Thompson Rivers University campuses are located on the traditional lands of the Tk'emlúps te Secwépemc and the T’xelc within Secwépemc’ulucw, the traditional and unceded territory of the Secwépemc. The region TRU serves also extends into the territories of the St’át’imc, Nlaka’pamux, Tŝílhqot’in, Nuxalk, and Dakelh, and Métis communities within these territories.

*Coyote sculpture created by artist John McEwen.*
Our purpose & values

We connect the British Columbia interior to the world through experiential education and high-quality research.

Our mission is to provide high-quality global business and economics education and research. We prepare regional, national and international learners to excel in both their workplaces and communities.
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In 2019/2020, we found ourselves in a quickly changing work and research environment due to the COVID-19 pandemic. Even with all the added pressure on faculty to teach students virtually, and the limitations on travel and events, we continued to produce impactful research on topics related to inclusive management, Indigenous wellbeing, public health, gender diversity, green energy development and much more.

Businesses and other organizations face a unique set of challenges right now, from disrupted supply chains to managing remote workforces, aided and abetted by increasingly sophisticated technology.

Research will play a pivotal role in shaping business practices, policy and education.

As one of British Columbia’s six research universities and the BC Interior’s Business & Economics School, we are committed to building our community-based research capacity, fostering community partnerships, developing innovative methods and ideas, and engaging students in this work. This report reflects our renewed focus on recognizing and sharing our faculty accomplishments.
2019/20 Highlights

32 faculty researchers
50+ journal publications
20+ conference presentations

Research with impact
Topics that are locally and globally significant

Organizational culture
Social enterprise
Ambidextrous leadership
Gender diversity
Inclusive management

Public health
Indigenous wellbeing
Youth and entrepreneurship
Brand communities
Green energy development

Icons sourced from flaticon.com. Credits (left to right, top to bottom): Smartline, Freepik, wanicon, Freepik
Our Faculty

Dr. Nancy Southin
Management, International Business, Information and Supply Chain Chair
Associate Professor

Tony Bell
Accounting & Finance Chair
Associate Teaching Professor

Dr. Jim Gaisford
Economics Chair
Professor

Dr. Andrew Fergus
Human Enterprise and Innovation Chair
Associate Professor

Dr. Warveni Jap
Marketing Chair
Assistant Professor

Dr. Alex Ng
Professor

Andrew Idzikowski
Senior Lecturer

Dr. Angus Duff
Associate Professor

Dr. Avninder Gill
Professor

Dr. Belayet Hossain
Professor

Dr. Bruce Martin
Associate Professor

Dr. Che-Hui Lien
Professor

Dan Thompson
Teaching Professor

Dr. Ehsan Latif
Professor

Dr. Hasnat Dewan
Professor
#VanLife: Flexible Home Arrangements Open Up Career Opportunities

Dr. Angus Duff & Dr. Scott Rankin

More people now understand the experience of working from home, due to the COVID-19 pandemic. But instead of bringing work home, what about driving home closer to work?

Dr. Angus Duff and Dr. Scott Rankin’s study is one of the first to consider van living from a work and career perspective. An article in The Conversation featuring this research was read by more than 40,000 people, and it was also featured on CBC Radio and ABC Radio.

Living in a van is a growing phenomenon, illustrated by the millions of #vanlife images and stories on social media. The authors interviewed 18 working van dwellers, including a paramedic, on-call teacher, and warehouse worker, to understand how this lifestyle choice impacted the interaction between work and the rest of life. They found common drivers were the desire for financial and career freedom, shorter commutes and work-life balance. Shedding the financial burden of high-cost housing markets and going mobile enables workers to turn less-than-ideal work situations to their advantage.

This research broadens our understanding of mobile work and work-life balance in light of the growing gig economy and remote workforce.

Research published in Career Development International.
Connecting Indigenous Canadians’ Mental Health to Economic Insecurity

Dr. Belayet Hossain and Dr. Laura Lamb

Indigenous Canadians—First Nations, Inuit and Métis—continue to experience a lower quality of life than the rest of Canadians, suffering greater rates of mental health issues. It’s clear that more needs to be done, especially around improving economic security which is a leading source of stress, according to research by Dr. Belayet Hossain and Dr. Laura Lamb.

They examined the association between economic insecurity (food, housing and employment status) and psychological wellbeing among Canada’s Indigenous population. Their research confirmed that not having basic needs met plays a major role in mental health.

This has important implications for policy, suggesting that addressing basic needs should come first before working towards high-level needs associated with self-esteem and self-actualization. Services like counseling are helpful but don’t add food to the table.

In terms of prioritizing goals, Hossain and Lamb recommend that the government focus on allocating a sufficient amount of resources to have a meaningful impact on the basic needs of Indigenous Canadians. In other words, start at the source of strife and build on additional solutions as needed.

Is it Time to Re-Look at Vocational Training Programs for People with Disabilities?

Dr. Bruce C. Martin & Dr. Benson Honig

People with disabilities face social and economic barriers and are more likely to have lower self-image. Starting a business is no small feat, but the challenges and learnings associated with it can improve someone’s self-image, a finding that has important implications for public policy and employment training programs.

Dr. Bruce Martin and Dr. Benson Honig set out to study if starting a business could help improve self-image. They conducted a set of training programs with unemployed people receiving government disability benefits, designed to help participants evaluate their potential as entrepreneurs, assess business ideas, develop business plans and launch businesses.

Many of the small activities required to start a business, from product naming to setting up a payments system, add up to a sense of cognitive growth and accomplishment, the research found. Beyond the economic benefits, seeing your ideas come to life feels good, a key indicator of whether a vocational rehabilitation program will be successful for an individual.

As the world’s largest minority group, according to the World Health Organization, people with disabilities hold significant workforce potential, but the approach to training may need to change.

Research published in the *Journal of Business Ethics*.

**Business ideas explored**
- holistic health consulting & sales
- catering
- music lessons and band creation platform
- computer repair
- hand-made crafts business
- landscaping business
- office cleaning business
- film production and screenwriting
How Big Events Can Help Cities Build Their Brand

Dr. Hui Li, Dr. Che-Hui Lien, Dr. Stephen W. Wang, Dr. Tien Wang & Dr. Weiwei Dong

Do you have a fond memory of a city based on attending an event there? Marketing professor Che-Hui (Eric) Lien and co-authors set out study just how an in-person event experience impacts a city’s brand image and how likely someone is to visit again.

Many people are dreaming about the day when they can pack up the car or jump in a plane to visit their favourite destinations. COVID-19 has put those dreams on-hold for now.

This study, which surveyed Chinese tourists attending the 28th Qingdao International Beer Festival, is one of just a few that use both social representation theory and the theory of brand image transfer in examining the influence of event activities on a city’s image. The authors found that an event like the beer festival has a significant, positive influence on how someone perceives a city and makes them want to return. In this way, it seems that a big event can be synonymous with a city itself.

This research is especially timely as cities cautiously open back up. Their economies will depend on attracting local and international tourists. A cornerstone event could have a big impact.

Research published in *Tourism Review.*

The city of Qingdao. Photo by B.wilson, CC0, via Wikimedia Commons
Publications


Presentations


Kimiagari, Salman, N. Sharifi Asadi Malafe & F. Baei. “Applying Technology Acceptance Model to Online Transportation System.” ASAC 2020, Saint John’s, Canada


# Research Funding

## 2019/20 Emerging Researcher Grant

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<tr>
<th>Applicant</th>
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<tbody>
<tr>
<td>Li Zhang</td>
<td>Shareholder activism and seasoned equity offerings</td>
<td>$5,000</td>
</tr>
<tr>
<td>Melanie Reed</td>
<td>Labour relations videos and student self-efficacy</td>
<td>$5,000</td>
</tr>
<tr>
<td>Nancy Southin</td>
<td>Doing the right thing? Supply chain slavery eradication in Canadian companies</td>
<td>$4,000</td>
</tr>
<tr>
<td>Salman Kimiagari</td>
<td>Impulsive buying toward compulsive buying through psychological mechanisms of personal advertising</td>
<td>$5,000</td>
</tr>
<tr>
<td>Salvador Barragan</td>
<td>Charismatic, ideological and pragmatic model of leadership and leader orientation: Evidence from CEOs</td>
<td>$5,000</td>
</tr>
<tr>
<td>Yong Joo Kang</td>
<td>Incorporation of social ties for the measurement of board independence &amp; Application of the recovery theorem to unconventional monetary policy</td>
<td>$5,000</td>
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Cross-Discipline Research and Pedagogical Grant

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<tr>
<th>Applicant/s</th>
<th>Project</th>
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<tr>
<td>Andrew Fergus, Jane Hewes, Salvador Barragan and Scott Rankin</td>
<td>To boldly go: Virtual reality game simulations in leadership and team education</td>
<td>$14,000</td>
</tr>
<tr>
<td>Eric Lien and Robert Hanlon</td>
<td>Brand image, trust, country image and purchase behaviour: The politics of huawei on the Canada-China business relationship</td>
<td>$11,000</td>
</tr>
<tr>
<td>Salman Kimiagari and Mohammad Mahbobi</td>
<td>Prediction of oil market fluctuations; a dynamic multiresolution modeling approach</td>
<td>$11,000</td>
</tr>
<tr>
<td>Tolu Oluwafemi, Salvador Barragan, and Bruce Martin</td>
<td>Leading innovation in social enterprise</td>
<td>$16,000</td>
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Tri-Council Grant

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<tr>
<th>Applicant/s</th>
<th>Project</th>
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<tbody>
<tr>
<td>Salman Kimiagari</td>
<td>Achieving continues intention to use financial technology services: A three-dimensional integration of an individual’s characteristic, an individual’s cognition and features structure approach to e-banking</td>
<td>$3,000</td>
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## Research and Teaching (Pedagogical) Dissemination

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<th>Applicant/s</th>
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<tr>
<td>Adina Gray</td>
<td>Presentation at Engage 2020: A Higher Education Conference</td>
<td>$2,000</td>
</tr>
<tr>
<td>Ehsan Latif</td>
<td>Maternal employment and adolescent outcomes</td>
<td>$3,000</td>
</tr>
<tr>
<td>Eric Lien</td>
<td>Market basket analysis: An application in the retail market</td>
<td>$3,000</td>
</tr>
<tr>
<td>Hasnat Dewan</td>
<td>A pragmatic and innovative approach for assessing progress towards the 17 Sustainable Development Goals in Kamloops</td>
<td>$3,000</td>
</tr>
<tr>
<td>Li Zhang</td>
<td>Shareholder activism and seasoned equity offerings</td>
<td>$3,000</td>
</tr>
<tr>
<td>Salman Kimiagari</td>
<td>Motivational and control drivers in the TAM model for online transportation services</td>
<td>$3,000</td>
</tr>
<tr>
<td>Yong Joo Kang</td>
<td>Incorporation of social ties for the measurement of board independence &amp; Application of the recovery theorem to unconventional monetary policy</td>
<td>$3,000</td>
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