The School of Business at Nipissing University may be described as a ‘boutique’ B-School emphasizing the undergraduate student experience. However, this report demonstrates that its faculty members are also engaged in the academic enterprise like their colleagues at much larger institutions. Indeed, this report demonstrates this activity is punctuated with current tri-council funding, peer-reviewed accolades, participation in national and international conferences and a record of published articles in leading journals. The fields of activity include sponsorship, mega-events (e.g. Olympic Games), nursing, the marketing of business programs and business education.

This document represents the inaugural report of scholarship activity in the School of Business. This is not a report of the research committee’s activities, but rather, a compilation of academic production by the faculty members themselves. The report provides a synopsis of journal publications, honours achieved, conference papers presented, service delivered to the academy, and funding awards granted in print during the calendar year of 2010. The report also provides an historical list of journals where faculty have published.

With an eye on 2011, the committee expects the scholarship activity to grow as the faculty grows and as more members make contributions to the knowledge base of business and management.

Referred Journal Articles


Awards

- **John Nadeau** (w/N. O’Reilly and L. Heslop) won an Honourable Mention Award in the Tourism and Sport Management Division at the 2010 Administrative Sciences Association of Canada Conference (May 22-25, Regina, Saskatoon) for the paper titled, “The Sponsor-Global Event Relationship: A Business-to-Business Tourism Marketing Relationship?”.

Conference Publications, Presentations and Other Scholarly Activity

- **David Hemsworth**, “Caregiving parents of children with life-limiting illnesses: Beyond stress and coping to growth,” (Network for Palliative Care: Boston, USA, 2010).
- **David Hemsworth** (w/S. Cadell), “Factors that Contribute to Personal Growth in Parent Caregivers of Children with Life-Limiting Illnesses: A Structural Equation Model,” (18th International Congress on Palliative Care: Montreal, Quebec, October 5-8, 2010).


Academic Reviewing and Other Service to the Academy


John Nadeau was Program Chair for the Marketing Division of the Administrative Sciences Association of Canada. Conference 2010.
1. External Funding and Contracts

David Hemsworth was awarded a three-year CIHR grant (2009-2012) for $348,000 to investigate stress and growth associated with caregiving and bereaved parents of children with life-limiting illnesses (co-investigator).

John Nadeau was awarded a three-year SSHRC grant (2008-2011) for $117,000 to examine the interaction of country images with the images of mega-events and their sponsors (primary investigator).

2. Internal Research Funding

David Hemsworth was awarded $10,000 to assist in the preparation of external grant applications to examine (1) innovation success, managerial risks and actions using a neural network approach and (2) Canadian perceptions of foreign policy and the role of ‘peace’.

David Hemsworth received funds to present a paper at the ASAC conference in Regina, Saskatchewan.

David Hemsworth received $7950 in a general publication support grant.

Glenn Brophy received funds to present a paper at the ISPI conference in Bilbao, Spain.

John Knox was awarded $5000 to stimulate an external grant application for his research program called “Eco-Certification as a Competitive Advantage”.

John Nadeau received funds to present a paper at the European Association of Sport Management in Prague, Czech Republic.

John Nadeau received $23,850 in general publication support grants.

Linda Piper was awarded $5000 over 3 years to assist in the development of an external grant application for research about student attitudes toward a triple bottom line orientation.

Natalya Brown was awarded $5000 to prepare an external grant application based on a research program about Settlement Services, Housing Gaps and Immigrant Success in Northern Ontario.

Natalya Brown received funds to present a paper at the Canadian Economics Association in Quebec City.

Natalya Brown and Linda Piper were awarded $1100 from the Dean of the Applied and Professional Schools to conduct research on the Common Book, Common Ground Project.

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Refereed Scholarly Journals Faculty Published at-a-Glance

- Annals of Tourism Research
- Asian Journal of Tourism and Hospitality Research
- Children and Youth Services Review
- Cognitive Therapy and Research
- International Journal of Logistics
- International Journal of Sport Finance
- International Journal of Sport Management and Marketing
- International Journal of Sports Marketing & Sponsorship
- International Journal of Supply Management
- Journal of Enterprise Information Management
- International Marketing Review
- Journal of Pediatric Nursing
- Journal of Palliative Care
- Journal of Strategic Marketing
- Journal of Sport Management
- Memory & Cognition
- Supply Chain Management
- The Canadian Journal of Psychiatry
- Total Quality Management & Business Excellence