

The School of Business Presents

The 4th Annual MSc Business Administration Research Day

Time	Presenter	Title
9:00- 9:30		Welcome and networking
MORNING SESSIONS		
9:30-10:00	Yalda Ahmadi	The Impact of Digital Engagement on University Brand
10:00-10:30	Parveen Pannu	Psychological Distance of Events and Attribute Dimensions
10:30-11:00	Chao Wang	Company Cash-holding in Developing Countries
11:00-11:30	Joe C. Zhou	TBA
11:30-12:00	Reza Chowdhury	Brand Relevance for Firms in Distinct Cultures
12:00-1:00		Lunch and networking
AFTERNOON SESSIONS		
1:00-1:30	Kafui Monu	Intense digital workout: Using game design theory to build better exergames
1:30-2:00	Paul Messinger	Brand extension fit: A formative measurement scale of congruity for brand extensions
2:00-2:30	Jing Chen	An analytical theory of major factors in economics An extension from the option theory
2:30-3:00	Wootae Chun	Localization of e-commerce (website)
3:00-3:30	Xin Ge	Uncertain consumer promotions
3:30-4:00	Balbinder Deo	Critical evaluation of costing methodologies – An operations management perspective

Friday

January 26, 2018

9:00 am – 4:00 pm

Room 10-4034

**For more
information, contact**

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