Project 1. Internship on the Career Paths of Immigrant CEOs

**Supervisor:** Dr. Rajiv Kozhikode  
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**Title:** From Immigrant Workers to Multinational CEOs

**Project:**  
In this project we seek to understand how immigrant workers from developing economies move up their career to become CEOs of high status firms (e.g., S&P 500 firms) in developed economies. This project is important because knowledge workers from developing economies have become highly mobile in the recent years and some have even progressed to take up leadership roles in major developed economy firms. But we know very little about this phenomenon. So it is important to systematically examine how some knowledge workers from emerging economies grow to such position of prominence.

**Responsibilities:**
1. **Web crawling:** Interns will download data on the career paths and social networking pattern of top executives in S&P 500 firms from social networking sites such as LinkedIn, Facebook and Twitter.
2. **Data coding:** Interns will code downloaded data into meaningful variables to be used in further empirical analysis.
3. **Data analysis:** Interns will help in the analysis of the data to test theorized hypotheses.
4. **Coauthor papers:** Interns will take part in writing the paper (methods section mostly) and will have co-authorship in the resulting publication.

**Qualifications:**  
Interns should have sufficient programming knowledge needed to crawl the web and download data into usable format (e.g., in spreadsheets as variables); Interns should also have knowledge of social network analysis (e.g., using UCINET) and other relevant statistical analysis (e.g., using Stata).
**Project 2.**

**Supervisor:** Dr. Pek-Hooi Soh  
Professor  
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**Title:** N/A

**Project:**  
The small business sector plays a critical role in stimulating economic development. In the last two decades, the Internet of Things (IoT) has attracted significant investments by diversifying entrant firms like Amazon and Netflix, and startups like Airbnb and Spotify to bundle resources, including generic technology and market assets from different markets, to design and deliver products/services over technology platforms (Brynjolfsson & McAfee, 2012). However, Canadian business owners are making very slow progress in adapting to such a digital platform ecosystem. According to Statistics Canada (2013), only 13% of Canadian businesses were selling online, while Canadian Internet Registration Authority (CIRA, 2015) Internet Factbook reported that over 40% of small businesses did not have a website presence. Many retail business owners in Canada have attempted to exploit the entrepreneurial opportunities presented by digitization and platform technologies, but they face tremendous challenges in making strategic investments in a market that is relatively new to them: to invest in a new platform business or to cooperate with existing dominant platform businesses, such as Amazon, Expedia, and alike. In current research and practice, models for strategy analysis are mainly helpful for assessing the profitability of platform providers. Still, essential questions pertaining to small business owners remain unsolved, such as which platform markets to enter and with whom to cooperate are not tackled by these models. Addressing this concern is important because business owners’ ability to make such decisions has huge impact on their competitiveness and productivity, thus affecting the sustainability of their business in Canada’s economy.

**Goal and Objectives:** The goal of this proposed research is to develop a strategy framework to guide small business owners to structure their strategic thinking and business growth. In particular, it aims to provide a critical analysis that allows business owners to make informed decisions on entering new markets mediated by digital platform technologies.

**Qualifications:** Graduate student assistant will gather data to develop multiple cases of how non-keystone companies in a selected platform ecosystem (can be any, such as entertainment, gaming, renewable energy, etc., so long as the technologies evolve around IoT or Industrial IoT) adopt existing dominant platform technologies and adapt their business models to compete in multiple related markets. Some data required for the cases involve branding and bundling of services as well as strategic partnership information, in addition to basic data pertaining to the firm and the market (e.g. year of joining, affiliation type, market segmentation, market size, etc.)

The RA is to report the tasks weekly and present the findings to the supervising faculty members twice during the period of internship.
Project 3.

Supervisor: Nilesh Saraf
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Management Information Systems
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Title: Behavioral Contagion in Online Social Media: A Simulation Model

Project:
The internship will be of value to those interested in marketing, public health policy, information systems or organizational behavior. The research project involves developing understanding of how human behavior can spread within a population through online social media. In particular, the project focuses on self-harming behavior such as suicides and the role of celebrity suicides in triggering such contagion. The analysis will be conducted using an appropriate simulation method, which will be implemented using either an available Graphical User Interface (GUI) tool or programming tool such as NetLogo, by an expert who is also a part of the investigator’s team.

Responsibilities:
The intern will work closely with the team on the theory development, literature, model creation, testing and paper writing. The project will also involve actual empirical data (collected by the investigator from a popular social media site) to be incorporated into the simulation model. The intern will get the opportunity to learn and explore simulation as a method to develop theory and insights, on the topic and perhaps also apply the same to his/her dissertation research.
Project 4.

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Title: Inter-Operability Standards in Information Technology Sector: The Role of Coopetition

Project:  
The internship will be of value to those interested in Information Systems, Strategy, and Marketing. The research project will involve development of a simulation model of the Information Technology Sector. This sector is an exemplar of simultaneous Competition and Cooperation ("co-opetition") among firms where they jointly form interoperability standards by consensus under the ambit of their chosen Standards Setting Organizations (SSOs).

The analysis will be conducted using an appropriate simulation method, which will be implemented using either an available Graphical User Interface tool or programming tool such as NetLogo, by an expert who is also a part of the investigator’s team.

Responsibilities:  
The intern will work closely with the team on the theory development, literature, model creation, testing and paper writing. The investigators will parameterize the simulation model using real data collected on the most prominent SSOs globally and their firm membership.

Qualifications:  
Interest and skills in using empirical data using one of more statistical packages such as SAS, STATA, SPSS, or R will be added advantage. The intern will get the opportunity to learn and explore simulation as a method to develop theory and insights, on the topic and perhaps also apply the same to his/her dissertation research.