



JERRY PAUL SHEPPARD, Ph.D.

BEEDIE SCHOOL OF BUSINESS

Simon Fraser University

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February 2026 Update

AT A GLANCE

EDUCATION

Ph.D. (Business) 1989 U. of Washington **M.B.A.** (MIS /IB) 1984 Indiana U. **B. S.** (Accounting) 1980 Penn State U.

RESEARCH

Research Interests

My research investigates *why things go wrong*; why individual and organizational assessments lead to inapt decisions and undesired results, to what extent do industrial and institutional conditions lead our efforts failing to work as intended and how do we fail with environmental efforts. Lessons learned from such research suggest ways future efforts can increase our chances for successful outcomes. All my research addresses what can go wrong with the way a process is managed and what we can learn from these mistakes. Specifically, this falls into the categories listed below:

- Empirical research strategies to promote long-term corp. survival and avoid failure.
- Investigation into business ethics, moral failure and personal moral development.
- Enquiry into how external forces impact changes in corporate governance structures.
- Investigation into how stupidity manifests itself in individuals and impacts organizations.

Publications

Over 1150 Cites from authors in 72 nations. H Index: 13 (see <https://jpsheppard.ca/Docs/Cites.pdf>). Publications with:

287 cites from the 1994 article in the *Journal of Management*.

262 cites from the 2005 article in *Long Range Planning*.

243 cites from the 1995 article in *Social Science Research*.

72 cites from the 1992 article in *Queens Quarterly*.

60 cites from the 1994 article in the *Mid Atlantic Business Review*.

27 cites from the 1993 article in the *Journal of Financial & Strategic Decisions*.

23 cites from the 2007 article in the *Journal of Business Ethics*.

22 cites from the 2002 book *Strategic Management: Competitiveness & Globalization, Concepts 1st Canadian Ed.*

21 cites from the 1994 article in the *Journal of Business & Society*.

20 cites from the 1995 article in the *Journal of Business Strategies*.

19 cites from the 2006 book *Strategic Management: Competitiveness & Globalization, Concepts 2nd Canadian Ed.*

17 cites from the 1989 dissertation *The Strategy of Corporate Survival: A Resource Dependence Approach*.

13 cites from the 2000 article in *Production & Operations Management*.

Other publications of note:

- 2022 article in the *Canadian Journal of Administrative Sciences*.
- 2023 article in *Business Horizons*.
- 2020 article in the *Journal of Management & Organization*.
- 1992 article in the *Journal of Management Inquiry*.
- Prepared four casebook editions.
- Author on two book chapters.
- Four print interviews / 11 radio interviews.
- Prepared 94 case teaching notes.
- Proceedings editorship.
- Five additional articles (total +200,000 views).

Presentations

Twenty-eight conference presentations:

- *Administrative Sciences Association of Canada* (1990, 97, 2000, 01, 03, 06, 10, 15, 18, 22, 23, 24).
- *Academy of Management* (1991, 95, 2005, 13, 17).
- *Australia New Zealand Academy of Management annual meetings* (2019).
- *European Academy of Management*. (2019, 20, 23, 24, 25).
- *Understanding governance workshop, Barcelona* (2014).
- *Academy of International Business* (2008).
- *Western Academy of Mgmt. international meeting* (1992).
- *Association of Management* (1994).
- *Annual meeting of the Atlantic Schools of Business* (2014).

AT A GLANCE

TEACHING

Teaching Interests

I tell my students you get two things from university: education (a theoretical background) and schooling. Schooling gives you the practical tools. I try to focus on schooling. My students still get the theory, but I get them to apply it. With casework, I get them to arrive at logical ways to address underlying problems an organization faces, rather than surface symptoms. I also prompt for alternative solutions. In general, my teaching interests fall into the following categories:

- ☞ Business ethics and Corporate social responsibility.
- ☞ Research Business, government and society.
- ☞ Strategic management / Business policy.
- ☞ Research methods.

Teaching at Simon Fraser University

Taught the following courses (a total of more than 4500 students):

- Bus. 303 - 3 credit Undergraduate course in Business, society, and ethics
- Bus. 452 - 3 credit Undergraduate course in Seminar in advanced strategic analysis
- Bus. 478 - 3 credit Undergraduate course in Strategy (Previously: Seminar in administrative policy)
- Bus. 498 - 3 credit Undergraduate course in Directed studies
- Bus. 499 - 5 credit Undergraduate course in Directed studies
- Bus. 578 - 4 credit Graduate Course in Strategic management
- Bus. 852 - 5 credit Graduate Course in Researching corporations in Canadian society
- Bus. 897 - 4 credit Graduate Course in Directed studies
- MBA 696 - 5 credit Graduate Course in Applied strategic analysis

First Reader on 35 MBA projects.

Case Competition coach on two case competition teams.

SERVICE

University Service

- ✓ Served on Seventeen faculty level committees (including several terms of the faculty tenure committee).
- ✓ Served on four university committees (including the university tenure committee).
- ✓ Served on the University Research Ethics Board (2007-2011).

Service to the Academic Community

- | | |
|----------------|--|
| Program Chair | Policy Division of the Administrative Sciences Association of Canada 1996 - 1997. |
| Division Chair | Policy Division of the Administrative Sciences Association of Canada 1997 - 1998. |
| Reviewer | <ul style="list-style-type: none"> • Academy of Management • Administrative Sciences Association of Canada • Australia New Zealand Academy of Management • Reviewer for 14 journals at various times |
| Session Chair | <ul style="list-style-type: none"> • Australia New Zealand Academy of Management, 2019 • Academy of Management, 1992, 1997, 2007. • Administrative Sciences Association of Canada, 1996. |

Community Service

- | | |
|--------------------------|---|
| Consultant | Alouette Addiction Services Society. |
| Reviewer | Manitoba Workers Compensation Board. Request for proposals Reviewer 2007-2009. |
| Board Member | Burquest J. C. A. 1995 - 1996. |
| Board Member & Treasurer | Serenity Harbour Recovery Society, a non-profit agency in Maple Ridge, 2014-2018. |
| Life member | Delta Sigma Pi, Business Fraternity, since 1979. |

PROFESSIONAL AND ACADEMIC EMPLOYMENT

- | | |
|------------------------|---|
| Jan. 1997 - Present | Associate Professor of Business, Simon Fraser U., Beedie School of Business, Burnaby, BC. |
| Sept. 2004 - Dec. 2004 | Instructor, University College of the Fraser Valley, Faculty of Business, Abbotsford, BC. |
| Sept. 1989 - Aug. 1997 | Assistant Professor of Business, Simon Fraser U. Faculty of Business, Burnaby, BC. |
| Oct. 1984 - June 1989 | Session Instructor U. of Washington, School of Business Administration, Seattle Washington. |
| Aug. 1983 - May 1984 | Session Instructor Indiana U., School of Business Administration, Bloomington, Indiana. |
| Dec. 1979 - June 1982 | Accountant / CPA, Stockton Bates & Company, Philadelphia, Pennsylvania. |

For detailed information see the below content and its hyperlinks.

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BACKGROUND

EDUCATIONAL BACKGROUND

- Ph.D. University of Washington**, Graduate School of Business Admin., Seattle, WA, USA. Aug. 1989. Majors: Business Policy and Business Government & Society. Minors: Political Economy and Research Methods.
- M.B.A. Indiana University**, Graduate School of Business Admin., Bloomington, IN, USA. June 1984. Majors: Management Information Systems and International Business.
- B.S. Penn State University**, College of Business Admin., University Park, PA, USA. June 1980. Major Accounting.

ACADEMIC AWARDS & HONORS

- Annual 2025 European Academy of Management.** Business for Society Interest Group Most Inspirational Paper, A Gonzo Ethnography of the Shopping Gig: Managing Work-Gig Contradictions.
- Annual 2023 Administrative Sciences Association of Canada.** Social Responsibility Division Outstanding Reviewer.
- Annual 2000 Administrative Sciences Association of Canada.** Management Education Division Honourable Mention Paper, Milgram & the Moral Development of Business Students.
- Annual 1995 Teaching Award Nominee.** Canada Trust / Simon Fraser University Faculty of Business Award nominee for teaching excellence.
- Annual 1990 Best Dissertation Award.** Academy of Management, Business Policy and Planning Group, and the Strategic Management Society Award for Outstanding Research in Strategic Management.
- Autumn 1988 Dean's Social Sciences Fellowship Competition Winner.** University of Washington.
- Spring 1980 Beta Alpha Psi Honorary Accounting Fraternity.** Pennsylvania State University. Acceptance based on high accounting and overall GPA.

ACADEMIC & PROFESSIONAL CERTIFICATION

- July 1988 Certificate of Candidate in Philosophy.** University of Washington, Seattle, WA.
- June 1983 Certificate of European Studies.** Tilburg University, Tilburg, Netherlands. Graduate work in *The International Environment of Enterprises in Western Europe*. Completed a variety of courses in multinational accounting, finance, marketing, law, management, and operations.
- May 1982 Certified Public Accountant.** Licensed to practice in the Commonwealth of Pennsylvania. Passed the May 1981 exam.

PROFESSIONAL EXPERIENCE

- Dec. 1979 - June 1982** Accountant / CPA, Stockton Bates & Company. Audited, reviewed, and prepared taxes for small to large manufacturing, wholesale and sales firms (receipts from under one million to one billion). In charge of the audits, compilations and reviews for a wide range of non-profit agencies (e.g. charitable, social service and quasi-governmental).

RESEARCH

RESEARCH INTERESTS

My research investigates *why things go wrong*; why individual and organizational assessments lead to inapt decisions and undesired results, to what extent do industrial and institutional conditions lead our efforts failing to work as intended and how do we fail with environmental efforts. Lessons learned from such research suggest ways future efforts can increase our chances for successful outcomes. All my research addresses what can go wrong with the way a process is managed and what we can learn from these mistakes. Specifically, this falls into the categories listed below:

- * Empirical research strategies to promote long-term corp. survival & avoid organizational failure.
- * Investigation into business ethics, moral failure and personal moral development.
- * Enquiry into how external forces impact changes in corporate governance structures.
- * Investigation into how stupidity manifests itself in individuals and impacts organizational outcomes.

REFEREED WORKS

Journal Articles:

- 2023** Sheppard, Jerry Paul & Chowdhury, Shamshud D. (2023). Corporate wrongdoing and board leadership structure: An analysis of the WestJet spying scandal. *Canadian Journal of Administrative Sciences / Revue Canadienne des Sciences de l'Administration*, 39(4): 381-395. <https://onlinelibrary.wiley.com/doi/abs/10.1002/cjas.1678>
- 2022** Sheppard, Jerry Paul & Young, Jesse. (2022). An essential stupidity-based review of the Deepwater Horizon disaster, *Business Horizons*, 66(7): 65-73. <https://doi.org/10.1016/j.bushor.2022.02.002>
- 2021** Sheppard, Jerry Paul & Young, Jesse. (2021). Potemkin stupidity, *Academia Letters*, 2. doi.org/10.20935/AL471
- 2020** Sheppard, Jerry Paul & Young, Jesse. (2020) Addressing sustainable development goals for confronting climate change: Insights and summary solutions in the stress stupidity system, *Journal of Management and Organization*, 26(6): 929-951. <https://doi.org/doi:10.1017/jmo.2020.9>
- 2015** Sheppard, Jerry Paul (2015). Getting published: achieving acceptance from reviewers and editors, *Journal of Asia Business Studies*, 9(2): 117-132. <https://doi.org/10.1108/JABS-02-2015-0024>
- 2007** Sheppard, Jerry Paul & Young, Marnie (2007). The routes of moral development & the impact of exposure to the Milgram Obedience Study, *Journal of Business Ethics* 75: 315-333. <http://doi.org/10.1007/s10551-006-9255-6>
- 2005** Sheppard, Jerry Paul & Chowdhury, Shamshud D. (2005). Riding the wrong wave: Organizational failure: Organizational failure as a failed turnaround, *Long Range Planning*, 38(3): 239-260. <http://doi.org/10.1016/j.lrp.2005.03.009>
- 2000** Sheppard, Jerry Paul, Nayyar, Praveen R & Summer, Charles E. (2000). Managing your doctoral program: A practical orientation, *Production & Operations Management*, 9(4): 414-438. <http://doi.org/10.1111/j.1937-5956.2000.tb00467.x>
- 1997** Sheppard, Jerry Paul & Zietsma, Charlene (1997). The Childless corporation: Where does the family fit in the employee's life? *Journal of Business & Society*, 10(2): 238-244. https://www.academia.edu/99482741/The_Childless_Corporation
- 1995a** Sheppard, Jerry Paul (1995). Beautifully broken benches: A typology of strategic bankruptcies and the opportunities for positive shareholder returns, *Journal of Business Strategies*: 12 (1): 99-134. <https://doi.org/10.54155/jbs.12.2.99-134>
- 1995b** Sheppard, Jerry Paul (1995). A resource dependence approach to failure prediction, *Social Science Research*: 24 (1): 28-62. <https://doi.org/10.1006/ssre.1995.1002>
- 1994a** Sheppard, Jerry Paul (1994). Strategy and bankruptcy: An exploration into organizational death, *Journal of Management*: 20(4): 795-833. <https://doi.org/10.1177/014920639402000406>
- 1994b** Sheppard, Jerry Paul (1994). The dilemma of matched pairs and diversified firms in bankruptcy prediction models, *Mid Atlantic Business Review*, 11(2): 9-25. https://www.academia.edu/100183160/Matched_pairs
- 1994c** Sheppard, Jerry Paul (1994). The corporate moral person: The organization's personality and its board, *Journal of Business & Society*: 7(2): 151-164. https://www.academia.edu/99538499/The_Corporate_Moral_Person
- 1994d** Sheppard, Jerry Paul (1994). The relationship between corporate board linkages, industry environment, firm condition, and organizational failure, *American Business Review*, 12(1): 15-27. https://www.academia.edu/99515090/Corporate_Board_Linkages_and_Survival
- 1993a** Sheppard, Jerry Paul (1993). Organizational survival & corporate level diversification, *Journal of Financial & Strategic Decisions*, 6(1): 113-132. <https://www.academia.edu/download/65780928/JPS93a.pdf>
- 1993b** Sheppard, Jerry Paul (1993). E.O. Inc., *Business Case Journal*: 1(1): 51-67.
- 1992a** Pettit, Dean & Sheppard, Jerry Paul (1992). It's not easy being green: The limits of Green Consumerism in light of the logic of collective action, *Queens Quarterly*, 99(3): 328-350. <https://www.academia.edu/download/5820965/jps92a.pdf>
- 1992b** Sheppard, Jerry Paul (1992). When the going gets tough, the tough go bankrupt: The questionable strategic use of bankruptcy, *Journal of Management Inquiry*, 1(3): 183-192. <https://journals.sagepub.com/doi/pdf/10.1177/105649269213002>

RESEARCH

REFEREED WORKS (Continued)

Book Chapters:

- 2020 Sheppard, Jerry Paul & Chowdhury, Shamshud D. (2020). Nothing endures but change: Studying changes in industry choice and determinism, S. Torp & T. J. Andersen (Eds.), *Adapting to environmental challenges: New research in strategy and international business*, 19-34, Bingley, UK: Emerald Publishing Limited. <http://doi.org/10.1108/978-1-83982-476-020200002>
- 2012 Sheppard, Jerry Paul & Chowdhury, Shamshud D. (2012). The Story of a Tortoise: How Toyota Fell from the Top Spot, *Governance in action globally – Strategy, process and reality*, J. Mueller and P. Wells, Editors 267-283, Oxford, UK: RossiSmith Academic Publications Ltd.

Conference Proceedings:

- * Sheppard, Jerry Paul (2026). Joseph Kay's nightmare: A Kafkaesque non-promotion case. *Administrative Sciences Association of Canada* annual meeting. Case Studies Division. Calgary, AB. May 22 – 25. <https://jpsheppard.ca/JoeKay.pdf>
- * Sheppard, Jerry Paul & Chowdhury, Shamshud D. How industry environments affect populations of U.S. manufacturing industries. *Administrative Sciences Association of Canada* annual meeting. Strategy Division. Calgary, AB. May 22-25.
- * Sheppard, Jerry Paul (2024). When the best we have is far from perfect: A note on the H-Index & Google Scholar citation count accuracy. In Johnson, S. L., Editor. *Proceedings of the Annual Conference of the Administrative Sciences Association of Canada, Management Education / Les actes du congrès annuel del' Association des Sciences Administrative du Canada, Formation en Gestio*, 45, 9. Montréal (Longueuil), QC: Université de Sherbrooke – Campus de Longueuil.
- * Sheppard, Jerry Paul (2023). The shopping gig. In Pain, G., Editor, *Proceedings of the Annual Conference of the Administrative Sciences Association of Canada, Social Responsibility Division / Les actes du congrès annuel del' Association des Sciences Administrative du Canada, Responsabilité Sociale*, 44, 7. Toronto, ON: Toronto Metropolitan University.
- * Sheppard, Jerry Paul, Chowdhury, Shamshud D., Young, Marnie (2022). Moral action failure: The case of Eddie Lampert and the Looting of Sears, Roebuck, and Co. In Pek, S., Editor, *Proceedings of the Annual Conference of the Administrative Sciences Association of Canada, Social Responsibility Division / Les actes du congrès annuel del' Association des Sciences Administrative du Canada, Responsabilité Sociale*, 43, 7. Halifax, NS: Dalhousie University.
- * Chowdhury, Shamshud D. & Sheppard, Jerry Paul (2018). Corporate espionage, board leadership structure, and a market's moral desensitization: An analysis of WestJet Airlines. In Paquin, R. L. & Prakash, R., Editors, *Proceedings of the Annual Conference of the Administrative Sciences Association of Canada, Strategy / Les actes du congrès annuel del' Association des Sciences Administrative du Canada, Stratégie*, 39, 9. Toronto: Ryerson University.
- * Chowdhury, S., & Sheppard, J. P. (2017). Corporate wrongdoing and board leadership structure: The stories of WestJet and Hewlett-Packard. In Atinc, G, Editor, *Academy of Management Proceedings*, 2017(1), 10832. Briarcliff Manor, NY 10510: Academy of Management. <https://doi.org/10.5465/AMBPP.2017.10832abstract>
- * Chowdhury, S. D., & Sheppard, J. P. (2015). A Longitudinal Empirical Analysis of Reciprocal Changes in Minimum Choice Environments. In Humphreys, J., Editor, *Academy of Management Proceedings*, 2015(1), 13614. Briarcliff Manor, NY 10510: Academy of Management. <https://doi.org/10.5465/ambpp.2015.13614abstract>
- * Chowdhury, S. D., & Sheppard, J. P. (2013). Strategy, Choice, Determinism, and Change in Organizational Task Environments: Empirical Evidence. In Tooms, L., *Academy of Management Proceedings*, 2013(1), 14379. Briarcliff Manor, NY 10510: Academy of Management. <https://doi.org/10.5465/ambpp.2013.14379abstract>
- * Chowdhury, S. D., & Sheppard, J. P. (2010). The bumpy road of the business cycle. In Gao, J., Editor, *Proceedings of the Annual Conference of the Administrative Sciences Association of Canada, Strategy / Les actes du congrès annuel del' Association des Sciences Administrative du Canada, Stratégie*, 31, 128. Regina: University of Regina.
- * Sheppard, Jerry (2003). Creo, Inc. *Administrative Sciences Association of Canada, Case Track Proceedings*, Halifax: St. Marys: 209-224.
- * Young, Marnie & Sheppard, Jerry Paul (2000). Milgram & the moral development of business students, *Administrative Sciences Association of Canada, Management Education Division Proceedings*, Honourable Mention, Montreal: UQAM: 36-44.
- * Sheppard, Jerry (1997). The Nature of Change in Choice and Determinism. In Rowe, W. G., *Proceedings of the Annual Conference of the Administrative Sciences Association of Canada, Strategy / Actes du congrès annuel de la section Stratégies et Politiques de l' Association des Sciences Administrative du Canada*, Saint Johns: Memorial University, 18 (6): 31-40.
- * Sheppard, Jerry Paul (1994). Success Likelihood in Strategic Bankruptcy. *Association of Management: Proceedings of the Management Functions and Applications Group*, Dallas, TX: Association of Management, 12 (2): 53-58.
- * Sheppard, Jerry Paul (1990). Bankruptcy Prediction: The Effects of Firm Financial Condition, Size & Industry Environment. *Administrative Sciences Association of Canada: Finance Division Proceedings*, Whistler BC: Simon Fraser, 11 (1): 190-199.

Management Education Div.
Honourable Mention Award

RESEARCH

REFEREED WORKS (Continued)

Conference Presentations & Workshops

- * Sheppard, Jerry Paul (2026). Joseph Kay's nightmare: A Kafkaesque non-promotion case. *Administrative Sciences Association of Canada* annual meeting. Case Studies Division. Calgary, AB. May 22 – 25. <https://jpsheppard.ca/JoeKay.pdf>
- * Sheppard, Jerry Paul & Chowdhury, Shamshud D. How industry environments affect populations of U.S. manufacturing industries. *Administrative Sciences Association of Canada* annual meeting. Strategy Division. Calgary, AB. May 22-25.
- * Sheppard, Jerry Paul (2025). A Gonzo ethnography of the shopping gig: Managing work-gig contradictions. *European Academy of Management* annual conference Business for Society Strategic Interest Group. University of Florence, Florence, Italy. June 22 -25.
- * Sheppard, Jerry Paul (2024). When the best we have is far from perfect: A note on the H-Index and Google Scholar citation count accuracy. *Administrative Sciences Association of Canada* annual meeting. Management Education Division. Online. Université de Sherbrooke – Campus de Longueuil, Montréal (Longueuil), QC, Canada. June 1 - 3.
- * Chowdhury, Shamshud D. & Sheppard, Jerry Paul (2023). Corporate wrongdoing and board leadership structure: An analysis of the Hewlett Packard pretexting scandal. *European Academy of Management* annual conference Strategy Strategic Interest Group. Trinity Business School, Dublin, Ireland. June 14 - 16.
- * Sheppard, Jerry Paul & Young, Jesse (2023). The shopping gig. *Administrative Sciences Association of Canada* annual meeting. Social Responsibility Division. Toronto Metropolitan University, Toronto, ON, Canada. June 3 - 6.
- * Sheppard, Jerry Paul, Chowdhury, Shamshud D., Young, Marnie (2022). Moral action failure: The case of Eddie Lampert and the Looting of Sears, Roebuck, and Co. *Administrative Sciences Association of Canada* annual meeting. Social Responsibility Division. Halifax, NS, Canada. June 4 - 7.
- * Sheppard, Jerry Paul & Chowdhury, Shamshud D. (2020). Plunder amid the pardons: A cautionary tale of preventative restructuring. *European Academy of Management* annual conference. Business for Society Strategic Interest Group. Covid / Online. December 4 - 6.
- * Sheppard, Jerry Paul & Young, Jesse (2019). The stress stupidity system: Solutions and sustainability. *Australia New Zealand Academy of Management* annual conference. Wicked Solutions to Wicked Problems: The challenges facing management research and practice stream. Cairns, Queensland, Australia. December 3 - 6.
- * Sheppard, Jerry Paul & Chowdhury, Shamshud D. (2019) Nothing endures but change: A study of changes in industry choice & determinism over time. *European Academy of Management* annual conference. Strategy Strategic Interest Group. Lisbon, Portugal. June 26 - 28.
- * Chowdhury, Shamshud D. & Sheppard, Jerry Paul (2018). Corporate espionage, board leadership structure, and a market's moral desensitization: An analysis of WestJet Airlines. *Administrative Sciences Association of Canada* annual meeting. Strategy Division. Toronto, ON, Canada. May 27 - 29.
- * Shamshud D. Chowdhury & Sheppard, Jerry Paul (2017). Corporate wrongdoing and board leadership structure: The stories of WestJet & Hewlett-Packard. *Academy of Management*, annual meeting. Strategy Division. Atlanta, GA, USA. August 4 - 8.
- * Sheppard, Jerry Paul & Chowdhury, Shamshud D. (2015). A longitudinal empirical analysis of reciprocal changes in minimum choice environments. *Academy of Management*, annual meeting. Strategy Division. Vancouver, BC, August 7-11.
- * Shamshud D. Chowdhury & Sheppard, Jerry Paul (2014). A tale of two corporations: Corporate wrongdoing and board leadership structure. *The 44th annual conference of the Atlantic Schools of Business*, Halifax, Nova Scotia, September 27.
- * Shamshud D. Chowdhury & Sheppard, Jerry Paul (2014). Corporate espionage and board leadership structure: A tale of two corporations in North America. *Understanding Governance* annual workshop, Barcelona, Spain, June 9-10.
- * Sheppard, Jerry Paul & Chowdhury, Shamshud D. (2013). Strategy, choice, determinism & change in organizational task environments: Empirical evidence. *Academy of Management* annual meeting. Strategy Division. Buena Vista, FL, USA. August 9 - 13. doi.org/10.5465/ambpp.2013.14379abstract https://www.academia.edu/99537079/Choice_Change_Task_Environ
- * Sheppard, Jerry Paul & Shamshud D. Chowdhury (2010). The bumpy road of the business cycle. *Administrative Sciences Association of Canada* annual meeting. Strategy Division. Regina, SK, Canada. May 12 - 25.
- * Sheppard, Jerry Paul & Shamshud D. Chowdhury (2008). How good business models go bad: The rap, the map, the trap, and the gap. *Long Range Planning's* special workshop on business models, Cass Business School, London, UK, December 15 - 17.
- * Sheppard, Jerry Paul (2008). Choice, determinism, and dealing with inconsistency in organizational task environments. *Academy of International Business* annual conference, Strategy Track, Milan, Italy, June 30 - July 4.
- * Chowdhury, Shamsud D. and Jerry Paul Sheppard (2006). An industry note on the Canadian telecommunications industry. *Administrative Sciences Association of Canada* annual meeting. Case Track. Banff, AB, Canada. June 3-6.
- * Sheppard, Jerry Paul & Marnie Young (2005). Who's on the job: The importance of explicit gender identifiers in job titles, *Academy of Management* annual meeting. Gender & Diversity in Organizations Division, Honolulu, HI, USA. August 5-10.

**Business for Society
Strategic Interest Group
Most Inspirational Paper**

RESEARCH

REFEREED WORKS (Continued)

Conference Presentations & Workshops (Continued)

- * Sheppard, Jerry (2003). Creo, Inc. *Administrative Sciences Association of Canada* annual meeting. Case Track. Halifax, NS, Canada. June 14-17.
- * Young, Marnie and Jerry Paul Sheppard (2001). On the uselessness of gender-neutral job titles and the importance of implicit and explicit gender identifiers. *Administrative Sciences Association of Canada* annual meeting. Women in Management Division. London, ON, Canada. June 6-8.
- * Young, Marnie and Jerry Paul Sheppard (2000). Milgram and the moral development of business students. *Administrative Sciences Association of Canada* annual meeting Management Education Division. Montreal, QC, Canada. June 8-10.
- * Sheppard, Jerry (1997). The nature of change in choice and determinism. *Administrative Sciences Association of Canada* annual meeting. Policy Division. Saint Johns, NL, Canada. June 2-4.
- * Sheppard, Jerry Paul & Christopher H. Zacharias (1995). When laws collide: The abandoned earth & cleaning up the bankrupt polluter. *Academy of Management annual conference*. Social Issues in Management Division. Vancouver, BC, Canada. August 9-12.
- * Sheppard, Jerry Paul (1994). Success likelihood in strategic bankruptcy. *Association of Management* annual conference. Strategy Division. Dallas, TX, USA. August 10-12.
- * Sheppard, Jerry Paul (1992). The relationship between corporate board linkages, industry environment, firm condition and organizational survival. *Western Academy of Management international conference*. Strategy Division. Leuven, Belgium: June 21-24.
- * Sheppard, Jerry Paul, Praveen R. Nayyar & Charles E. Summer (1991). Business Policy & Planning Dissertation Workshop. Topics included: Forming the committee; defending the proposal; managing the process; procrastination / anxiety and what makes a good dissertation. *Academy of Management*. Doctoral Seminar. Miami, FL.: Aug. 11-14.
- * Sheppard, Jerry Paul (1990). Bankruptcy prediction: The effects of firm financial condition, size & industry environment. *Administrative Sciences Association of Canada* annual meeting. Finance Division. Whistler, BC, Canada. June 2-4.

**Management Education Div.
Honourable Mention Award**

REVIEWED WORKS

Books

- ③ Hitt, Michael A., Ireland, R. Duane, Hoskisson, Robert E., Rowe, W. Glenn & Sheppard, Jerry P. (2009). *Strategic Management: Competitiveness & Globalization, Concepts, 3rd Canadian Ed.* (Toronto: Nelson Education), 478 pages.
- ③ Hitt, Michael A., Ireland, R. Duane, Hoskisson, Robert E., Sheppard, Jerry P., & Rowe, W. Glenn (2009). *Strategic Management: Cases for Competitiveness & Globalization, 3rd Canadian Ed.* (Toronto: Nelson Education), 351 pages.
- ③ Hitt, Michael A., Ireland, R. Duane, Hoskisson, Robert E., Rowe, W. Glenn & Sheppard, Jerry P. (2009). *Strategic Management: Competitiveness & Globalization, 3rd Canadian Ed., Concepts Instructor Notes* (Toronto: Nelson Education), 300 pages.
- ②⁺ Hitt, Michael A., Ireland, R. Duane, Hoskisson, Robert E., Sheppard, Jerry P., & Rowe, W. Glenn (2007). *Strategic Management: Cases for Competitiveness & Globalization, 2nd Canadian Ed. Updated.* (Toronto: Nelson Education), 399 pages.
- ② Hitt, Michael A., Ireland, R. Duane, Hoskisson, Robert E., Rowe, W. Glenn & Sheppard, Jerry P. (2006). *Strategic Management: Competitiveness & Globalization, Concepts, 2nd Canadian Ed.* (Toronto: Nelson Thompson), 468 pages.
- ② Hitt, Michael A., Ireland, R. Duane, Hoskisson, Robert E., Sheppard, Jerry P., & Rowe, W. Glenn (2006). *Strategic Management: Cases for Competitiveness & Globalization, 2nd Canadian Ed.* (Toronto: Nelson Thompson), 417 pages.
- ② Hitt, Michael A., Ireland, R. Duane, Hoskisson, Robert E., Rowe, W. Glenn, & Jerry P. Sheppard (2006). *Strategic Management: Competitiveness & Globalization, 2nd Canadian Ed., Concepts Instructor Notes* (Toronto: Nelson Thompson), 290 pages.
- ② Hitt, Michael A., Ireland, R. Duane, Hoskisson, Robert E., Sheppard, Jerry P., & Rowe, W. Glenn (2006). *Strategic Management: Competitiveness & Globalization, 2nd Canadian Ed., Instructor Notes: Cases* (Toronto: Nelson Thompson), 326 pages.
- ① Hitt, Michael A., Ireland, R. Duane, Hoskisson, Robert E., Rowe, W. Glenn & Sheppard, Jerry P. (2002). *Strategic Management: Competitiveness & Globalization, Concepts, 1st Canadian Ed.* (Toronto: Nelson Thompson), 538 pages.
- ① Hitt, Michael A., Ireland, R. Duane, Hoskisson, Robert E., Sheppard, Jerry P., & Rowe, W. Glenn (2002). *Strategic Management: Cases for Competitiveness & Globalization, 1st Canadian Ed.* (Toronto: Nelson Thompson), 543 pages.
- ① Hitt, Michael A., Ireland, R. Duane, Hoskisson, Robert E., Rowe, W. Glenn & Sheppard, Jerry P. (2002). *Strategic Management: Competitiveness & Globalization, 1st Canadian Ed., Concepts Instructor Notes* (Toronto: Nelson Thompson), 294 pages.
- ① Hitt, Michael A., Ireland, R. Duane, Hoskisson, Robert E., Sheppard, Jerry P., & Rowe, W. Glenn (2002). *Strategic Management: Competitiveness & Globalization, 1st Canadian Ed., Instructor Notes: Cases* (Toronto: Nelson Thompson), 334 pages.

RESEARCH

REVIEWED WORKS (Continued)

Published Cases

- * Chowdhury, Shamsud D. & Sheppard, Jerry Paul (2009). Case 4: Becoming competitive: An industry note on the Canadian telecommunications industry, *Cases for Strategic Management: Competitiveness & Globalization*, 3rd Canadian Ed. by Michael A. Hitt, R. Duane Ireland, Robert E. Hoskisson, Jerry P. Sheppard & W. Glenn Rowe (Toronto: Nelson Education): 37-48.
- * Sheppard, Jerry Paul (2002). Investment Opportunities Unlimited, printed in *Strategic Management: Cases for Competitiveness & Globalization*, First Canadian Edition by Hitt, Michael A., Ireland, R. Duane, Hoskisson, Robert E., Sheppard, Jerry P., & Rowe, W. Glenn (2007). (Toronto: Nelson Thompson Learning).
- * Sheppard, Jerry Paul (1995). E.O. Inc., re-printed in *Strategic Management: Text & Cases*, Third Edition by Peter Wright, Mark J. Kroll & Parnell, John A. (Englewood Cliffs, NJ: Prentice Hall).
- * Sheppard, Jerry Paul (1994). E.O. Inc., re-printed in *Entrepreneurial Strategy: Text & Cases* by Welsh, Harold P. & Kuratko, Donald F., 234-250 (New York: Dryden/HBJ).

Dissertation

- * Sheppard, Jerry Paul (1989). *The strategy of corporate survival: A resource dependence approach*. Doctoral dissertation (Seattle, WA, USA: University of Washington). This research builds on Resource Dependency theory to develop a logical model to explain and predict factors that lead to organizational survival or failure.

**1990 Academy of Management
& Strategic Management Society
Best Dissertation Award**

OTHER PUBLISHED WORKS

Reviews

- * Sheppard, Jerry Paul & Jesse Young. (2023). An essential stupidity-based review of the Deepwater Horizon disaster, *ASAC Management Dialogue*. <https://asac.ca/asac-dialogue/>
- * Sheppard, Jerry Paul & Chowdhury, Shamshud D. (2023). Corporate wrongdoing and board leadership structure: An analysis of the WestJet spying scandal. *ASAC Management Dialogue*. <https://asac.ca/asac-dialogue/>

Articles

- * Sheppard, Jerry Paul (2023, April 4). Políticas de Trump são mais que burras, são estúpidas, apontam pesquisas sobre a estupidez. *The Conversation*. <https://theconversation.com/politicas-de-trump-sao-mais-que-burras-sao-estupidas-apontam-pesquisas-sobre-a-estupidez-254269> 350+ Views
- * Sheppard, Jerry Paul (2025, April 9). Les politiques de Donald Trump sont plus qu'idiotes – elles sont stupides, selon des chercheurs... en stupidité. *The Conversation*. <https://theconversation.com/les-politiques-de-donald-trump-sont-plus-quidiotes-elles-sont-stupides-selon-des-chercheurs-en-stupidite-254260> 12,750+ Views
- * Sheppard, Jerry Paul (2025, April 9). Donald Trump's policies are more than dumb – they're stupid, according to stupidity researchers *The Conversation*. <https://theconversation.com/donald-trumps-policies-are-more-than-dumb-theyre-stupid-according-to-stupidity-researchers-253009> 59,000+ Views
- * Sheppard, Jerry Paul (2023, April 6). Oubliez Stormy Daniels et Michael Cohen – ce sont les comptables qui auront la tête de Donald Trump. *The Conversation*. <https://theconversation.com/oubliez-stormy-daniels-et-michael-cohen-ce-sont-les-comptables-qui-auront-la-tete-de-donald-trump-203372> 24,000+ Views
- * Sheppard, Jerry Paul (2023, April 4). Forget Stormy Daniels and Michael Cohen – It's accountants who could seal Trump's fate. *The Conversation*. <https://theconversation.com/forget-stormy-daniels-and-michael-cohen-its-accountants-who-could-seal-trumps-fate-203128> 115,000+ Views

Proceedings Editorships

- * Sheppard, Jerry P. (1996), (Editor), *Administrative Sciences Association of Canada: Policy Division Proceedings*, 17 (6). Montreal: HEC.

Discussion Papers

- * Sheppard, Jerry Paul, Nayyar, Praveen R. & Summer, Charles E. (1994). *Managing the dissertation: A practical orientation*. (Burnaby BC: Simon Fraser University Faculty of Business Administration Discussion Paper Series, #94-4918-01).
- * Sheppard, Jerry Paul (1994). *Strategic bankruptcy: Typology and success likelihood*. (Burnaby BC: Simon Fraser University Faculty of Business Administration Discussion Paper Series, #94-4918-02).
- * Sheppard, Jerry Paul (1994). *A strategic analysis for the Burquest J. C. A.* (Burnaby BC: Simon Fraser University Faculty of Business Administration Discussion Paper Series, #94-4918-03).

Web Editorial

- * Sheppard, Jerry Paul, 2005, *Why it pays to be a mentsh*.

RESEARCH

RESEARCH WORKS IN PROCESS

Works accepted for publication

- * Sheppard, Jerry Paul, Praveen R. Nayyar and Charles E. Summer. Managing your Doctoral Program: A Practical Orientation, to be reprinted in *Business Education Review* (Accepted Jan. 2000).

Works under review

- * Sheppard, Jerry Paul (2026). Joseph Kay's nightmare: A Kafkaesque non-promotion case. *Administrative Sciences Association of Canada* annual meeting. Business Case Journal in March 2026.

Works revised and resubmitted

- * Sheppard, Jerry Paul & Young, Jesse. Gonzo ethnographic field research into the shopping gig and the management of work-gig contradictions. *Journal of Business Anthropology* in March 2026.

Works in progress

- * Sheppard, Jerry Paul & Chowdhury, Shamshud D. How Industry Environments Affect Populations of U.S. Manufacturing Industries. Tentatively scheduled for a July 2026 submission to *Industrial and Corporate Change*.
- * Chowdhury, Shamshud D. & Sheppard, Jerry Paul. Corporate wrongdoing and board leadership structure: A comparative analysis of the Hewlett Packard pretexting and WestJet espionage scandals. Tentatively scheduled for a September 2026 submission to the *Journal of Business Ethics*.

FUNDED RESEARCH

Dean's Travel Grants

- * Paper presentation to the *European Academy of Management* meetings in Lisbon, Portugal, June 26 - 28, 2019.
- * Paper presentation to the *Administrative Sciences Association of Canada*, meetings in Toronto, ON, May 27 - 29, 2018.
- * For paper presentation to the *Academy of Management* meeting in Atlanta, GA, USA. August 4 - 8, 2017.
- * For paper presentation to the *Academy of Management* meetings in Buena Vista, FL, USA, August 9 - 13, 2013.

Social Sciences & Humanities Research Council Travel Grants

- * Paper presentation to the *Understanding Governance Workshop*, Toulouse Bus. School, Barcelona, Spain, June 9 - 10, 2014.
- * For paper presentation to the *Administrative Sciences Association of Canada* meetings in Regina, SK, May 12 - 25, 2012.
- * For presentation to the *Academy of International Business*, Milan Italy, June 30 - July 4, 2008.

Research Grants

- * Social Sciences & Humanities Research Council Grant: *DIT test differences over time and the impact of business education versus self-selection into a business program*. June 2003 - April 2006
- * Social Sciences & Humanities Research Council Grant: *Business strategy and corporate social responsibility in a simulated environment*. June 1997 - December 2000.
- * Government of Canada Challenge Grant: *Strategic bankruptcy and firm survival*. Research into the effects of bankruptcy strategy on corporate reorganization success likelihood. May 1994 - August 1996.
- * Government of Canada Challenge Grants: *Corporate board attributes and bankruptcy prediction*. Research into effects of board attributes firm failure. April 1992 - August 1992 and April 1993 - August 1993.
- * Social Sciences & Humanities Research Council (SSHRC) Grant: *Business bankruptcy and reorganization laws: An international comparison and analysis of trends*. December 1991 - December 1994.
- * Social Sciences & Humanities Research Council (SSHRC) Grant: *Who's minding the store? How board interlocks, board composition & board characteristics affect corporate survival & failure*. February 1990 - April 1993.
- * Government of Canada Challenge Grants: *The diversified firm and bankruptcy prediction*. Research into the effects of diversification on firm failure. April 1990 - August 1990 and April 1991 - August 1991.
- * Simon Fraser University. President's Research Grant: *Diversification and death: The effects of corporate strategy of the likelihood of firm failure*. February 1990 - August 1992.
- * University of Washington Dean's Social Sciences Competition Fellowship Grant Winner: *The strategy of corporate survival: A resource dependence approach*. September 1988 - December 1988.
- * University of Washington Research Assistantship: *Industry maturity and diversification: A study of the industry maturity/firm diversification relationship*. June 1985 - August 1985.

INSTRUCTIONAL & OTHER MEDIA

PUBLISHED POWER POINT SLIDES

Developed instructors' power point slides for *Strategic Management: Competitiveness & Globalization, Concepts 1st Canadian Ed.*, (2002) by Hitt, Michael A., Ireland, R. Duane, Hoskisson, Robert E., Sheppard, Jerry P. Hitt, & Rowe, W. Glenn.

PUBLISHED INSTRUCTOR CASE NOTES

Developed and edited teaching notes for *Strategic Management: Competitiveness & Globalization 3rd Canadian Ed. Instructor Case Notes* (2009) by Hitt, Michael A., Ireland, R. Duane, Hoskisson, Robert E., Sheppard, Jerry P. Hitt, & Rowe, W. Glenn.

- ❷ Case 1: *Activplant: The European opportunity.* (Drawn from B.B. Christ & W. Ho's note, (S. Thornhill supervising); added prep. by J. P. Sheppard.)
- ❷ Case 2: *AGF Management.* (Drawn from J. Martin's note; added prep. by J. P. Sheppard.) [2009 Update]
- ❷ Case 3: *AMD in 2005* (Drawn extensively from R. Apana & T. D. Ferguson's note; added prep. by J. P. Sheppard.)
- ❷ Case 4: *Becoming competitive: An industry note on the Canadian telecommunications industry.* (Drawn from S. D. Chowdhury & J. P. Sheppard's original note, with added preparation by J. P. Sheppard.)
- ❷ Case 5: *Bell Canada: The VoIP challenge.* (Drawn from D. Day & R. White's note; added prep. by J. P. Sheppard.)
- ❷ Case 6: *Blu-Ray & HD DVD: Betamax - VHS 'Format Wars' redux?* (Drawn from ICFAI's note; added prep. by J. P. Sheppard.)
- ❷ Case 7: *CCL Industries: Divesting the custom division* (Drawn from T. Hunter's note; added prep. by J.P. Sheppard.)
- ❷ Case 8: *Coach Inc.: From staid to stylish* (Drawn extensively from the ICFAI original note, and the case by Smitha Moganty (S. Regani & S. S. George directing); added prep. by J. P. Sheppard.)
- ❷ Case 9: *Compassion Canada* (Drawn from H. Bapuji's & W. G. Rowe's note; added prep. by J. P. Sheppard.) [2009 Update]
- ❷ Case 10: *Cott Corporation: World's biggest maker of retailer-brand carbonated soft drinks: Growth strategies.* (Note by J. P. Sheppard with info. from P. Bihani's case (S. Manda directing); added analysis by P. Onyeukwu.)
- ❷ Case 11: *DHL Bangladesh: Managing HQ-subsidiary relations.* (Drawn extensively from H. Merchant's original note with assistance from M. Chand, and with added prep. by J. P. Sheppard.)
- ❷ Case 12: *East Coast Trail Association.* (Drawn from N. Slawinsk's note (W. G. Rowe supervising); added prep. by J. P. Sheppard.)
- ❷ Case 13: *Embraer: The Brazilian aircraft manufacturer's turnaround and growth.* (Drawn from ICFAI's note and the case by S. Regani (S.S. George directing) with added prep. by J. P. Sheppard.)
- ❷ Case 14: *Entrepreneurial search: Growing from a monopoly situation: Med-Eng Systems Inc.* (Drawn extensively from S. Ensign's original note, with added preparation by J. P. Sheppard.)
- ❷ Case 15: *Global luxury hospitality industry & the Four Seasons Hotels & Resorts.* (Drawn extensively from K. Hart & S. Chowdhury's note, with added prep. by J. P. Sheppard.)
- ❷ Case 16: *GVM Exploration Limited.* (Drawn from G. F. Jiang's note (M. Rouse supervising); added prep. by J. P. Sheppard.)
- ❷ Case 17: *Haier: The Chinese global competitor.* (Drawn extensively from the ICFAI note, with added prep. by J. P. Sheppard.)
- ❷ Case 18: *Innovation at Cirque Du Soleil.* (Drawn extensively from the ICFAI note, with added prep. by J. P. Sheppard.)
- ❷ Case 19: *The Interbrew-AMBEV merger story.* (This note was developed and written by J. P. Sheppard.) [2009 Update]
- ❷ Case 20: *L'Oréal's business strategy.* (Drawn extensively from M. S. White's original note, and U.S. and Canadian government sites, with added preparation by J. P. Sheppard.)
- ❷ Case 21: *MTV Networks International: Localizing globally.* (Drawn extensively from H. M. Hema's note (under the direction of S. Regani and S. S. George) with added prep. by J. P. Sheppard.)
- ❷ Case 22: *Nintendo Wii: A 'revolution' in gaming?* (Drawn extensively from N. V. Prasad and S. Govind (under the direction of S. S. George); added prep. by J. P. Sheppard.)
- ❷ Case 23: *Nokia & the global mobile phone industry.* (Drawn from S. Regani's note (S. Dutta directing); added prep. by J. P. Sheppard.) [2009 Update]
- ❷ Case 24: *Nucor in 2005.* (Drawn from T. D. Ferguson's note; added prep. by J.P. Sheppard.)
- ❷ Case 25: *The Print Shop at Eva's Phoenix: "Training youth for life."* (Drawn from A. Armstrong's note; added prep. by J. P. Sheppard.) [2009 Update]
- ❷ Case 26: *Ryan Air.* (This case note was developed and written by J. P. Sheppard and drew on info. in the case by D. Dunne with info. by Y. Mei, G. Guo & R. Barnard, D. Lehmborg and R. White.)
- ❷ Case 27: *Selectpower: Green energy.* (Drawn from A. Merchant's note (R. Klassen supervising); added prep. by J. P. Sheppard.)
- ❷ Case 28: *Target stores' differentiation strategy.* (Drawn from S. Jampani & A. Sankar's note (S. Dutta directing) with added prep. by J.P. Sheppard.) [2009 Update]
- ❷ Case 29: *Worldspace Satellite Radio: Fading signals?* (Drawn from H. M. Hema's note (S. Regani & S. S. George directing); added prep. by J. P. Sheppard.)
- ❷ Case 30: *YMCA of London Ontario.* (Drawn from P. MacDonald's note (W. G. Rowe supervising); added prep. by J. P. Sheppard.)

INSTRUCTIONAL & OTHER MEDIA

PUBLISHED INSTRUCTOR CASE NOTES (Continued)

Developed and edited teaching notes for *Strategic Management: Competitiveness & Globalization, 2nd Canadian Ed., Instructor Case Notes* (2007) by Hitt, Michael A., Ireland, R. Duane, Hoskisson, Robert E., Sheppard, Jerry P. & Rowe, W. Glenn.

- Case 1: *Adventus*. (Drawn from M. Brooks' note, with added prep. by J. P. Sheppard).
- Case 2: *AGF Management*. (Drawn from J. Martin's note with added prep. by J. P. Sheppard).
- Case 3: *Apple Computer Inc. Ipods and Itunes* (Drawn from K. Mark & M. Crossen's note; added prep. by J. P. Sheppard).
- Case 4: *Biosonics Incorporated*. (Drawn from D. House's note; with added prep. by J. P. Sheppard.) [2007 Update]
- Case 5: *Cquay Technologies Corp.* (Drawn from K. K. Boeh's note (P. W. Beamish supervising); added prep. by J. P. Sheppard.)
- Case 6: *De Beers & the global diamond industry* (Drawn from D. Conklin's note, with added prep. by J.P. Sheppard.)
- Case 7: *eBay.com: Profitably managing growth from start-up to 2000* (Prepared by J. P. Sheppard, drawn from C. B. Shrader's note.) [2007 Update]
- Case 8: *Environmental management in the Rockies: Entrepreneurship versus sustainability*. (Drawn extensively from S. Hudson's original note, with added prep. by J. P. Sheppard.)
- Case 9: *Frontier Adventure Racing: Pack lightly, go like Hell, Never give up*. (Drawn extensively from C. Zietsma's & S. Thornhill's original note, with added preparation by J. P. Sheppard.) [2007 Update]
- Case 10: *The Interbrew AmBev mergersStory*. (This Case note was developed and written by J. P. Sheppard).
- Case 11: *Landville Limited*. (Drawn extensively from S. Gunz's note with added prep. by J. P. Sheppard.) [2007 Update]
- Case 12: *Loblaw Companies Limited*. (Drawn from C. Zietsma's note & added prep. by J. P. Sheppard.)
- Case 13: *Lufthansa 2000: Maintaining change*. (C. B. Shrader & J. P. Sheppard's note edited by M. Young to a Canadian format.)
- Case 14: *Meridco Magnesium: International technology transfer (A)*. (Drawn from T. Bansal's note; added prep. by J. P. Sheppard.)
- Case 15: *Mission Air* (Drawn from J. Melnyk & D. Gendron's note (© 2002); added prep. by J. P. Sheppard.)
- Case 16: *Monsanto: Better living through genetic engineering?* (Drawn extensively from C. B. Shrader's original note, edited by J. P. Sheppard and drew extensively from the teaching note by S. Brooks, M. Schilling & J. Scrofani.) [2007 Update]
- Case 17: *New Century Brewing: Moonshot caffeinated beer*. (Drawn from D. Wesley's note (C. Robertson supervising); added prep. by J. P. Sheppard.)
- Case 18: *Newfoundland Centre for the Arts*. (Drawn extensively from C. Zietsma's note with added prep. by J. P. Sheppard.)
- Case 19: *Nokia & the global mobile phone industry*. (Drawn from S. Regani's note (S. Dutta, directing); added prep. by J. P. Sheppard.)
- Case 20: *Paradise Farm Organics*. (This note was prepared by J. P. Sheppard with contributions from C. B. Shrader, J. M. Bruton, J. J. Reddish, R. E. Goldsmith, D. Brady, and case author A. Smith.) [2007 Update]
- Case 21: *Perdue Farms Inc.: Responding to 21st century challenges*. (Drawn extensively from C.B. Shrader's note, and G.C. Rubenson & F.M. Shipper's note, with editing from J. P. Sheppard to match a Canadian format.) [2007 Update]
- Case 22: *Pinnacle Tech: Middle East*. (Drawn from A. J. Morrison's note, and added prep. by J. P. Sheppard.) [2007 Update]
- Case 23: *The Printshop at Eva's Phoenix*. (Drawn from A. Armstrong's note with added prep. by J. P. Sheppard.)
- Case 24: *Restructuring CNPC & the proposed listing of Petrochina*. (Drawn from S. Riaz's note (W. G. Rowe supervising) with added prep. by J.P. Sheppard.)
- Case 25: *Stretching the brand: A review of the Virgin Group*. (Prepared by C. B. Shrader, edited by J.P. Sheppard.) [2007 Update]
- Case 26: *Talisman Energy Inc.* (Drawn from T. Hunter & G. Robertson's note; added prep. by J. P. Sheppard.) [2007 Update]
- Case 27: *Target: The upscale discounter* (Drawn extensively from S. Jampani & A. Sankar's original note (under Sanjib Dutta's direction) with added preparation by J. P. Sheppard.)
- Case 28: *Tata Tea Ltd.* (Drawn from R. Subramanian, P. Gopalakrishna & V. J. Sivakumar's note; added prep. by J. P. Sheppard.)
- Case 29: *Unicord: The Bumble Bee acquisition* (Drawn from H. Merchant's note; added prep. by J.P. Sheppard.) [2007 Update]
- Case 30: *Vic Young and Fishery Products International (B): Winds of change* (Drawn extensively from info. in J. Melnyk, T. Hynes & W. G. Rowe's original note, with added preparation by J. P. Sheppard.) [2007 Update]
- Case 31: *Wal-Mart's German misadventure*. (Drawn from K. Subhadra's note (S, Dutta directing); added prep. by J. P. Sheppard and added info. from J. Ewing.)
- Case 32: *WestJet Airlines (B): The Pearson decision* (Drawn from D. Lehmborg's note (R. White supervising); added prep. by J. P. Sheppard.)

INSTRUCTIONAL & OTHER MEDIA

PUBLISHED INSTRUCTOR CASE NOTES (Continued)

Developed and edited teaching notes for *Strategic Management: Competitiveness & Globalization, 1st Canadian Ed., Instructor Case Notes* (2002) by Hitt, Michael A., Ireland, R. Duane, Hoskisson, Robert E., Sheppard, Jerry P. & Rowe, W. Glenn.

Ireland, R. Duane, Hoskisson, Robert E., Sheppard, Jerry P. Hitt, & Rowe, W. Glenn.

- ❶ Case 1: *Adventus*. (Drawn extensively from M. Brooks' original note, with added preparation by J. P. Sheppard.)
- ❶ Case 2: *Affymetrix: A business of mapping genes*. (C.B. Shrader's note edited by J. P. Sheppard to a Canadian format and drawn from D. R. Wood, Jr. & G. George's original note.)
- ❶ Case 3: *AlarmForce: The launch of AlarmFog*. (Drawn from D. Singer & J. Cotte's note; added prep. by J.P. Sheppard.)
- ❶ Case 4: *Biosonics Incorporated*. (Drawn extensively from D. House's original note with added prep. by J. P. Sheppard.)
- ❶ Case 5: *The comeback of Caterpillar 1985-2001*. (C.B. Shrader's note edited by J. P. Sheppard to Canadian a format and drawn from I. Cohen's original note.)
- ❶ Case 6: *Compassion Canada*. (Drawn from H. Bapuji's note (W. G. Rowe supervising); added prep. by J. P. Sheppard.)
- ❶ Case 7: *eBay.com: Profitably managing growth from start-up to 2000*. (Drawn from C. B. Shrader's note; prep. by J.P. Sheppard.)
- ❶ Case 8: *Etraffic Solutions: The future of e-learning*. (Drawn from M. Jeske & M. Albas's note (R. Grant supervising); added prep. by J. P. Sheppard.)
- ❶ Case 9: *Frontier Adventure Racing: Pack lightly, go like Hell, Never give up*. (Drawn extensively from C. Zietsma and S. Thornhill's note, added prep. by J. P. Sheppard.)
- ❶ Case 10: *Global Healthcare Exchange Canada* (Drawn from D. Gruber's note (T. Deutscher supervising); added prep. By J. P. Sheppard.)
- ❶ Case 11: *Global Vision*. (Drawn from S. Tremblay's note (E. M. A. Grasby supervising) with added prep. by J. P. Sheppard.)
- ❶ Case 12: *Heat Saver Distributors Ltd*. (Drawn extensively from C. Jones & J. Melnyk's note; added prep. by J. P. Sheppard.)
- ❶ Case 13: *Innomedia Logic Inc*. (Drawn from W. Roll's note (J. E. Hatch supervising) and added prep. by J. P. Sheppard.)
- ❶ Case 14: *Landville Limited*. (Drawn from S. Gunz's note; added prep by J. P. Sheppard.)
- ❶ Case 15: *Lufthansa 2000: Maintaining change*. (C. B. Shrader & J. P. Sheppard's note edited by M. Young for Canadian format.)
- ❶ Case 16: *Meridian Magnesium: International technology transfer*. (Drawn from T. Bansal's note and her discussion of C.A. Bartlett & S. Ghoshal's 1998, *Managing across borders*, with additional prep. by J. P. Sheppard.)
- ❶ Case 17: *Monsanto: Better Living through Genetic Engineering*. (Drawn extensively from C. B. Shrader's note edited by J. P. Sheppard to a Canadian format and a teaching note by S. Brooks, M. Schilling & J. Scrofani.)
- ❶ Case 18: *Paradise Farm Organics*. (This note was prepared by J. P. Sheppard with contributions from C. B. Shrader, J. M. Bruton, J. J. Reddish, R. E. Goldsmith, D. Brady, and case author A. Smith.)
- ❶ Case 19: *Perdue Farms Inc.: Responding to 21st Century Challenges*. (Drawn from C. B. Shrader's note, and G. C. Rubenson and F. M. Shipper's note, with editing from J. P. Sheppard to match a Canadian format.)
- ❶ Case 20: *Pinnacle Tech: Middle East*. (Drawn from A. J. Morrison's note & added prep. by J. P. Sheppard.)
- ❶ Case 21: *Plastics R Us Ltd*. (Drawn extensively from T. Deutscher's note with added prep. by J. P. Sheppard and Y. Jiang.)
- ❶ Case 22: *Priceline.com*. (Prepared by C. B. Shrader and J. P. Sheppard.)
- ❶ Case 23: *Prosoft Systems Canada (A)*. (Drawn from E. O'Neil's note (T. Deutscher supervising); added prep. by J.P. Sheppard.)
- ❶ Case 24: *Sony Playstation 2: Just Another Competitor?* (Drawn from C. B. Shrader's note and R. Chiu, C. Chou and M. A. Schilling's note; edited by J. P. Sheppard for a Canadian format.)
- ❶ Case 25: *Stretching the brand: A review of the Virgin Group*. (Prepared by C. B. Shrader, edited by J. P. Sheppard.)
- ❶ Case 26: *Talisman*. (Drawn from T. Hunter and G. Robertson's note; added prep. by J. P. Sheppard.)
- ❶ Case 27: *Unicord: The Bumble Bee acquisition*. (Drawn from H. Merchant's note with added prep. by J. P. Sheppard.)
- ❶ Case 28: *Vic Young and Fishery Products International (B): Winds of change / (C): Change at the helm*. (Drawn extensively from J. Melynk, T. Hynes & W. G. Rowe's original note, with added preparation by J. P. Sheppard.)
- ❶ Case 29: *Vincor and the new world of wine*. (Drawn from N. Celly's note (P. W. Beamish supervising); added prep. by Y. Jiang and added editing by J.P. Sheppard.)
- ❶ Case 30: *Wal-Mart's German misadventure*. (Drawn K. Subhadra's note (S. Dutta's directing); with added prep. by J. P. Sheppard and added info. from J. Ewing.)
- ❶ Case 31: *WestJet Airlines: Stakeholder management in the aftermath of September 11: The Pearson decision*. (Drawn from K. Mark's note (C. Pearson, supervising); added preparation by J. P. Sheppard and Y. Jiang.)
- ❶ Case 32: www.HomeImprovement.com (Drawn from J. Lachowitz, B. Rogers & N. Kumar's note; added prep. by J.P. Sheppard.)

PUBLISHED WEB PAGE CONTENT

Developed instructors' web pages for *Strategic Management: Competitiveness & Globalization, Concepts, 1st, Canadian Ed.*, (2002) by Hitt, Michael A., Ireland, R. Duane, Hoskisson, Robert E., Sheppard, Jerry P. Hitt, & Rowe, W. Glenn.

INSTRUCTIONAL & OTHER MEDIA

EDITED CORPORATE BACKGROUND SYNOPSES

Edited and managed the collection of students' corporate background synopses as listed below. This list can also be found in alphabetical order at <https://jpsheppard.ca/syn/syns.htm>

Fall 2012	Spring 2013	Fall 2013	Spring 2014	Fall 2014
Amazon '12	Air Canada '13	Nokia	Abercrombie & Fitch '13	Bauer
Apple '12	Barnes & Noble	Red Bull '13	Carnival Cruise Lines	Chipotle '14
BC Hydro	Blackberry '13	Reliance Foundry	Fortis B C	Coke '14
Best Buy '12	Bombardier '13	Samsung '13	H T C	Lenovo
Electronic Arts '12	Canadian Solar	Sears	LEGO '13	M E C '14
Ikea '12	Canadian Tire '13	Sony '13	Lufthansa	Nike '14
Microsoft '12	Clearly Contacts	Walmart '13 A	Lululemon '13	PepsiCo '14
RIM	easyJet '13	WestJet '13	McDonald's '13	Target '14
Starbucks '12	General Motors	Whole Foods '13	Toyota '13	Tesla '14
Target '12	Kellogg's	Wind Mobile '13	Walmart '13 B	Walt Disney '14
Tim Horton's '12	Netflix '13			Wind Mobile '14
Zara '12				Alibaba '14

Spring 2015	Fall 2015	Spring 2016	Fall 2016	Spring 2017	Fall 2017
Adidas '15	Bell	Airbnb '16	Blackberry '16	Amazon '17 A	Airbus
Campbell's	Burberry	BMW '16	Boeing '16	Amazon '17 B	Amazon '17 C
Canadian Tire '15	Cathay Pacific	Bosch	Chipotle '16	Apple '17	Blue Apron
Dream Animation	Loblaw '15 A	Dell	Converse	Coach	Bombardier '17
Facebook	Loblaw '15 B	Enterprise Holdings	Exxon Mobile	Ikea '17	Costco '17
Netflix '15	Lululemon '15	Guess	Google	Lululemon '17	H & M '17
Nordstrom	Nike '15	McDonald's '16	GoPro '16	Muji '17	Honda Auto
Southwest Air.	Starbucks '15	Microsoft '16	Hermes	Netflix '17	M E C '17
Starbucks '15	Tim Horton's '15	Molson-Coors	LEGO '16	New Balance '17	Miniso '17
Uniqlo '15	Under Armour '15 A	Reebok	PepsiCo '16	Nintendo '17	S A P
Volkswagen	Under Armour '15 B	Rogers '16	Royal Bank '16	Puma	Telus '17
Valve	Valve	Zara '16	Samsung '16	Walmart '17	Uniqlo '17
			Tesla '16		
			Whole Foods '16		

Spring 2018	Fall 2018	Spring 2020	Fall 2020	Spring 2021	Fall 2021
Air Canada '18 A	A & W '18	Disney + '20	Airbnb '20	Apple '21 A	Amazon '21
Air Canada '18 B	Accor Hotels	easyJet '20	AMD '20	Audi	Apple '21 B
Fitbit	Beyond Meat '18	Ford '20	Canada Goose	Best Buy '21	BMW '21
Huawei	Heineken	Lululemon '20 A	Marriott	Costco '21 A	Costco '21 B
Hudson's Bay '18	Hyundai	Lululemon '20 B	McDonald's '20	M E C '21	H & M '21
I B M Watson	Nike '18	Lyft '20	Muji '17	Nano-Dimension	Honda
MOS Burger	SolarCity	PayPal	Neuralink	Netflix '21	Meta
Ryanair	The Gap	Spotify '20	Ripple	Patagonia	Netflix '21
Starbucks '18 A	WestJet '18	Sunrise Soya	Telus '20	Rogers '21	Nvida '21
Starbucks '18 B		Tesla '20	Walmart '20	T D Bank	Royal Bank '21
United Air. '18		Tim Horton's '20	Walt Disney '20	Whole Foods '21	Royal Caribbean
		Uber '20	WeWork	Wynn Resorts	Sephora '21
				Zoom '21	Zara '21

INSTRUCTIONAL & OTHER MEDIA

EDITED CORPORATE BACKGROUND SYNOPSES (Continued)

Edited and managed the collection of students' corporate background synopses as listed below. This can also be found in alphabetical order at <https://jpsheppard.ca/syn/syns.htm> The following links are password protected:

Spring 2022	Summer 2022	Fall 2023	Spring 2024	Fall 2024	Spring 2025	Future
Air Canada '22	Affirm	Abercrombie	A & W '24	Airbnb '24	Adidas '25	
American Express	Alibaba '22	& Fitch '23	Boeing '24 A	Alo Yoga	Arc'teryx	
Blackberry '22	Aritzia '22 A	Coke '23	Boeing '24 B	AMD '24	Costco '25 A	
Doordash	Aritzia '22 B	Disney + '23	FIGS	Cineplex	Costco '25 B	
Duolingo	Beyond Meat '22	Ford '23	Nintendo '24	Disney + '24	Electronic Arts '25	
Microsoft '22	Frito Lay	GameStop	OpenAI	Dollarama	Hershey's	
Rivian	Ikea '22	Indigo	Peloton '24	GoPro '24	Hudson's Bay '25	
Spotify '22	Lululemon '22	Intel	Pfizer	LEGO '24	Instacart	
United Air. '22	Netflix '22	Lyft '23	Skip	New	LVMH	
Walmart '22	Nike '22	Miniso '23	Starbucks '24	Balance '24	Match Group	
WestJet '22	Peloton '22	Secure Energy	Target '24	Nourish Labs	McDonald's '25	
	Tencent	Shopify	Tesla '24	Porsche	Nvida '25	
		Toyota '23	Toyota '24	Red Bull '24	Samsung '25	
		Uniqlo '23		Swarovski	Sony '25	
				Turo	Take 2 Interactive	
				Twitch	Telus '25	
				Uber '24	TikTok	
				Ulta Beauty	Zoom '25	

PUBLISHED INTERVIEWS

Radio Interviews

- ! Theriault, C. (2025, April 22: 1:05 PM). Trump stupidity interview. *Courtney Theriault Show, 880 CHED Edmonton, Alberta.*
<https://traffic.megaphone.fm/CORU1553149144.mp3?updated=1745354424>
- ! Bynon, A.(2023, April 15: 3:05 PM). Trump business interview. *Roy Green Show, Global News, 640 CFIQ Toronto, Ontario.*
https://www.jpsheppard.ca/Docs/JPS_CFIQ_Apr_15_2023_Int_3_05_PM.mp3
- ! Bird, C. (2023, April 6: 4:05 PM). Trump indictment interview. *News Talk Sports 630 AM CHED, Edmonton, Alberta.*
https://www.jpsheppard.ca/Docs/JPS_CHED_Apr_6_2023_Int_4_05_PM.mp3
- ! Recksiedler, D. (2016, November 14: 8:10 AM) Trump boycott interview. *News 1130 PM, CKWX, Vancouver, BC.*
https://www.jpsheppard.ca/Docs/JPS_CKWX_Nov_14_2016_Int_8_10_AM.mp3
- ! Gebauer, A. (2009, June 6: 7:33 AM). G.M. Interview. *The Weekend Morning News, CKNW, Vancouver, BC.*
https://www.jpsheppard.ca/Docs/JPS_CKNW_Jun_6_2009_Int_07_33_AM.mp3
- ! Langdon, M. (2009, June 1: 3:40 PM). General Motors Interview. *Newsline PM, CFAX, Victoria, BC.*
Part 1: https://www.jpsheppard.ca/Docs/JPS_CFAJX_Jun_1_2009_Int_3_40_PM_1.mp3
Part 2: https://www.jpsheppard.ca/Docs/JPS_CFAJX_Jun_1_2009_Int_3_40_PM_2.mp3
- ! Chang, J. (2009, June 1: 12:35 PM). General Motors Bankruptcy Interview. *BC Almanac, CBC 1.*
Part 1: https://www.jpsheppard.ca/Docs/JPS_CBC1_Jun_1_2009_Int_12_35_PM_1.mp3
Part 2: https://www.jpsheppard.ca/Docs/JPS_CBC1_Jun_1_2009_Int_12_35_PM_2.mp3
- ! Cuff, R. (2009, May 1: 7:42 AM). *The Early Edition, CBC 1, Chrysler Bankruptcy Interview*
https://www.jpsheppard.ca/Docs/JPS_CBC1_May_1_2009_Int_7_40_AM.mp3
- ! McComb, J. (2009, April 30: 6:34 PM). Chrysler Bankruptcy Interview. *The World Today, CKNW, Vancouver, BC.*
Part 1: https://www.jpsheppard.ca/Docs/JPS_CKNW_Apr_30_2009_Int_06_33_PM_1.mp3
Part 2: https://www.jpsheppard.ca/Docs/JPS_CKNW_Apr_30_2009_Int_06_33_PM_2.mp3
- ! Maliha, P. & V. Cole (2009, April 30: 5:07 PM). Chrysler Bankruptcy Interview. *Afternoon Buzz, CFUN, Vancouver, BC.*
https://www.jpsheppard.ca/Docs/JPS_CFUN_Apr_30_2009_Int_5_07_PM.mp3
- ! Langdon, M. (2009, April 10: 4:10 PM). General Motors Interview. *Newsline PM, CFAX, Victoria, B.C.*
Part 1: https://www.jpsheppard.ca/Docs/JPS_CFAJX_Apr_10_2009_Int_4_10_PM_1.mp3
Part 2: https://www.jpsheppard.ca/Docs/JPS_CFAJX_Apr_10_2009_Int_4_10_PM_2.mp3

INSTRUCTIONAL & OTHER MEDIA

PUBLISHED INTERVIEWS (Continued)

Print Interviews

- * Lorinc J. (2024, April 22). Artificial intelligence is changing how companies snoop on each other: New technologies are blurring the lines between illegal corporate espionage and legitimate competitive intelligence. *The Globe & Mail (Online)*.
<https://www.jpshppard.ca/Docs/Lorinc.pdf>
- * Claxton, M. (2023, March 22). What's next for Langley Malls after Nordstrom, Bed Bath & Beyond close? *Langley Advance Times*.
<https://www.langleyadvancetimes.com/business/whats-next-for-langley-malls-after-nordsrom-bed-bath-beyond-close/>
- * Lloyd, M. & Mason, K. (2016, November 14). What did the Trump campaign and Walmart have in common?
<https://vancouver.citynews.ca/2016/11/14/trump-campaign-walmart-common/>
- * Nutt, R. (1996, January 26). Loewen's best bet bankruptcy, Prof says, *Vancouver Sun*: D1.
<http://www.jpshppard.ca/Docs/papers/Nutt.pdf>

TEACHING

TEACHING INTERESTS

I tell my students that there are two things one can get from university: education and schooling. Education is a theoretical testable background. Schooling is the practical tools one can use in their lives. I try to focus on the schooling. This does not mean my students do not get exposed to theory, but I get them to apply the theory. With casework, I endeavour to get them to arrive at logical ways to address underlying problems an organization faces, rather than surface symptoms. I also, of course, look at finding alternative problem solutions. In general, my teaching interests fall into the following categories:

- Business Ethics and Corporate Social Responsibility
- Business Policy, Strategic Management.
- Business, Government and Society.
- Research Methods.

TEACHING EXPERIENCE

- January 2011 - Present Associate Professor of Business Administration, Simon Fraser University, Beedie School of Business, Burnaby BC. Teaching third year Social Issues and fourth year Strategy.
- Sept. 1997 - January 2011 Associate Professor of Business Administration, Simon Fraser University, Faculty of Business Administration, Burnaby BC. Teaching fourth year and graduate level Strategy and Administrative Policy, and third- and fourth-year level Business & Society classes as well as averaging two undergraduate directed studies students per year.
- Sept. 2004 - Dec. 2004 Instructor, University College of the Fraser Valley, Faculty of Business Administration, Abbotsford BC. Teaching first- and second-year Introductory Accounting.
- Sept. 1989 - Aug. 1997 Assistant Professor of Business Administration, Simon Fraser University, Faculty of Business Administration, Burnaby BC. Teaching fourth year and graduate level Administrative Policy, third- and fourth-year level Business & Society classes.
- Oct. 1987 - Dec. 1987 Central Washington University, Lynnwood WA. Extension Center. Taught senior level Marketing Research.
- Oct. 1984 - June 1989 Univ. of Washington, School of Business Admin., Seattle, WA. Taught junior / senior level Organization & Environment and Business and Society classes.
- Aug. 1983 - May 1984 Indiana University, School of Business Administration, Bloomington, IN. Instructed Introductory Financial Accounting classes.

TEACHING

SENIOR SUPERVISORY DUTIES OF A THESIS OR MAJOR PROJECT

Reader on the following MBA projects:

- Cretelli, D. G. (1999) *A business strategy for an information technology services firm.*
- Cullingworth, R. (1999) *Strategic analysis of a not-for-profit association: differentiate or disappear.*
- Duncan, R. (1999) *Strategic analysis of an in-house engineering group.*
- Gillam, A. (1999) *Strategic analysis of a management system registrar.*
- Katrusiak, R.M.A. (1999) *Strategic analysis of a software company.*
- Kruk, A. R. (1999) *Wireless telecom technology: A strategic analysis of low-earth-orbit satellite systems.*
- Levajac, D. (1999) *Strategy for a fiber optic transmission equipment provider.*
- Lines, R. B. (1999) *A strategic analysis of a global high technology company.*
- McCloskey, J. M. (1999) *A strategic analysis of the western Canadian sales group of an international software firm.*
- Ponich, G. J. (1999) *Strategic analysis of ISM-BC electronic document production services.*
- Sinclair, S. (1999) *Hedging the bet: An organizational strategy for a Canadian insurer.*
- Soregaroli, B. A. (1999) *Strategic analysis of a resource sector software firm.*
- Sorlie, D. J. (1999) *Key success factors and guidelines for implementation for Jewelco.com: An emerging Jewelry e-tail and virtual distribution company.*
- Bell, M. (1997) *A strategic analysis of product and service delivery of a major Canadian financial institution.*
- Dardick, E. (1997) *A strategic analysis for an oxygen leasing company.*
- Erickson, D. L. (1997) *A strategic analysis for a smaller business supplying the forest industry.*
- Fraske, J. (1997) *A strategic analysis of a potential target market for ALI Technologies Inc.*
- Hancock, P. (1997) *Business plan for an East Coast beverage manufacturing operation.*
- Jackson, M. (1997) *A strategic analysis of a furniture designer/manufacturer.*
- Maligiannis, G. (1997) *A feasibility study of establishing a foreign bank subsidiary in Canada.*
- Markle, B. (1997) *Evaluation of the government policy on advertising gambling.*
- Racine, T. (1997) *A review of the Internet banking strategy of a Canadian chartered bank.*
- Susak, W. J. (1997) *Strategic analysis of the Paramedic Academy.*
- Wilson, B. (1997) *Strategic analysis of a mid-sized manufacturer and exporter of agricultural products.*
- Adam, K. L. (1996) *An industry investigation for EAC Systems.*
- Kenney, E. A. (1996) *Feasibility of diversifying a Vancouver-based laundry business.*
- Kuntz, T. D. (1996) *A strategic analysis of a company in the leisure industry.*
- Uhm, M. (1996) *A strategic analysis of a B.C. meat processing company.*
- Chakrabarti, R. J. (1995) *A strategic analysis of a company in the interactive sports industry.*
- Dewar, K. S. (1995) *Feasibility of CFM56 engine maintenance.*
- Kaas, E. (1995) *A strategic analysis of a sound reinforcement company.*
- Murzello, R. D. (1995) *A business plan for a surgical scalpel blade manufacturing facility.*
- Narusis, N. F. F. (1995) *Strategic analysis of a BC company in the service/hospitality industry.*
- Tuck, R. W. (1995) *A strategic analysis of a Vancouver Island engineering firm.*
- Bader, M. (1991) *Foreign direct investment opportunities for telecom equipment manufacturers in Mexico.*

SERVICE

UNIVERSITY COMMITTEE WORK AT SIMON FRASER UNIVERSITY

- 2007 - 2011 Research Ethics Board
- 2001 - 2002 Tenure Committee (Member at large)
- 2001 - 2002 Salary Appeals Committee
- 1995 - 1998 Graduate Programs Approval Committee
- 1993 - 1997 Graduate Admissions / Appeals Committee
- 1994 - 1996 Senate Graduate Awards Adjudication Committee

FACULTY COMMITTEE WORK AT SIMON FRASER UNIVERSITY

- 2025 - 2026 Graduate Programs Curriculum Committee
- 2023 - 2025 Undergraduate Academic Appeals Committee
- 2017 - 2026 Case Competitions Committee
- 2020 - 2021 Teaching Awards Committee
- 2015 - 2018 Assurance of Learning Committee
- 2014 - 2015 Case Competitions Committee
- 2014 - 2015 Tenure and Promotions Committee
- 2009 - 2013 Academic Appeals Committee
- 2010 - 2011 Assurance of Learning Taskforce
- 2010 - 2011 Tenure and Promotions Committee
- 2006 - 2008 Tenure and Promotions Committee
- 2005 - 2006 Nominations Committee
- 2002 - 2003 Graduate Diploma Advisory Committee
- 1996 - 2001 Policy Area Coordinator
- 1995 - 1996 Ad-Hoc Undergraduate Planning Taskforce
- 1992 - 1996 Academic Discipline / Appeals Committee
- 1990 - 1992 Business Faculty Tenure Committee

ACADEMIC SERVICE

- Case Competition Coach Royal Roads Design Thinking Challenge, 2021 (third place team).
Intercollegiate Business Competition (ICBC), 2019.
- Academic Reviewer Reviewing coordinator Policy Div. *Administrative Sciences Assoc. of Canada*, 1995-1996.
- Program Chair Policy Division of Administrative Sciences Association of Canada 1996 - 1997.
- Division Chair Policy Division of Administrative Sciences Association of Canada 1997- 1998.
- Reviewer Academy of Management annual meetings Australia New Zealand Academy of Mgmt.
Admin. Sciences Association of Canada European Academy of Management
Inderscience Graphy Publications
Alliance Journal of Business Research Journal of Management
Canadian Journal of Administrative Sciences Journal of Management Inquiry.
Earth & Environmental Sciences Long Range Planning.
Journal of Asia Business Studies Managing Global Transitions
Journal of Business Ethics Social Science Research
Journal of Business Governance and Ethics Academia
Journal of Organizational Behavior Special Issue: The brave new workplace, 2001.
JAI Special Issue on Sustaining the Natural Environment, 1995.
- Session Chair *Australia New Zealand Academy of Management*, 2019 annual Meeting, Cairns, Queensland, Australia, Wicked Solutions to Wicked Problems Delivered Paper Session, December.
Academy of Management, 2007. annual Meeting, Philadelphia, PA, Capabilities: Knowledge Transfer and Replication session in the Business Policy & Strategy Division, August.
Academy of Management, 1997 annual Meeting, Boston MA, Market Entry and Exit Session of the Policy & Strategy Division, August.
Administrative Sciences Association of Canada, 1996. annual meetings, Montreal Quebec, “Strategy and Structure” Session of the Policy & Strategy Division, May.
Academy of Management. Strategic Change, 1992. Turnaround and Performance Session of the Policy & Strategy Division, August.

SERVICE

COMMUNITY SERVICE

- Consultant** Alouette Addiction Services Society. Assisted this non-profit agency in proposal development for three funding projects totaling about \$500,000, 2008.
- Reviewer** Workers Compensation Board of Manitoba. Request for proposals Reviewer 2007-2009.
- Board Member** Burquest J. C. A. 1995 – 1996.
- Board Member & Treasurer** Serenity Harbour Recovery Society, a non-profit agency in Maple Ridge, 2014-2018.

PROFESSIONAL AFFILIATIONS

Academy of Management

- Invited Chair: Business Policy & Strategy Div. 1991 Dissertation Workshop.
Strategic Change, Turnaround & Performance Session 1992.
Strategic Management and Policy session 1997 & 2007.
- Admin. Committee Member: Local Arrangements Committee 1995 Conference.
- Invited Participant: Social Issues in Management 1988 Doctoral Consortium.
Social Issues in Mgmt. 1990 Faculty Development Consortium.
- Div./Caucus/Int. Group Member: Social Issues in Management Division.
Business Policy & Strategy Division.
Organizations & the Natural Environment Caucus.
Organizations & the Natural Environment Interest Group.
- Contributor: Business Policy & Strategy Division Newsletter.

Administrative Sciences Assoc. of Canada:

- Member
- 1996 Policy Division Academic Reviewer.
- 1997 Policy Division Program Chair.
- 1998 Policy Division Division Chair.
- 2019 Session Chair.

Australia New Zealand Academy of Management

Member

European Academy of Mgmt.

Past member.

Academy of International Business

Past member.

Institute of Financial & Strategic Decisions

Past member.

Society for Case Research

Past member.

Strategic Management Society

Past member.

Western Academy of Management:

OTHER AFFILIATIONS

Delta Sigma Pi, Business Fraternity

Life member since 1979.

Doctor of Business Administration Association

Representative: Management & Organization Department:
University of Washington 1986 to 1989.