



Hickson Research Day 2013



**Research and Publication Committee
Asper School of Business**

**Date (March 15 2013), Drake 117
Lunch served in Faculty Lounge**

Hickson Research Day Vision

Greetings! It is time for 2013 Hickson Research Day!

HRD has been a great tradition of ours which allows us not only to share our own work with Asper community but also to get to know the work of our colleagues, friends and students. This research day has been initiated and organized by the Research and Publications Committee. Based on the hard work and leadership of previous committee members and chairs, R and P committee has identified three pillars of research summarizing our work collectively, and Hickson Research Days have been structured to reflect these themes:

- 1) **Societal Welfare/Well-being Alternative Economics** (e.g., 2012 Hickson Research Day)
- 2) **Cross Cultural Research/International Research/Emerging Markets** (e.g., 2011 Hickson Research Day)
- 3) **Entrepreneurship, Innovation and Creativity** (e.g., 2013 Hickson Research Day)

The 2013 Hickson Research Day has an exciting program. We have research presentations and round table discussions on cutting-edge and interdisciplinary issues. We thank our presenters and their research teams for contributing to this great community event and we hope to see every Asper researcher on **March 15!**

See you on March 15!
Fang, Bruno, Kelley, Ron and Steven

2013 Hickson Research Day Program: Morning Program

900-910am: Event Kick off

915-930am: Power and Ethicality in Negotiation

Lukas Neville & Dejun Tony Kong

935-950 Wicked Problems and the Family Firm: Exploring Student Perceptions of A Succession Decision in Per Fly's 'The Inheritance'

Reg Litz and Nick Turner

955-1010am: Research Connecting Corporate Governance and Entrepreneurship in the Family Business Setting

Mingzhi Liu (doctoral student) and Zhenyu Wu

1015-1030am: In search of enoughness and preference for no logo products

Zeyu Song (msc student) and Namita Bhatnagar

1035-1050am: Cargo Airships versus All-weather Roads – A Cost Comparison

Barry Prentice and Matt Adaman (msc student)

1100am-12pm New Ethics Guideline for Current and Future Grant Holders

Barbara Crutchley, Director of the Office of Research Services

Luncheon in Fish Bowl(12pm-115pm)

2013 Hickson Research Day Program: Afternoon Program

120-240pm: Round Table Forum:

Entrepreneurship as an Agent for World Benefit?

Entrepreneurship is often viewed as a panacea for many of the world's problems. Entrepreneurship is associated with job growth, economic development and innovative solutions to both environmental and social challenges. While many emphasize the field's productive nature, it is also recognized that entrepreneurship can take unproductive and destructive forms. This forum seeks to encourage discussion on the relationship between entrepreneurship and world benefit. The forum aims to be highly interactive with participants providing brief summaries of their research that illustrate both productive and unproductive forms of entrepreneurship with time to discuss the specific research and broader implications.

Introduction: Entrepreneurship as an Agent for World Benefit? (**Nathan Greidanus**)

1) The Fourth Source: Entrepreneurial Opportunities and Changes in the Natural Environment (**Victoria Krahn**, MSc Student)

2) A Theory of Safety Product Innovation: The Case of the National Hockey League (**Paul Dueck**, MSc Student)

3) Economic Inequality, Innovation and Entrepreneurship (**Hari Bapuji**)

4) Entrepreneurship and the very bottom of the pyramid (**Bruno Dyck**)

5) Unproductive Entrepreneurship: Corporate Social Irresponsibility in China (**Jijun Gao**)

Conclusion: Entrepreneurship as a tool for liberation or oppression (**Reg Litz**)

Morning Presentation Abstracts (1)

1. Lukas Neville & Dejun Tony Kong

Power and Ethicality in Negotiation

Power describes control of valuable social and economic resources and the ability to shape others' outcomes. One source of power in negotiation is having a strong alternative to a negotiated settlement, or BATNA. In a series of studies (both completed and planned), we link the structural power of a BATNA to the psychology of *felt* power. We then show how felt power can lead negotiators to endorse and use unethical tactics. We suggest that two key mechanisms are lowered trust and disinhibition, and describe an experiment aimed at moderating the latter effect.

2. Reg Liz and Nick Turner

Wicked Problems and the Family Firm: Exploring Student Perceptions of A Succession Decision in Per Fly's 'The Inheritance'

We explore the potential relevance of the 'wicked problem' construct for family business research. After reviewing seminal work on the special nature of wicked problems, we explain why we think this construct holds special promise for research on family businesses. We then apply the wicked problem construct to intergenerational succession. More specifically, we explore the potential relationship between a potential successor's perception of a succession decision's 'wickedness' and the perceived nature and strength of the next generation's firm-related commitment. Using a scenario from the 2003 Danish film, *The Inheritance*, we test three hypotheses: (1) that the decision facing the successor is characterized by a significant level of perceived 'wickedness', (2) that a *positive* relationship exists between perceived wickedness and normative commitment to the family business and (3) that a *negative* relationship exists between perceived wickedness and affective commitment to the family business. We then describe our methodology including discussion of our rationale for using the film. Our data set includes survey data from approximately 90 students in three countries.

Morning Presentation Abstracts (2)

3. Mingzhi Liu and Zhenyu Wu

Research Connecting Corporate Governance and Entrepreneurship in the Family Business Setting

This presentation consists of several studies on the connections between corporate governance and entrepreneurship in firms with family involvement. Research on both publicly listed and privately held companies will be discussed.

4. Zeyu Song and Namita Bhatnagar

In search of enoughness and preference for no logo products

There is an emerging value shift among a group of consumers who have realized that life has gotten too hectic and complex, which lead them to a demand for simpler, no-frills products. Since logo has been widely acknowledged as the synonym of a brand in common usage today and serves as the most important association of consumer and a brand, in this research, we are mainly concerned with consumers who have the preference for no logo products, such as apparels. In particular, we examine the conditions under which consumers experience an increased preference for no logo products. Specifically, we assume that consumers for whom the searching of enoughness is an activated goal will experience a stronger preference for no logo products than do consumers for whom this is not an activated goal. Furthermore, we propose that it is the simplicity nature of the no logo products rather than other product attributes that successfully satiates consumers' pursuit of enoughness, which is not non-consumption, but rather about the right kind of "enough" in product choice in pursuit of a simpler lifestyle with more emphasis on quality of life over quantity of stuff.

Morning Presentation Abstracts (3)

5. Barry Prentice and Matt Adaman

Cargo Airships versus All-weather Roads – A Cost Comparison

The high cost of living in remote northern communities is well documented. The price of a weekly food basket for a family of four in Kashechewan was more than double the price of the same basket in Timmins in 2008^[1]. This difference is largely a result of higher costs for transporting goods to remote communities. Transportation to remote northern regions is especially difficult and expensive during the spring and fall, when ice roads are unavailable and ice build-up on waterways prevents the use of barges.

Airships may be able to reduce the cost of living for residents of remote communities by providing year-round cargo transportation services at lower cost. More frequent service would also reduce the need to store large inventories and eliminate stock-out costs, while providing residents with items that would otherwise be unavailable until the ice roads reopen.

This article evaluates whether or not a new generation of airships can provide improved transportation services to customers in Northern Ontario. Financial models can be used to determine the break-even volumes that are required for airship operations at varying haul distances. Direct operating costs (DOC) can be calculated on a per cycle or tonne-kilometer basis and added to the Fixed Costs (TC) of the airship operation.

Thank you for your participation!

Hickson Research Day is organized by the Research and Publications committee consisting of Bruno Dyck, Kelley Main, Fang Wan and Steven Zheng. Many thanks to Vicki Wilson for taking care of the logistics of the event.

Thanks also to all presenters and attendees of the research day. We welcome your feedback related to this event. Please send your email to Fang Wan at fang.wan@ad.umanitoba.ca.