

RESEARCH SPOTLIGHT: SFU BEEDIE SCHOOL OF BUSINESS



SINCE THE CREATION OF CANADA'S FIRST EXECUTIVE MBA IN 1968, SIMON FRASER UNIVERSITY'S BEEDIE SCHOOL OF BUSINESS HAS EMERGED AS A DYNAMIC TEACHING AND LEARNING SETTING WITH A REPUTATION FOR PRODUCING GLOBAL-CLASS RESEARCH FOR THE KNOWLEDGE ECONOMY.

With over 26,000 alumni in over 70 countries, SFU Beedie's programs demonstrate a spirit of innovation, flexibility and relevance. They are supported by extensive partnerships with public, private and not-for-profit organizations—to produce broadly educated, enterprising and socially responsible managers capable of making lasting contributions to their communities.

FIRST VIRTUAL STUDENT EXCHANGE

In the wake of the pandemic, SFU Beedie's Office of International Programs (IOP) adopted [a new virtual international student exchange program for fall 2020](#). As SFU's first virtual exchange program, all incoming students were matched with senior SFU Beedie student mentors. The matches were based on areas of study, locations they have studied, and personal interests to help ease their transition into the new learning environment at SFU.

ECONOMIC TRANSFORMATION LAB INITIATIVE

In March 2021, SFU Beedie and the [Vancouver Economic Commission](#) launched a new industry-academia research lab. The [Economic Transformation Lab \(ETL\)](#) is a platform for collaboration between industry and academia that researches seismic trends anticipated to impact Vancouver's economy in the coming decades. The program aims to develop actionable goals, programs and insight to shape policy

advocacy and help future-proof Vancouver against these trends.

INVENTION TO INNOVATION (i2I) PROGRAM EXPANDS NATIONALLY

After a successful training pilot, aspiring scientists and technology entrepreneurs across Canada can access [SFU Beedie's ground-breaking skills training program \(i2I\)](#). In partnership with Mitacs, the i2I Mitacs Skills Training Pilot was successful in offering the program in British Columbia and Alberta. The program won international recognition in 2020 after being highlighted among the annual Innovations That Inspire named by AACSB International—the world's largest business education network.

RESEARCH CENTRE EVENTS

The Jack Austin Centre for Asia Pacific Business Studies held the [Canada-China Economic Forum VI: The prospects for the US-China Phase One Trade Deal and its impact on Canada](#) in late August 2021. This forum explored how the phase one trade deal that China and the United States of America signed in January 2020 was implemented, and what this means for future trade agreements between the U.S.A and China, and between Canada and China.

In September 2021, the Centre for Global Workforce Strategy held an [international human resource](#)

[management webinar](#). The webinar addressed the critiques, challenges and provided examples of research avenues that critically examine the role of multinational enterprises in promoting sustainable development goals through their human resource management practices from the perspective of developing countries.

The Centre for Corporate Governance and Sustainability held the [SFU Net Impact Sustainability Challenge](#), presented By Telus, from April to May 2021. This challenge allowed students interested in sustainability to apply their skills through practice to determine and present solutions to a panel of judges on a real business issue. Using a live sustainability-focused case, students gained valuable experiences and a chance to win prize money.

SFU BRINGS INTERNATIONAL INNOVATORS TOGETHER TO TURN SCIENCE INTO SOLUTIONS

SFU Beedie's Charles Chang Institute for Entrepreneurship drew together 395 attendees from 38 countries in 22 timezones for the [2020 virtual R&D Management Symposium, Invention to Innovation: Creating the Conditions for Impact](#). The symposium discussed ways to redefine how universities, policymakers and industry can advance research-based innovation and respond to societal needs in Canada and globally. Government policymakers and industry leaders heard leading researchers and

practitioners from MIT, Duke University, University of Bologna, Concordia, Harvard and Tsinghua University present cutting-edge research that challenges conventional wisdom on innovation ecosystems.

NOTABLE RECOGNITION AND AWARDS

June Francis, an associate professor of marketing in SFU's Beedie School of Business, has been appointed to serve as the [Special Advisor to SFU President Joy Johnson on Anti-Racism](#). In this newly-created position, Francis will advise Johnson on matters of anti-racism and institutional change with a focus on anti-Black racism as well as equity, diversity and inclusion.

The [Confederation of University Faculty Associations of British Columbia \(CUFA BC\)](#) awarded SFU Professor Dara Kelly the 2020 Early Career Award. Kelly was awarded for her [work focusing on Indigenous business theory](#) and for her commitment to using Indigenous research methodologies—largely qualitative research based on interviews with Indigenous Elders.

Jing Li, an SFU professor in international business, was named a Canada Research Chair (CRC) in 2020—along with [nine new and renewed CRC's](#). She was renewed as a CRC in Global Investment Strategy and is the co-director of the Jack Austin Centre for Asia Pacific Business Studies.



**SFU BEEDIE IS CONSISTENTLY RANKED AMONG
THE TOP 100 BUSINESS SCHOOLS GLOBALLY
FOR RESEARCH OUTPUT**