

2023-2024 RESEARCH REPORT



**Bob Gaglardi
School of Business
& Economics**

**THOMPSON
RIVERS
UNIVERSITY**



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, Tsilhqot'in, Dakelh, and Syilx peoples.

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 fluid and cursive, with a stylized "H" and a long, sweeping underline.

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

■ 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 Strantz 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**.

■ ALL RESEARCH PUBLICATIONS 2023-2024



Barragan, Salvador

Barragan, S., Salamanca Pacheco, E. & Eroglu, M. S. (2023). "Micro-agency of Human Resource Professionals in a Large Family Firm: Shaping the Implementation of Human Resource Development Practices." *Human Resource Development International*. Taylor & Francis Online.

<https://doi.org/10.1080/13678868.2023.2232907>

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>

Currie, Russell

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>

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>

Haverila, Matti

Haverila, M. & Haverila, K. (2024). "Mapping the Marketing Analytics Landscape: Unveiling the Diverse Proficiencies in Marketing and Technical Know-how Among Practitioners." *Journal of Marketing Analytics*. Springer Link.

<https://doi.org/10.1057/s41270-024-00305-2>

Haverila, M., Haverila, K. & McLaughlin, C. (2024). "The Impact of Perceived Effectiveness of Non-Pharmaceutical Interventions (NPIs) on Attitude Toward Usage, Behavioral Intentions, and Actual Usage." *Sage Journals*.

<https://doi.org/10.1177/21582440241253360>

Haverila, M., Haverila, K., Gani, M. O. & Mohiuddin, M. (2024). "The Relationship Between the Quality of Big Data Marketing Analytics (BDMA) and Marketing Agility of the Firm: The Impact of the Decision-Making Role." *Journal of Marketing Analytics*. Springer Link.

<https://doi.org/10.1057/s41270-024-00301-6>

Haverila, K., Haverila, M. & Rangarajan, A. (2024). "The Impact of the Decision-making Role on Perceived Satisfaction, Value for Money, and Reinvest Intentions at Varying Levels of Perceived Financial Performance in the Context of Big Data Marketing Analytics." *Marketing Theory and Practise*. Taylor & Francis Online.

<https://doi.org/10.1080/10696679.2024.2305445>

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>

Haverila, M., Haverila, K. & McLaughlin, C. (2023). "Segmenting the Customers of System Delivery Projects Based on Data Heterogeneity." *Journal of Business and Industrial Marketing*. Emerald Insight.
<https://doi.org/10.1108/JBIM-06-2022-0257>

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>

Haverila, M. & Haverila, K. (2023). "The Influence of Quality of Big Data Marketing Analytics on Marketing Capabilities: The Impact of Perceived Market Performance." *Marketing Intelligence and Planning*. Emerald Insight.
<https://doi.org/10.1108/MIP-07-2023-0319>

Haverila, M., Nader, N., McLaughlin, C. & Haverila, K. (2023). "Brand Community Motives and Engagement: The Impact of Gender." *Journal of Internet Commerce*. Taylor & Francis Online.
<https://doi.org/10.1080/15332861.2023.2298582>

McLaughlin, C. & Haverila, M. (2023). "Why Lurk, Why Join, and Why Post? The Uses and Gratifications of Lurkers, Infrequent Posters, and Frequent Posters in the Brand Community Context." *Psychology of Popular Media*. APA PsycNet.
<https://doi.org/10.1037/ppm0000501>

Hossain, Belayet

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>

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>

Jat, Mohsin

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

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

Kang, Yong Joo

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>

Park, D., Kang, Y.J. & Eom, Y.H. (2024). "Asset Pricing Tests for Pandemic Risk." *International Review of Economics and Finance*. Elsevier.
<https://doi.org/10.1016/j.iref.2023.08.014>

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>

Lamb, Laura

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>

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>

Lien, Che-Hui (Eric)

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>

Mejía, Juan-Felipe

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>

Ng, Alex

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>

Rankin, Scott

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>

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/01tOF000002c854YAA?tabset-a9da8=3>.

Reed, Melanie

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/01tOF000002c854YAA?tabset-a9da8=3>.

Sun, Meng

Sun, M., Zhao, N., & Zheng, E. Y. (2024). The devil in the air: Air pollution and dementia. *Journal of Environmental Economics and Management*, 103020. Elsevier.
<https://doi.org/10.1016/j.jeem.2024.103020>

Tsigaris, Panagiotis (Peter)

Tsigaris, P. & Teixeira da Silva, J. & Chirico, F. (2023). "Estimating the Costs of Israel's Four COVID-19 Waves." *Journal of Health and Social Sciences*. ResearchGate.
<https://doi.org/10.19204/2023/STMT6>.

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>

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

Shiban, Muhammed Abdullah

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

Zhang, Hui (Vivi)

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>

Voloshyna, Viktoriya

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>.





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