gas (GHG) emissions produced by humans significantly influence climate and weather patterns contributing to climate change globally, making this one of the world's most pressing issues. While the Canadian government actively participates in global climate change forums and commits to reduce emissions, it continues to face challenges meeting set goals. To assess the effectiveness of Canadian environmental protection policies on GHG emissions across provinces, Dr. Belayet Hossain, Dr. Laura Lamb and their co-author assess private and public sector expenditures on environmental protection as an indirect measure of policy stringency, in addition to province-specific policies. Unlike past research, the authors measure the effect of policy stringency with public and private sector spending on environmental protection by incorporating them into the stochastic STIRPAT model that specifies environmental impacts as the multiplicative product of population, affluence and technology. With this data, the authors illustrate that provinces with greater private and public spending on environmental protection have experienced a greater reduction in GHG emissions in the long run compared to provinces with relatively less spending in these areas. Findings further indicate that over time, emissions were greatly reduced by province-specific policies such as Ontario's coal phase-out and British Columbia's carbon tax. The authors suggest that developing more stringent policies focusing on both public and private sector expenditure on environmental protection in addition to carbon pricing policies, can reduce GHG emissions in Canada and other countries.

Aziz, N., Hossain, B. & Lamb, L. (2024). "The Effectiveness of Environmental Protection Policies on Greenhouse Gas Emissions." *Journal of Cleaner Production*. Elsevier. <https://doi.org/10.1016/j.jclepro.2024.141868>

Journal of Cleaner Production 450 (2024) 141868



The effectiveness of environmental protection policies on greenhouse gas emissions

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ARTICLE INFO

Handling Editor: Giovanni Baiocchi

JEL classification:

Codes: C25

Q51

Q52

Q53 & Q58

Keywords:

GHG emissions

Environmental protection

Carbon pricing

Cap-and-trade

Coal phase-out

Government

Aid business expenditure

STIRPAT model

Canadian provinces

ABSTRACT

In Canada, greenhouse gas (GHG) emissions continue to remain high despite the federal government's commitment to reduce GHG emissions. Environmental policy across Canadian provinces has largely lacked consistency with some provinces implementing targeted policy such as carbon taxes while others have strongly resisted the federal government's attempts to encourage such policy. This study examines the impact of environmental policy on GHG gas emissions across Canadian provinces with policy uniquely measured by public and business sector spending on environmental protection as well as notable province-specific policies. An extended STIRPAT model is specified with the inclusion of proxies for environmental policy using panel data from Canada's ten provinces from 1995 to 2019. The cointegration and the error correction modelling approaches are employed to estimate the non-stationary panel data. A pooled mean group estimation is applied to provide short run and long run coefficients. The findings indicate that although per capita GDP is the main driver of GHG emissions in Canada, environmental policy has a significant mitigating effect, as shown by the negative association between emissions and private and public sector spending on environmental protection in the long run. Furthermore, provinces with targeted policies, such as Ontario's coal phase-out and British Columbia's carbon tax, experienced significant emissions reductions. The theoretical implication is the successful addition of policy variables to the STIRPAT model, providing the model a new application for future research.

1. Introduction

Carbon dioxide and other greenhouse gas (GHG) emissions produced by humans are a major contributor to climate change, making it one of the world's most pressing issues. Greenhouse gases encompass various gases such as carbon dioxide, methane, nitrous oxide, and certain synthetic chemicals. These gases capture a portion of the Earth's outgoing energy, leading to the retention of heat in the atmosphere. This additional heat disrupts the balance between solar energy received and Earth's emitted energy, consequently influencing climate and weather patterns at both global and regional levels (United States Environmental, 2023). Globally, the quantity of carbon dioxide (CO₂) emissions, the main driver of GHGs, has risen from 3.5 billion tonnes in 1920 to 35.2 billion tonnes in 2020, an increase of 8.9% annually (Our World in Data, 2022). In many countries in the global north, the largest aggregate increase in CO₂ emissions occurred during the period from 1900 to 1950, particularly in North America with a 238% increase in the U.S.

and a 647% increase in Canada. Total emissions continued to rise from 1950 to 2000, albeit at lower rates (137% in the U.S. and 268% in Canada). Since 2000, the aggregate CO₂ emissions in the U.S., Canada and other countries in the global north have begun to fall, as the world emissions continue to rise due to economic growth in previously underdeveloped regions. (Our World in Data, 2022).

In 1990, the inaugural assessment report from the Intergovernmental Panel on Climate Change (IPCC) cautioned that emissions from human activities were significantly increasing concentrations of GHGs leading to worldwide calls for an international treaty, which led to the adoption of the UN Framework Convention on Climate Change in 1992 at the Earth Summit in Rio de Janeiro, Brazil (UK House of United Kingdom Parliament House of Commons, 2020). Further negotiations to strengthen the commitments led to the adoption of the Kyoto Protocol in 1997 which for the first time set binding GHG reduction targets for industrialized countries leading to emissions reductions for those countries. The Doha Amendment extended the Kyoto commitments until

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<https://doi.org/10.1016/j.jclepro.2024.141868>

Received 19 June 2023; Received in revised form 17 March 2024; Accepted 21 March 2024

Available online 24 March 2024

0959-6526/© 2024 The Authors. Published by Elsevier Ltd. This is an open access article under the CC BY-NC-ND license (<http://creativecommons.org/licenses/by-nc-nd/4.0/>).

Budding with ERP: Information and operations management challenges in a nascent industry

TRU Author: Dr. Mohsin Jat

Timely analysis of data and information for Operations and Supply Chain Management (OSCM) can be a game changer in today's competitive and complex business environment. In this paper, Dr. Mohsin Jat and co-authors use a case study to introduce the interface between OSCM and information systems as an integral aspect of successful and profitable business practice. Specifically, the case study highlights the limitations of a rudimentary spreadsheet information system, the benefits and challenges of Enterprise Resource Planning (ERP) system implementation and the important steps required to ensure successful implementation of an ERP system. The authors examine Budding-SK (the case company as it is referred to in this paper), a fast-growing Canadian cannabis production business, which was struggling with its information management system in a nascent industry that faced strict and timely regulatory requirements. The case of Budding-SK reports how a deficient information management system can impede OSCM and scalability. This case study was primarily developed for use in OSCM courses to highlight the role of information management in operational efficiency and scalability. The authors explain that it's integral for business students to recognize OSCM and information management as an interconnected area due to the crucial role data and information have in OSCM decision making.

Jat, M., Monette, J. & Kang, P. S. (2024). "Case Article – Budding with ERP: Information and Operations Management Challenges in a Nascent Industry." *INFORMS Transactions on Education*. Informs PubsOnLine.
<https://doi.org/10.1287/ited.2023.0026ca>



INFORMS TRANSACTIONS ON EDUCATION
Articles in Advance, pp. 1–8
ISSN 1532-0545 (online)

Case Article

Budding with ERP: Information and Operations Management Challenges in a Nascent Industry

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Received: May 7, 2023

Revised: February 22, 2024

Accepted: April 19, 2024

Published Online in Articles in Advance:

June 5, 2024

<https://doi.org/10.1287/ited.2023.0026ca>

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Abstract. The role of analytics in operations and supply chain management (OSCM) has gained significant importance due to the decision-making complexities in the current business environment. The effectiveness of most analytical approaches, in turn, relies on access to timely and accurate data and information. Hence, it is essential for OSCM students to understand the underlying processes and dynamics of information management, for which enterprise resource planning (ERP) systems have become a standard. This case study can be a useful resource for introducing the critical interface between OSCM and information systems. The case study aims to facilitate learning on (1) the limitations of a rudimentary and disconnected information system, (2) the benefits and challenges of ERP implementation, and (3) the important steps to ensure a successful implementation of an ERP system. It provides an interesting context of a fast-growing agribusiness producing regulated products in Canada. The case study has been used in OSCM and management information systems (MIS) courses in two Canadian public Universities.

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Funding: This work was supported by Mitacs [Grants IT28747 and IT32722].

Supplemental Material: The Teaching Note and data files are available at <https://www.informs.org/Publications/Subscribe/Access-Restricted-Materials>.

Keywords: information management • analytics • operational efficiency • process improvement

1. Introduction

Operations and supply chain management (OSCM) is a broad domain encompassing several related activities spanning from supply acquisition to demand fulfillment. Effective management of these activities is based on modeling and analysis techniques adapted from the operations research (OR) toolkit. Over the last two decades, the trajectory of the OSCM field toward analytics has gained significant momentum (Gorman and Klimberg 2014). This can be linked to the realization that the complexities and challenges in the field require sophisticated data-harnessing approaches beyond the conventional OR techniques (Kalaitzi and Tsolakis 2022). However, such approaches rely on the capability to have instantaneous access to large amounts of data through an information system. This signifies the importance of understanding the main issues in information system use and implementation for OSCM learners. In pursuit of developing this understanding, many

analytics-focused programs provide strong coverage of management information systems (MIS) blended with modern techniques of OR and statistics (Gorman and Klimberg 2014).

ERP systems epitomize contemporary information management. These systems integrate a firm's business functions around a common database and provide overall visibility through firm-wide real-time information with interfaces to suppliers and customers (Jacobs and Chase 2019). Nonetheless, many organizations rely on spreadsheets for managing and using the information as ERP systems are resource extensive. Academic programs on analytics have also traditionally focused on spreadsheet modeling (Grossman 2006, Leong and Cheong 2008, Ramani et al. 2023). It is, however, essential for OSCM learners to know the limitations of spreadsheets and the advantages of ERP systems for operations planning.

Despite the advantages, there are several challenges and pitfalls in adopting, implementing, and using an

Carbon intensity, default risk and investors' attention to environment: Evidence from South Korea

TRU Author: Dr. Yong Joo Kang

While climate change is a well-known environmental danger, it's a lesser-known danger to the financial stability of individual businesses, organizations and the entire global economy. This economic danger spawned from public outcries over dramatic increases in natural disasters. Governments listened to these protests, and policymakers began creating tougher regulations to limit the environmental impact of business. As a result, investors began focusing more attention on corporate social responsibility and environmental, social and governance (ESG) activities. This increased attention has become a determinant of not only firm value and cost of capital but also for firm default risk. In their recent paper, Dr. Yong Joo Kang and his co-authors investigate the relationship between firm environmental risk exposure, or carbon intensity, and default risk for South Korean firms. Using three different carbon emissions variables as proxy measures for carbon intensity and Merton's distance-to-default as a measure of firm default risk, the authors found evidence of a negative relationship between carbon intensity and the distance-to-default, which indicates that investors in South Korean equities associate higher carbon intensity with higher firm default risk (shorter distance-to-default). The authors also utilize foreign ownership of South Korean equities to examine the role of investor attention to environmental issues on this relationship. The authors found that increased investor attention to environmental issues (higher foreign ownership) leads to an increase in the negative association between carbon intensity and the distance-to-default.

Park, D., Kang, Y.J. & Lee, J.Y. (2023). "Carbon Intensity, Default Risk, and Investors' Attention to Environment: Evidence from South Korea." *International Review of Economics and Finance*. Elsevier.
<https://doi.org/10.1016/j.iref.2023.07.023>



Carbon intensity, default risk, and investors' attention to environment: Evidence from South Korea

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ARTICLE INFO

Jel classification:
G30
G32
G54

Keywords:
Carbon intensity
Carbon emissions
Default risk
Distance to default
Investor attention

ABSTRACT

We investigate the relationship between carbon intensity and default risk for South Korean firms and examine the role of investor attentiveness to environmental issues on this relationship. Using carbon emissions and Merton's distance-to-default, we find that carbon intensity is significantly negatively associated with the distance-to-default and that the negative association strengthens when foreign ownership is high. Furthermore, we find that default risk for firms subject to the South Korean emissions trading system increased after its adoption. Our results are robust to different default risk proxies and highlights the negative impact carbon intensity has on default risk for South Korean firms.

1. Introduction

Climate change is now considered to be an immediate danger not only to our environment but also to firm sustainability and the global economy. The increasing frequency of natural disasters have resulted in public outcries urging governments to take decisive action against global warming and slow the pace of climate change. All of this has not been overlooked by governments, as evidenced by the 2015 Paris Climate Agreement, which set international targets for emissions reductions and resulted in a pledge by 196 countries to take concrete steps to limit the global average temperature rise to a maximum of 1.5 °C. Consequently, policymakers have also put in place tougher regulations to limit the environmental impact resulting from firm activity. For example, South Korea implemented the Emissions Trading System (ETS) in 2015, which not only made it mandatory for high carbon emitting firms to disclose their carbon emissions but to also adhere to specified emissions thresholds. Such actions have led to increased investor focus on issues related to corporate social responsibility (CSR) and environmental, social, and governance (ESG) activities and gave rise to a movement towards green investing and the exclusion of sin stocks. From an academic standpoint, heightened attention to environmental risk by governments and investors have influenced firms' decision-making and emphasized its importance as a determinant of firm value and cost of capital.

The main purpose of our study is to investigate the relationship between firm environmental risk exposure, or carbon intensity, and default risk for South Korean firms. Although numerous studies on climate-related risk and its effect on firm value and cost of capital have been conducted (Park & Noh, 2017; Venturini, 2022; Chava, 2014), there are relatively fewer studies examining the relationship between carbon footprint or intensity and firm default or credit risk. With the exception of two studies (Capasso et al., 2020; Kabir

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<https://doi.org/10.1016/j.iref.2023.07.023>

Received 23 October 2022; Received in revised form 24 March 2023; Accepted 20 July 2023

Available online 24 July 2023

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Global contagion of US COVID-19 panic news

TRU Author: Dr. Yong Joo Kang

The COVID-19 pandemic impacted life profoundly, however some of its detriment was not due to the virus itself but the contagion of information that elicited drastic and, in some cases, skewed international responses. Evidence of this can be seen in the similarities of global stock market responses during the pandemic, despite the unrelated severity of COVID-19 infection experienced by each country. Dr. Yong Joo Kang and his co-authors investigated the contagion of COVID-19 information from the US to the local stock markets of 48 countries and examined the channels of this contagion during the onset of the pandemic. To measure their data, the authors used the sentiment-based RavenPack Coronavirus Panic Index, which measures the real-time level of news chatter referring to panic, fear or hysteria conveyed in the media about COVID-19 for over 200 countries using global news sources. Results indicate that a 1% increase in US COVID-19 panic news lowered local stock returns by 1.44%. Dr. Kang and his co-authors provide strong evidence of the significant role the US played in the determination of local stock market returns during the pandemic. Findings further indicate that the main driver of this global contagion of US COVID-19 panic news to local markets during the pandemic was in fact related to information asymmetries, specifically the differences in opinion between local and foreign investors.

Kang, Y.J., Park, D. & Eom, Y.H. (2024). "Global Contagion of US COVID-19 Panic News."
Emerging Markets Review. Elsevier.
<https://doi.org/10.1016/j.ememar.2024.101116>



Global contagion of US COVID-19 panic news

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ARTICLE INFO

JEL classifications:
C33
G01
G10
G15
G41

Keywords:
COVID-19
Pandemic
Panic index
Sentiment
Contagion

ABSTRACT

We investigate the contagion of US COVID-19 panic news, measured by the sentiment-based RavenPack US Panic Index, on the local stock market returns of 48 countries. Local stock market returns are found to be more significantly negatively associated with the US panic news than local panic news. Our results show that a 1% increase in the US Panic Index reduces local stock returns by 1.44%. The result holds for regional and subregional groupings and are robust to alternative measures of COVID-19 information. Furthermore, our contagion channel analysis shows that the differences of opinion channel is the key contagion transmission channel from the US to local markets. This alludes to the investor behavior contagion view, and not the fundamental contagion view, being the main driver of global contagion during the pandemic.

1. Introduction

The 2019 coronavirus (COVID-19) pandemic was a major destabilizing event for global stock markets in 2020. Following the identification of the novel virus in late December 2019, the virus spread quickly, with cases and deaths reported globally by late February 2020. Acknowledging the severity of COVID-19, the World Health Organization (WHO) declared COVID-19 a pandemic on March 11, 2020.¹ While fears of a catastrophic global economic recession led to unprecedented responses by governments worldwide, the intensity of COVID-19 infection among countries varied greatly from country to country. For example, although the cumulative number of confirmed cases per million population in the US (27,180) on October 31, 2020, was similar to that in Brazil (25,838), Spain (24,969), and the United Kingdom (15,049), other countries such as Australia (1,065), Singapore (10,638), and South Korea (514) experienced significantly less severe spread.²

Despite significant cross-country heterogeneity in the timing, spread, and government response to COVID-19, there was noticeable co-movement in global stock markets. For instance, the average correlation of weekly stock returns among global stock markets increased by 1.9 times during the pandemic, from 0.37 for the pre-pandemic 2017 to 2019 period to 0.68 for the post-pandemic January to October 2020 period.³ Looking at individual countries with a less severe spread of COVID-19, the correlation between

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¹ WHO's COVID-19 response timeline (<https://www.who.int/emergencies/diseases/novel-coronavirus-2019/interactive-timeline>).

² Cumulative number of confirmed cases per million population for each mentioned country, obtained from the John's Hopkins University Center for Systems Science and Engineering (JHU CSSE) COVID-19 data repository (<https://github.com/CSSEGISandData/COVID-19>), is shown in parenthesis.

³ Based on 48 of the 50 countries in the MSCI All Country World Index (excluding Hong Kong and Kuwait).

<https://doi.org/10.1016/j.ememar.2024.101116>

Received 5 October 2023; Received in revised form 29 January 2024; Accepted 1 February 2024

Available online 4 February 2024

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Examining payday loan utilization among households with mainstream credit access

TRU Author: Dr. Laura Lamb

The endemic increase in financial instability among Canadian households, due to high inflation and rising interest rates, has led many Canadians to access high-cost payday loans in order to cover basic living expenses and the rising cost of debt itself. While it's commonly believed that payday loan clients live in poverty with unsustainable debt, the current truth is: many have healthy incomes and access to credit and liquidity. In her recent study, Dr. Laura Lamb examines the sociodemographic and financial characteristics of households with access to mainstream credit, and attempts to understand why they choose high-cost payday loans instead. Lamb used probit models to examine the sociodemographic and financial indicators associated with payday loans based on data from Statistics Canada's Surveys of Financial Security (2016). From this, findings indicate that despite the problems associated with payday loans, their use has risen over time, with households dealing with financial instability being the most likely to use them. Considering the current economic environment of high interest rates and high levels of household debt, Lamb suggests policymakers should offer solutions tailored to the specific needs of different types of payday loan users based on the distinguishing sociodemographic and financial characteristics of payday loan user households uncovered by this research.

Lamb, L. (2024), "Examining Payday Loan Utilization Among Households with Mainstream Credit Access." *Journal of Financial Economic Policy*. Emerald Insight.
<https://doi.org/10.1108/JFEP-08-2023-0242>

The current issue and full text archive of this journal is available on Emerald Insight at:
<https://www.emerald.com/insight/1757-6385.htm>

JFEP
16,3

330

Received 30 August 2023
Revised 27 January 2024
Accepted 27 January 2024

Examining payday loan utilization among households with mainstream credit access

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Abstract

Purpose – This study aims to gain insight into the motivations behind the decision to use high-cost payday loans by households who possess mainstream credit and to determine whether this behavior has changed over time.

Design/methodology/approach – Using data from Statistics Canada's Surveys of Financial Security, probit models are used to examine the sociodemographic and financial indicators associated with payday loan use.

Findings – The analysis uncovers the sociodemographic and financial characteristics of payday loan-user households with access to lower-cost short-term loans. The findings indicate that the likelihood of payday loan use has risen over time. Additional analysis reveals that indicators of financial instability are positively associated with payday loan use among this group.

Research limitations/implications – This research highlights the dichotomy of payday loan users and recommends policymakers tailor solutions to the specific needs of different types of payday loan users.

Practical implications – This research highlights the distinguishing sociodemographic and financial characteristics of payday loan user households and recommends policymakers tailor solutions to the specific needs of different types of payday loan users.

Originality/value – This is the first study, to our knowledge, to focus analysis on payday loan use of those with access to lower-cost short-term credit alternatives in Canada and to include measures of financial instability in the analysis. This research is timely given the current economic environment of high interest rates and high levels of household debt.

Keywords Financial instability, Short-term loans, Payday loans, Life cycle hypothesis, Predatory lending, Public policy, Canada

Paper type Research paper

1. Introduction

It is commonly believed that payday loan clients live in poverty with unsustainable debt; however, in fact, they are far from a homogeneous group, as many have healthy incomes and access to mainstream sources of credit and liquidity (Financial Consumer Agency of Canada, 2016). Canadian data reveals that 60% of payday loan clients have credit in the form of a credit card or line of credit from a mainstream banking institution (Statistics Canada, 2017b). This research examines the sociodemographic and financial characteristics of households with access to mainstream short-term loans who use payday loans.

This research endeavors to understand why those with credit cards or lines of credit use relatively more expensive payday loans and whether this behavior has changed over time. Most past research on payday loan use in Canada has studied payday loan clients in aggregate (Buckland, 2018; Simpson and Buckland, 2009; Simpson and Islam, 2018), except for a sparse area of literature on specific populations such as Canada's indigenous

The author extend his sincere gratitude to the anonymous reviewers for their invaluable feedback and constructive comments, which significantly improved this manuscript.



Journal of Financial Economic
Policy
Vol. 16 No. 3, 2024
pp. 330-347
© Emerald Publishing Limited
1757-6385
DOI: 10.1108/JFEP-08-2023-0242

Managing the Canada-China political relationship in an Indo-Pacific era

TRU Authors: Dr. Che-Hui Lien, Dr. Robert Hanlon

In this paper, Dr. Che-Hui (Eric) Lien and Dr. Robert Hanlon outline the risk and opportunity for managing an increasingly complex Canada-China bilateral relationship. The authors argue that competitive pluralism and divergent political agency have led to increased tension and confusion on how Canada can build effective tactics for strengthening its relationship with China. By drawing on social constructivism as a way to explain how the current diplomatic crisis unfolded, the authors call for new and creative approaches to help navigate this political relationship through socio-economic connections. For example, “strategic and selective engagement” provides room for business relationships that would prove mutually beneficial for both Canada and China while allowing the governments of both countries to confidently advocate their values without risking a political relationship. Lien and Hanlon suggest that it is in Canada’s national interest for all levels of government and businesses to develop long-term strategies aimed at working with China as the Indo-Pacific region is full of opportunities that must be navigated carefully. The authors acknowledge that human rights will always be of concern for Canadians, but they also suggest that the Canadian government must consider adopting diplomatic and mediation techniques that can maintain trade relationships while balancing values and interests.

Hanlon, R. & Lien, C.-H. (2023). “Managing the Canada-China Political Relationship in an Indo-Pacific Era.” *Canadian Political Science Review*. Open Journal Systems. <https://doi.org/10.24124/c677/20231872>

Canadian Political Science Review Vol. 17, No. 1, 2023, 98-115
ISBN (online) 1911-4125 Journal homepage: <https://ojs.unbc.ca/index.php/cpsr>

Article

Managing the Canada-China Political Relationship in an Indo-Pacific Era

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Abstract

This paper outlines the risk and opportunity for managing an increasingly complex Canada-China bilateral relationship. As we argue, competitive pluralism and divergent political agency has led to increased tension and confusion on how Canada can build effective tactics for strengthening its relationship with China. To show this, we draw on the concept of social constructivism as a substantive theory for explaining how the current diplomatic crisis unfolded while calling for new and creative approaches for navigating the political relationship through socio-economic connections. We further contend that it is in Canada’s national interest for all levels of government and business actors to develop long-term strategies for working with the world’s second largest economy. Embracing political and economic pragmatism serves both Canada’s vital interests and values while offering a window on how to live with authoritarian China. We conclude with several policy recommendations for working with China through Canada’s Indo-Pacific Strategy framework.

Résumé

Cet article décrit le risque et l’opportunité de gérer une relation bilatérale Canada-Chine de plus en plus complexe. Comme nous le soutenons, le pluralisme concurrentiel et l’agence politique divergente ont entraîné une tension et une confusion accrues sur la façon dont le Canada peut élaborer des tactiques efficaces pour renforcer ses relations avec la Chine. Pour le montrer, nous nous appuyons sur le concept du constructivisme social en tant que théorie de fond pour expliquer comment la crise diplomatique actuelle s’est déroulée tout en appelant à des approches nouvelles et créatives pour naviguer dans la relation politique à travers les connexions socio-économiques. Nous soutenons en outre qu’il est dans l’intérêt national du Canada que tous les niveaux du gouvernement et les intérêts divers des commerces élaborent des stratégies à long terme pour travailler avec la deuxième plus grande économie du monde. Adopter le pragmatisme politique et économique sert à la fois les intérêts vitaux et les valeurs du Canada tout en offrant une fenêtre sur la façon de vivre avec la Chine autoritaire. Nous concluons avec plusieurs recommandations politiques pour travailler avec la Chine dans le cadre de la Stratégie indopacifique du Canada.

Keywords: Canada, China, Indo-Pacific, Agency, Foreign Policy, Business, Diplomacy

Mots-clés : Canada, Chine, Indo-Pacifique, Agence, Politique étrangère, Affaires, Diplomatie (Hanlon and Lien)

Introduction

In December 2021, the Canada China Business Council released its latest survey offering a sobering account of perceptions held by the private sector for doing business in China. The report’s findings balance between potential opportunities for growth while accepting the serious challenges brought on by a challenging political environment and a deadly global pandemic (CCBC 2021). There is little doubt that Canada’s detention of Huawei CFO Meng Wanzhou along with China’s subsequent arrests of Michael Kovrig and Michael Spavor derailed bilateral relations between the two countries while Covid-19 disrupted supply chains and shut borders. These stresses have placed extraordinary pressure on Canadian businesses operating in China looking to leverage the ‘Canada’ brand (CCBC 2021) while

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Effects of internal forced displacement on crime: Evidence from Colombia

TRU Author: Dr. Juan-Felipe Mejía

Internal conflict and criminal networks in Colombia have operated for over five decades resulting in profound socio-economic challenges including internal forced displacement affecting approximately eight million Colombians. A recent paper by Juan-Felipe Mejía and his co-authors, studies the relationship between internal forced displacement and crime rates in Colombian municipalities from 2003 to 2016. The paper uses spatial patterns to study crime, which allows the authors to capture the dynamics of this relationship across time and space. The results reveal significant associations between forced displacement and certain types of crime suggesting that individuals in adverse socio-economic conditions are more prone to commit these crimes. For example, farmers with no formal education represent most of the displaced people entering cities. These individuals arrive after losing their possessions and often their dignity and, as a result, need fast incomes. Often, the easiest way for these people to gain money is through illegal methods. It is clear from this scenario, that displacement can create an increase in crime. The authors suggest that in response, governments can focus their efforts on establishing opportunities for this vulnerable population by creating social and economic programs to reduce the adverse conditions of the areas they are forced to migrate to. By using spatial analysis to understand the interaction between migration and crime, policymakers can create informed interventions and community initiatives to address the repercussions of internal migration on crime dynamics.

Sánchez-Saldarriaga, A., Toro, C. G., Velásquez, H. & Mejía, J. F. (2024). "Effects of Internal Forced Displacement on Crime: Evidence from Colombia." *Lecturas de Economía*. Universidad de Antioquia.
<https://doi.org/10.17533/udea.le.n101a353012>

Effects of Internal Forced Displacement on Crime: Evidence from Colombia

Andrés Sánchez-Saldarriaga^a, Catalina Gómez-Toro^b, Hermilson Velásquez^c and Juan Felipe Mejía-Mejía^d

Introduction. –I. Literature Review. –II. Empirical Strategy. –III. Estimations Results. –Conclusions. –Appendix. –Ethics Statement. –References.

Original manuscript received on 11 March 2023; final version accepted on 09 January 2024

Introduction

Forced displacement, characterized as a rapid and unexpected form of migration, has emerged as a profound consequence of territorial control strategies and attacks on civilian populations by armed illegal and criminal groups (Roche-Villarreal, 2012). Colombia has been beset by internal conflict and criminal networks affecting a staggering eight million people over five decades (InSight Crime, 2021; Unidad para las Víctimas, n.d.). The appropriation of essential resources by insurgents and criminals in the pursuit of territorial supremacy has led to the deprivation of welfare and property rights for the affected civilian population, exposing them to increased risks of permanent injuries and fatalities (Ibáñez, 2009; Téllez, 2021).

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Stock price reactions to reopening announcements after China abolished its zero-COVID policy

TRU Author: Dr. Alex Ng

Stock market reactions to post-COVID reopening announcements became crucial indicators for global economies striving for recovery after the pandemic. A recent study by Dr. Alex Wei Fung Ng and his co-authors, looks at the underexplored area of the effects of reopening announcements on stock market prices after the pandemic. Specifically, the study provides the first causal analysis of the effect of easing restrictions on Chinese firms' stock prices following the end of China's three-year, Zero-COVID policy. Utilizing regression-discontinuity design, the authors find that most relaxed measures had minimal or negative impact. However, it's of note that stock prices jumped 1.4% immediately after the full reopening announcement on Dec. 26, 2022, while there was a 1.6% increase in the stock prices of mainland China firms two months after reopening. However, in contrast to the sharp stock price decline triggered by the lockdown, the authors found that some reopening announcements did not increase the stock price at all. Additionally, they noted that stock price response to the complete reopening announcement made on Dec. 26, 2022, was also moderate, suggesting a longer recovery period and the necessity of rebuilding market confidence. This study provides insights for policymakers and researchers by exemplifying how reopening policies implemented over time can contribute to stock market recovery.

Chang, Z., Ng, A.W.F., Peng, S. & Shi, D. (2024). "Stock Price Reactions to Reopening Announcements After China Abolished its Zero-COVID Policy." *Humanities & Social Sciences Communications*. Springer Nature.
<https://doi.org/10.1057/s41599-023-02589-8>

Humanities & Social Sciences
Communications



ARTICLE



<https://doi.org/10.1057/s41599-023-02589-8> OPEN

Stock price reactions to reopening announcements after China abolished its zero-COVID policy

Zheng Chang¹, Alex Wei Fung NG², Siying Peng³ & Dandi Shi⁴

As global economies strive for post-COVID recovery, stock market reactions to reopening announcements have become crucial indicators. Though previous research has extensively focused on COVID's detrimental impact on stock markets, the effects of reopening remain underexplored. This study provides the first causal analysis of the effect of easing restrictions on Chinese firms' stock prices following the end of China's three-year Zero-COVID policy. Utilizing regression-discontinuity design, we find that most relaxed measures had minimal or negative impact. However, stock prices jumped 1.4% immediately after the full reopening announcement on December 26, 2022. Using a difference-in-differences approach, we also note a 1.6% increase in the stock prices of Mainland China firms relative to firms in other districts on the Hong Kong stock market two months post-reopening. Our findings offer key insights for policymakers and contribute significantly to academic discourse on the causal relationship between reopening policies and stock market performance.

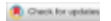
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Abandonment issues: A hazard analysis of high-performance work practices

TRU Author: Dr. Scott Rankin

North America's economy has shifted over the past three decades, veering away from capital-intensive manufacturing and instead towards human capital-intensive services and information technology. This shift has led to an increased investment in people, supported by the field of strategic human resources (Strategic HRM), which highlights the need to invest in employees through systems such as high-performance work practices (HPWPs). In his recent study, Dr. Scott Rankin uses a unique longitudinal panel survey of management practices conducted from 1999 to 2006 by Statistics Canada to examine the usage and abandonment of HPWPs over time. The study also examines organizational support for HPWPs. Rankin's analysis reveals high rates of HPWP abandonment however, he also indicates rates of abandonment can be reduced when HPWPs are accompanied by aligned business strategies and HR professional support. Essentially, many HPWPs, such as teamwork or long-term incentives, require long-term commitment in order for the desired investment into their employees to be successful. The concern highlighted by Rankin is that investments in HPWPs are often lost as most organizations abandon them before they can result in desired behavioural changes. This study suggests that HPWPs and HRM systems are fragile, demanding managerial support and alignment if they are to be maintained.

Rankin, S. (2023). "Abandonment Issues: A Hazard Analysis of High-Performance Work Practices." *Canadian Journal of Administrative Sciences*. Wiley Online Library. <https://doi.org/10.1002/cjas.1741>



Received: 6 July 2022 | Revised: 15 June 2023 | Accepted: 20 June 2023
DOI: 10.1002/cjas.1741

RESEARCH ARTICLE

WILEY

Abandonment issues: A hazard analysis of high-performance work practices

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Abstract

This study examines usage of high-performance work practices (HPWPs) over time using a unique longitudinal survey of Canadian organizations. Human resource management (HRM) studies tell us HPWPs require long-term commitment but rarely measure it. Using event history analysis this study finds high rates of HPWP abandonment. The study also examines organizational supports for high-performance work system (HPWS). A Cox regression analysis finds rates of abandonment are reduced when HPWPs are accompanied by aligned business strategies and HR professional support. The results inform process research on HRM strategies and raise troubling questions for findings in studies that fail to measure duration. For managers, the findings highlight the importance of ensuring strategic alignment with and organizational support for HPWPs if they are to endure.

KEYWORDS

event history analysis, high-performance work systems (HPWS), human resource management practices, strategic HRM, survival analysis

Résumé

Cette étude examine l'utilisation de pratiques de travail de haute performance (HPWP) au fil du temps à l'aide d'une enquête longitudinale unique auprès d'organisations canadiennes. Les études sur la gestion des ressources humaines (HRM) nous indiquent que les HPWP nécessitent un engagement à long terme, mais le mesurent rarement. Grâce à l'analyse de l'historique des événements, cette étude révèle des taux élevés d'abandon des HPWP. L'étude examine aussi les supports organisationnels pour HPWS. Une analyse de régression de Cox révèle que les taux d'abandon sont réduits lorsque les HPWP sont accompagnés de stratégies alignées et d'un soutien professionnel en HR. Les résultats éclairent la recherche sur les processus de stratégie de HRM et soulèvent des questions troublantes concernant les résultats d'études qui ne

This paper has not previously been published and is not under consideration for publication anywhere else.

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58 | *Can J Adm Sci.* 2024;41:58–76.

wileyonlinelibrary.com/journal/cjas

■ Thompson Rivers University: Balancing care and justice

TRU Authors: Melanie Reed, Dr. Scott Rankin

This case study – written by Dr. Scott Rankin, Melanie Reed and their co-author to provide material for class discussion – focuses on the president of Thompson Rivers University (TRU) in Kamloops, BC, and the backlash and scrutiny he faced in relation to how he handled a harassment and discrimination investigation into two of his senior leaders. In November 2021, two local media outlets released details of allegations that had been brought to the attention of TRU President Brett Fairbairn and the board of governors, months earlier. The case outlines public reactions and a timeline of events, as reported on TRU's public website and local news media, as well as social media posts from interested parties. Fairbairn was faced with a decision on how to respond to his varying stakeholders when his leadership and the vision of the university were at stake. The case illustrates the risks for managers when policies are missing key provisions or when actions are not taken consistent with an organization's policies and, in this case, its stated values. It uses these events to examine principles of fairness and justice in a complex bullying and harassment investigation, focusing on leader choices and actions and the implications of those for various stakeholders.

Reed, M., Rankin, S. & Woodwark, M. (2024). "Thompson Rivers University: Balancing Care and Justice." Ivey ID: W34888. Ivey Publishing.
<https://www.iveypublishing.ca/s/product/thompson-rivers-university-balancing-care-and-justice/01tOF00002c854YAA?tabset-a9da8=3>.

 IVEY | Publishing

W34888

THOMPSON RIVERS UNIVERSITY: BALANCING CARE AND JUSTICE¹

Melanie Reed, Scott Rankin, and Meredith Woodwark wrote this case solely to provide material for class discussion. The authors do not intend to illustrate either effective or ineffective handling of a managerial situation. The authors may have disguised certain names and other identifying information to protect confidentiality.

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Version: 2024-02-02

In the late evening of November 23, 2021, *Kamloops This Week*, a small regional newspaper in Kamloops, British Columbia, broke the news that for several months, the local university, Thompson Rivers University (TRU), had been investigating complaints against two of its senior executives for discrimination and harassment.² The newspaper had received a copy of a complaint submitted to the TRU Board of Governors on February 8, 2021, by a group of approximately thirteen anonymous employees and former. The group released the complaint because they had grown impatient with the University's response to a range of allegations of misconduct against the two senior administrators: Matt Milovick, the Vice-President Finance and Administration, and Larry Phillips, Associate Vice-President People and Culture. The complaints included allegations of sexual harassment, anti-Indigenous comments, and discriminatory conduct.

Within a week, the story was the talk of the campus and the community. As details surfaced in the media adding substance to the original story, a variety of reactions, calls to action, and messages of support for the complainants arose from the campus community and beyond. In the weeks and months that followed the public revelations, discontent and calls for action continued to accumulate on President Fairbairn's doorstep. By spring 2022, however, the campus community was still waiting for the investigation to conclude. And despite some minor changes to policy, the community lacked confidence and trust in Fairbairn's administration.

In March 2022, the TRU Board of Governors announced that the investigation would be delayed for at least another four months. But the ball was in President Fairbairn's court. Should he have stayed the course and continued with the Board of Governor process that had failed to resolve the situation or would he need to take a more active role to acknowledge the harm expressed by stakeholders, apologize for the delays, and demonstrate a level of care by engaging directly with those affected before the investigation was complete? The stakeholders' reaction clearly showed that Fairbairn's next actions would be scrutinized by not only the TRU and Kamloops communities but also the university community across Canada.

TRU: BC'S FAST-GROWING INTERIOR UNIVERSITY

The revelations in local and national media posed a significant problem for TRU's leadership and reputation. TRU was one of the largest employers in Kamloops, with 1,100 full-time employees, including 400 full-time tenured and tenure-track academic staff. Its sprawling campus, set in the hills of Kamloops where it overlooked the confluence of the North and South Thompson Rivers in British Columbia's Interior region, had grown in

The moderating role of trust on pro-environmental purchasing behaviour: The case of Malaysian consumers in North Malaysia

TRU Author: Muhammed Abdullah Shiban

Environmental and climate issues have increased over the years, affecting all areas of life including consumption and consumerism. As a result, consumer concern over environmental issues has led many people to seek greener products. This shift in behaviour has incentivized firms to create green labelled products that promise to, at least partially, reduce environmental issues. The recent study by Muhammed Abdullah Shiban and his co-authors investigates the influence of perceived value and environmental concern on Malaysian consumers' pro-environmental purchasing behaviour with trust as a moderating variable. A total of 394 respondents were interviewed in three states in North Malaysia. The authors found that perceived value has a significant relationship with pro-environmental purchasing behaviour, while environmental concerns do not. Their research further indicates that trust in the green concept moderates the relationship between the independent and dependent variables.

Shiban, M.A., Muhammad, N.M.N., Isa, F.M. & Alwi, S. (2023). "The Moderating Role of Trust on Pro-environmental Purchasing Behavior: The Case of Malaysian Consumers in North Malaysia." In: Mansour, N., Bujosa Vadell, L.M. (eds) Finance, Accounting and Law in the Digital Age. Contributions to Management Science. Springer Link. https://doi.org/10.1007/978-3-031-27296-7_32

The Moderating Role of Trust on Pro-environmental Purchasing Behavior: The Case of Malaysian Consumers in North Malaysia



Muhammed Abdullah Shiban , Nik Maheran Nik Muhammad , Filzah Md Isa , and Shaliza Alwi 

Abstract Over the years, consumers' concern over environmental issues increased, leading to many people seeking different solutions, such as changing their consumption behavior. Such a shift in behavior pushed firms to come up with products that are labeled green, and these green products promised to reduce environmental issues, at least partially. Nonetheless, many gaps in the stated scenario present themselves. From this dilemma, this study is introduced to investigate the influence of perceived value and environmental concern on Malaysian consumers' pro-environmental purchasing behavior with trust as a moderating variable. A total of 394 respondents were interviewed in three states in north Malaysia. The research used SPSS and PLS-SEM to analyze the collected data. The findings of this study showed that perceived value has a significant relationship with pro-environmental purchasing behavior, while environmental concerns do not. It also found that trust in its green concept moderates the relationship between the independent and dependent variables. This paper helps better understand the pro-environmental purchasing behavior of Malaysian consumers.

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N. Mansour, L. M. Bujosa Vadell (eds.), *Finance, Accounting and Law in the Digital Age*, Contributions to Management Science,
https://doi.org/10.1007/978-3-031-27296-7_32

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The devil in the air: Air pollution and dementia

TRU Author: Dr. Meng Sun

Worldwide, there are over 55 million people living with dementia and close to 10 million new cases annually. This is not only detrimental to the health and well-being of those suffering with dementia, but also to an already depleted global health care system and the global economy overall. In their recent paper, Dr. Meng Sun and his co-authors acknowledge that while there is no cure for dementia, there are lifestyle changes that may lower the risk. Specifically, their research investigates air pollution as a potentially modifiable risk factor for dementia. If a causal link exists between air pollution and dementia, Sun and his co-authors suggest that improving air quality can serve as a population-wide strategy to prevent or slow the disease. Additionally, they suggest the costs of implementing air quality improvement policies could be recouped through subsequent reductions in healthcare and societal expenses related to a decrease in dementia cases. The authors use the air pollution regulations implemented around the 2008 Beijing Olympic Games (BOG08) to explore the causality of air pollution and dementia. By estimating the effects of BOG08 regulations on air pollution and the prevalence of dementia in Beijing, the authors suggest these regulations not only had a positive effect on Beijing's air quality improvement, but also significantly reduced Beijing's dementia prevalence by 21.7 percentage points. Therefore, by improving air quality, the authors suggest dementia cases can be reduced resulting in fiscal savings of 0.21 to 28.10 billion US dollars, indicating significant health and economic advantages of air quality improvement measures.

Sun, M., Zhao, N. & Zheng, E. Y. (2024). "The Devil in the Air: Air Pollution and Dementia." *Journal of Environmental Economics and Management*. Elsevier. <https://doi.org/10.1016/j.jeem.2024.103020>



The devil in the air: Air pollution and dementia[☆]
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ARTICLE INFO

Keywords:
Dementia
Air pollution
Air pollution regulations
Particulate matter
Synthetic difference-in-differences

ABSTRACT

We study the causal relationship between air pollution and dementia prevalence. Leveraging the strict air pollution regulations implemented during the 2008 Beijing Olympics and employing a Synthetic Difference-in-Differences (SDID) approach, we find that a 1 $\mu\text{g}/\text{m}^3$ decrease in annual PM_{10} levels corresponds to a 0.82 percentage point reduction in dementia prevalence (equivalent to 2.39% of the mean). Analyses across demographics show a more pronounced impact on vulnerable groups. Moreover, an economic assessment suggests that a 10 $\mu\text{g}/\text{m}^3$ reduction in China's air pollution in 2010 could generate up to 2.36 billion US dollars in benefits due to a lower dementia prevalence. These results highlight the potential public health gains achievable through air pollution regulations.

1. Introduction

Dementia is the foremost global challenge in 21st-century health and social care (Livingston et al., 2017).¹ A recent report has estimated that more than 55 million people worldwide live with dementia, with over 60% of these individuals living in low- and middle-income countries, and there are nearly 10 million new cases each year. Furthermore, the total estimated worldwide cost of dementia in 2019 was 1.3 trillion US dollars, which represents 1.5% of the global GDP.² Unfortunately, there is no cure or medical means available for preventing dementia. Although epidemiological research indicates that lifestyle modifications can lower the risk of dementia (see some recommendations by WHO (2019)), not everyone is capable of making such changes. We still lack population-wide solutions for slowing the progression of dementia.³

[☆] The authors are ordered alphabetically and are collectively acknowledged as co-first authors in recognition of their equal contributions to this study. We thank Lihua Xu and Jie Zhong for their comments and suggestions. We also thank Shiyu Xie for her assistance in summarizing medical literature on dementia. Special thanks to Professor Xiaoguang Chen and Dr. Jing Gao for providing the supplementary data used in our analysis. We are very grateful to Professor Roger H. von Haefen (the editor) and three anonymous referees for their constructive comments that have significantly improved the article. All errors are our own.

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¹ Dementia is the seventh leading cause of death and is a major contributor to disability and dependency among older individuals worldwide. It is a general term used for a set of symptoms that are caused by disorders affecting the brain. Symptoms may include memory loss and difficulties with thinking, problem-solving, or language that are severe enough to reduce a person's ability to perform everyday activities. Alzheimer's disease is the most common type of dementia. Other types of dementia include vascular dementia, dementia with Lewy bodies, and frontotemporal dementia. Dementia mainly affects older people, although there is a growing awareness of cases that start before the age of 65.

² For more information about dementia, please refer to WHO Dementia Fact Sheets posted on March 15, 2023.

³ To tackle this pressing challenge posed by dementia to healthcare systems, communities, and families worldwide, the WHO recognized dementia as a public health priority and developed a Global Action Plan on Dementia in 2017. One of the seven action areas outlined in this plan is the

<https://doi.org/10.1016/j.jeem.2024.103020>

Received 22 March 2023

Available online 4 June 2024

0095-0696/© 2024 Elsevier Inc. All rights are reserved, including those for text and data mining, AI training, and similar technologies.

Risk perceptions about outdoor pet cats in a small city in the Interior of British Columbia

TRU Authors: Dr. Peter Tsigaris

Outdoor domestic cats pose a significant risk to small wildlife, especially birds. Experts within the fields of wildlife conservation and animal welfare are sounding the alarms, calling attention to the billions of small wildlife being killed annually by cats that have been allowed outdoors, unsupervised, by owners. In order to address the growing concern, Dr. Peter Tsigaris and TRU alum Denise King explore the risk perceptions of the impact outdoor pet cats have on local wildlife in addition to risks these pets themselves face. In this recent paper, the authors published results of an online survey conducted in Kamloops, BC. The survey represented 584 people, including 155 outdoor cat owners, 221 indoor cat owners and 208 non-cat owners. Results indicate a disparity of the perceived ecological impacts of outdoor cats. Specifically, outdoor cat owners view their cats as natural controllers of the rodent population while indoor cat owners and non-cat owners express concern over the impact outdoor pet cats may have on birds as well as potential property damage. The authors suggest their study emphasizes the need for a change in cat owner behaviour as well as region-specific rules to ensure animal conservation and pet safety while addressing the concerns of both pet and non-pet owners and conservationists. Based on their findings, King and Tsigaris further encourage wildlife conservationists, animal welfare organizations and municipal governments to work together to promote risk-mitigating behaviours and community improvements for outdoor pet cats.

King, D. & Tsigaris, P. (2024). "Risk Perceptions about Outdoor Pet Cats in a Small City in the Interior of British Columbia." *Pet Behaviour Science*. Cordoba University Press. <https://journals.uco.es/pet/article/view/16724>

2024 | Vol. 16 | 21 - 44

www.PetBehaviourScience.org

Risk Perceptions about Outdoor Pet Cats in a Small City in the Interior of British Columbia

Denise S. King¹, Panagiotis Tsigaris²

Abstract: This research aims to analyze and understand the perception of the risks pet cats impose on the environment and incur while outdoors in Kamloops, British Columbia. An online survey, influenced by past studies and tailored to the local circumstances, collected 584 valid responses, of which 155 were outdoor cat owners, 221 indoor cat owners, and 208 non-cat owners. It provides insight into the perceptions of 16 bidirectional risks for outdoor and indoor cat owners and non-cat owners. Two hypotheses—one comparing risk perceptions between cat owners and non-cat owners and the other between outdoor and indoor cat owners—drive this study. The study used Wilcoxon-rank and Mann-Whitney U tests to analyze risk perceptions from cat and non-cat owners. Gender, education, and freely roaming neighborhood cats were examined in ordered logistic regression models to detect the influence these may have on the various risks. The results demonstrate for the risks deemed as the highest that cats impose on the environment includes predation on mice/rats for owners of outdoor pet cats and property damages for indoor cat owners and non-cat owners. The risks cats incur includes getting hit by a car, going missing, and predation from coyotes for both cat and non-cat owners. The level of risk perception for the diseases cats imposes and incur continues to rate low. Female respondents perceive larger cat hazards, especially predation from coyotes, lynx, and cougars, than males. Respondents with post-secondary education see an increase in risk of cats' decreasing bird populations and an increased risk of wildlife illness susceptibility. Increased cats in a neighborhood impact bird populations and disease transmission. The study emphasizes the need for region-specific rules that balance animal conservation and pet safety and satisfy all stakeholders' concerns. Wildlife conservationists, animal welfare organizations, and municipal governments should work together to promote risk-mitigating behaviors and community improvements for outdoor pet cats, according to the findings.



UNIVERSIDAD DE CORDOBA

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Keywords: wellbeing; companion animals; human loss; emotion regulation

HIGHLIGHTS

- Pets provide support to their owners during times of grief by improving their emotional wellbeing and sense of connection, as well as regulating their emotions.
- High engagement activities, such as cuddling and exercising with the pet, have been found to be particularly beneficial during times of grief.
- Even incidental interactions with pets, such as simply being in their presence, have a positive effect.
- The bond between pet and owner is perceived to be important and offers low-effort, non-judgmental support, which is often preferred over human companionship.

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The global value of freshwater lakes

TRU Authors: Dr. Peter Tsigaris and Xingming Li

How does one determine the value of something that does not conventionally and explicitly have monetary value? In a recent paper, Dr. Peter Tsigaris and graduate student Xingming Li explore the idea of assessing the value of freshwater lakes globally. By reviewing previous research that assesses the monetary value of services provided by the freshwater lake biome, this study interprets the values and estimates freshwater lakes' global ecosystem services at 1.3 to 5.1 trillion US dollars annually. The authors also estimate the natural asset value of freshwater lakes at 87 to 340 trillion US dollars annually when a future increase in the standard of living is considered. However, the authors anticipate that continued environmental degradation – resulting from unsustainable development, population growth and industry – will result in a lowered future standard of living. This modifies freshwater lakes' value to 1,300 to 5,100 trillion US dollars. Contrary to conventional thinking, which reduces the monetary value of an asset that is not expected to increase in future profitability, the value of freshwater lakes that are being degraded due to human activity should be placed at a much higher monetary value due to scarcity and required protection of lakes as a “planetary life support system.” The authors explain that establishing a standard method to assess the monetary value of large-scale ecosystems, such as freshwater lakes, supports the conservation of nature, ecosystem restoration and sustainable land management decisions.

Li, X. & Tsigaris, P. (2024). “The Global Value of Freshwater Lakes.” *Ecology Letters*. Wiley Online Library. <https://doi.org/10.1111/ele.14388>

Received: 18 October 2023 | Revised: 7 February 2024 | Accepted: 8 February 2024
DOI: 10.1111/ele.14388

VIEWPOINT

ECOLOGY LETTERS WILEY

The global value of freshwater lakes

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Editor: Thad Scott

Abstract

Lakes face threats from human activities like unsustainable development, population growth and industrial technologies. These challenges impact the ecosystem services of lakes. Research has assessed the monetary value of services from freshwater biomes annually. This article reviews these values, estimating lakes' global ecosystem services to be within the region of USD 1.3–5.1 trillion annually. Their natural asset value is estimated at USD 87–340 trillion, comparable to the monetary value of global real estate, assuming a relatively high social discount rate to account for future increased standards of living. Considering environmental degradation, future generations may experience a lower living standard. Using a 0.1% discount rate, recognizing potential harm and aligning with indigenous values raises the lakes' value to USD 1300–5100 trillion, which is at least equal to the global monetary value of wealth created. This valuation is shared by all as a collective asset, unlike the skewed distribution of created wealth.

KEYWORDS

discounting, ecosystem services, intergenerational wealth, value of nature

INTRODUCTION

Lakes face significant challenges and threats from many of the main drivers defining the Anthropocene Era (Dodds et al., 2013; Heino et al., 2021). Homo sapiens have had an overwhelming impact on the planet's marine and terrestrial biomes through rapid, unsustainable economic development, population growth and technology invented and used since the industrial revolution (Folke et al., 2021; Steffen et al., 2011). Lakes are no exemption from such human stressors (Heino et al., 2021; Mueller et al., 2016). Climate change leads to acidification and eutrophication of water, foreign marine species invade freshwater lakes, and humans alter their morphology and reduce water levels. These profound reconfigurations negatively impact the functioning of the lakes' systems (Albert et al., 2021; Birk et al., 2020; Dudgeon, 2019; Smol, 2019). Lakes provide numerous ecosystem services to humans directly through provisioning, indirectly through cultural services and through regulating and maintenance services.

Most of the ecosystem services lakes provide are not directly traded on the market to estimate their scarcity through the price system, so assessing them poses difficulties (Reynaud & Lanza, 2017). As a result, methods have been developed to place a monetary value to these services assisting policymakers in addressing biodiversity and ecosystem degradation losses. Dodds et al. (2009) found that eutrophication of U.S. freshwaters has a cost of at least \$2.2 billion annually, with the most significant losses occurring on property values and recreational services.

Given the importance of measuring the monetary value of all our assets, be they physical, monetary or those that nature provides, valuation methods have been developed to support the conservation of nature, ecosystem restoration and sustainable land management decisions. A standard method to assess the monetary value of large-scale ecosystem services, such as the world's ecosystem services of biomes (e.g. lakes and rivers, open sea, wetlands, grasslands, etc.), is the benefit transfer method (Johnston et al., 2015; Johnston & Rosenberger, 2010).

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Ecology Letters, 2024, 27, e14388.
<https://doi.org/10.1111/ele.14388>

[wileyonlinelibrary.com/journal/ele](https://onlinelibrary.com/journal/ele) | 1 of 6

Reconstruction work awaits: Work identity in the aftermath of health-related career shock

TRU Author: Dr. Viktoriya Voloshyna

Career shocks are increasingly common, often triggered by labour market instability and increased work and life demands. Research shows that career shocks can profoundly impact an individuals' work identity and career progression while health-related career shocks are far more impactful being described as an individuals' "partial death." In this paper, Dr. Viktoriya Voloshyna and her co-authors use an in-depth case study to explore the stages and processes of work identity reconstruction following a major health-related career shock. At the centre of this study was a chief of human resources from a multinational firm who experienced a brain stroke and was subsequently unable to perform his job. This type of health-related career shock can lead to a loss of identity as the individual is forced to abandon their work identity and/or accept new identity standards. The authors explain that this often results in a negative, post-shock identity experience punctuated by ongoing uncertainty, periods of self-questioning and discontinuity. In order to maintain continuity and cope with uncertainty, individuals must adapt by redefining and reconstructing who they are. In their case study, the authors used research methods emphasizing experiential and lived data (phenomenological methods), which they collected at several points over 14 years. The authors conclude that coping responses including identity shedding and identity implanting, may allow individuals to escape a diminished work identity.

Suzanne, P. A., Voloshyna, V. & Zikic, J. (2023). "Reconstruction Work Awaits: Work Identity in the Aftermath of Health-related Career Shock."
Career Development International. Emerald Insight.
<https://doi.org/10.1108/CDI-04-2023-0099>.

The current issue and full text archive of this journal is available on Emerald Insight at:
<https://www.emerald.com/insight/1362-0436.htm>

CDI
28,6/7

816

Received 5 April 2023
Revised 9 October 2023
17 October 2023
Accepted 18 October 2023

Reconstruction work awaits: work identity in the aftermath of health-related career shock

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Jelena Zikic
York University, Toronto, Canada

Abstract

Purpose – This paper aims to explore the stages and processes of work identity reconstruction following a major health-related career shock.

Design/methodology/approach – In-depth case study and interpretive phenomenological methods are used to allow for deep reflective self-analysis of post-career shock stages. The paper explores the identity processes and stages a Chief of Human Resources of a multinational firm experienced after being deprived from his main working abilities as a result of a brain stroke.

Findings – Post-shock work identity stages and processes are identified, as long as the importance of identity threat, liminality, identity internalization and relational recognition in the reconstruction process. The findings propose new coping responses that may allow individuals to escape a diminished work identity; identity shedding and identity implanting.

Originality/value – While career shocks play a significant role in career development, there is currently little understanding of how career shocks may affect individuals' work identity or sense of self, particularly over time. The paper provides a nuanced understanding of this phenomenon, through process data collected at several points in time over a period of 14 years.

Keywords Careers, Work identity, Managers

Paper type Research paper

Introduction

Career shocks are increasingly common events in the contemporary work context, often triggered by ongoing labor market instability and increased work and life demands (Akkermans *et al.*, 2021a; Zhang *et al.*, 2022). Research shows that career shocks can profoundly impact individuals' work identity and career progression (Charmaz, 1995; Hole *et al.*, 2014; Nais *et al.*, 2021). However, health-related career shocks, in particular, are much less studied and have even been described as a "partial death" for the individual career actor (McCall, 2016, p. 2). Specifically, health-related career shocks may lead to the loss of certain salient identities due to major health challenges, forcing individuals to either abandon some work identities or accept new identity standards (McCall, 2016). These experiences frequently result in negative post-shock identity experiences.

Therefore, career shocks in general, and health-related ones specifically, may pose a form of identity threat, leading to ongoing uncertainty, periods of self-questioning and discontinuity (Akkermans *et al.*, 2021b). Identity threat typically pushes individuals into a liminality state, which is a period when the individual begins to exit an old role without yet possessing enough clarity about a new role (Ibarra and Obodaru, 2016). These experiences are often accompanied by some form of identity work, and most importantly, attempts at identity reconstruction. To maintain cognitive continuity and cope with such uncertainty, individuals start adapting by redefining and reconstructing who they are (Ashforth and



Career Development International
Vol. 28 No. 6/7, 2023
pp. 816-849
© Emerald Publishing Limited
1362-0436
DOI: 10.1108/CDI-04-2023-0099

Pre-employment mentoring programs and immigrant labor market integration

TRU Author: Dr. Hui Zhang

Whether escaping war-torn countries or seeking new opportunities, immigrants often begin their lives in a new country by seeking work, an element of financial security. While these newcomers may be highly capable and experienced in the jobs they worked so hard at in their home countries, they may face challenges succeeding in the same professions in their receiving country. In their recent paper, Dr. Hui (Vivi) Zhang and her co-author examine support interventions organized by Canada's federally funded immigrant-serving organizations (ISOs) to assist immigrant labour market integration. Specifically, the study critically examines the benefits and challenges of pre-employment mentoring programs by reviewing data collected from five such programs organized by two ISOs in Ontario. The authors found that despite potential benefits such as strengthening ISOs' relationships with employers and supporting immigrant employment, pre-employment mentoring programs fell short of meeting the varying needs of immigrants. Issues such as mentor-protégé mismatches, lack of commitment to mentoring relationships and unmet expectations result from the programs' reliance on volunteering and stakeholders' varying understandings and expectations of mentoring. The study reinforces ISOs' critical but constrained role in facilitating immigrants' success in the workforce. Findings further indicate that a data-driven, diversified, holistic and collaborative approach to pre-employment mentoring programs will result in a more successful integration of immigrants into the Canadian workforce.

Zhang, H. & Nardon, L. (2024). "Pre-employment Mentoring Programs and Immigrant Labor Market Integration." *Journal of International Migration and Integration*. Springer Link. <https://doi.org/10.1007/s12134-024-01137-w>

Journal of International Migration and Integration (2024) 25:1501–1524
<https://doi.org/10.1007/s12134-024-01137-w>



Pre-Employment Mentoring Programs and Immigrant Labor Market Integration

Hui Zhang¹ · Luciana Nardon²

Accepted: 24 February 2024 / Published online: 5 March 2024
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Abstract

Employment is one of the priorities for immigrants upon arrival in the receiving country. However, the job search process is often challenging, and structural barriers negatively impact the employment outcomes of immigrants. Facilitated by immigrant-serving organizations (ISOs), sometimes in partnership with employing organizations, pre-employment mentoring programs have emerged as a key intervention to facilitate immigrants' labor market integration in Canada. Drawing on semi-structured interviews and archival data, we critically examine the benefits and challenges of pre-employment mentoring programs. While beneficial for multiple stakeholders (e.g., immigrants, mentors, employers, and ISOs), pre-employment mentoring programs encounter a series of challenges, including mentor-protégé mismatches, perceived lack of commitment to the mentoring relationships, and unmet expectations. The programs' reliance on volunteering and stakeholders' varying understandings and expectations of mentoring contribute to these challenges, resulting in inconsistent mentoring outcomes. The study reinforces ISOs' critical but constrained role in facilitating immigrants' access to mentoring at the pre-employment stage. It also highlights the importance of understanding how contextual factors influence formal mentoring outcomes.

Keywords Mentoring · Pre-employment mentoring programs · Immigrant-serving organizations · Immigrant labor market integration

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GRADUATE THESIS AND PROJECT DEFENCES



Dr. Laura Lamb supervised **Amenah Aljazairi** on her project “Closing the Opportunity Gap: An Analysis of the Relationship Between Government Expenditure on Higher Education and Income Inequality” (Master of Business Administration, 2024).
Secondary supervisors: **Dr. Meng Sun** and **Dr. Li Zhang**.

Dr. Laura Lamb supervised **Albert Mbai** on his project “Impact of Higher Living Costs and Government Policy on Working on International Students’ Academic Performance” (Master of Business Administration, 2024).
Secondary supervisor: **Dr. Belayet Hossain**.

Dr. Laura Lamb supervised **Samikshya Paudel** on her project “Greenhouse Gas Inventory for Riversong Guitars” (Master of Science in Environmental Economics and Management, 2024).
Secondary supervisor: **Dr. Meng Sun**.

Dr. Bruce Martin supervised **Claire McLoughlin** on her thesis “An Accelerator’s Impact on Social Enterprise Scaling” (Master of Science in Environmental Economics and Management, 2024).
Secondary supervisor: **Dr. Salvador Barragan**.

Dr. Bruce Martin supervised **Tana Dagneau-Jones** on her thesis “A Goals-oriented Solution in Place-specific Approach: Addressing the Wicked Problems of Absent Missing Middle Housing in Kamloops, BC” (Master of Business Administration, 2024).
Secondary supervisor: **Dr. Cheryl Gladu**.

Dr. Scott Rankin supervised **Heather Bangma** on her project “Measuring Key Variables in an Employer-Sponsored Financial Literacy Program: What Considerations of Evaluation are Required?” (Master of Business Administration, 2023).
Secondary supervisor: **Dr. Yong Joo Kang**.

Dr. Stefania Strantza supervised **Garvit Chopra** on his project “Carbon Accounting for TRU North Tower Residence” (Master of Business Administration, 2024).
Secondary supervisor: **Dr. Meng Sun**.

Dr. Trent Tucker supervised **David Tran** on his project “Option Overload – Implementing AHP Decision Making at Millenni-X Transportation & Logistics” (Master of Business Administration, 2024).
Secondary supervisor: **Dr. Mohammad Mahbobi**.

Dr. Peter Tsigaris supervised **Deepak** on his project “Carbon Accounting for Frozen Paddle Ice Cream Business” (Master of Business Administration, 2023).
Secondary supervisor: **Dr. Meng Sun**.

Dr. Peter Tsigaris supervised **Xingming Li** on his project “Rental Cost and Homelessness” (Master of Science in Environmental Economics, 2023).
Secondary supervisor: **Dr. Meng Sun**.

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