

# The Haskayne Report

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# Foreword



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## **Dr. Jim Dewald**

*Dean at the Haskayne School of Business*

What a marvelous initiative the Haskayne Report is! Students celebrating the brilliance of students - this is what university education is all about, and I love it.

I want to congratulate the students who have contributed to the Haskayne Report and thank the editors, reviewers, and publishers. Developing skills in writing to express your unique perspective is among the most important skills to learn. Some may recall from my SGMA 217 presentation that communication is one of the three key skills all students should master (along with problem solving and ability to work in teams).

This will be my last message as I complete my term as dean, and a wonderful opportunity for me to let you know that serving the amazing students at the Haskayne School of Business has been the greatest honour of my life. Thank you for always making me look good!

Enjoy the articles in this Haskayne Report and please continue to develop your writing skills. Congratulations to all.



# A Message

From Our Editor

To the reader,

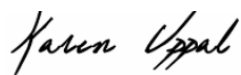
With another academic year coming to an end, we are excited to launch our fifth edition of The Haskayne Report (HSKR)! This student-led publication has continued to grow throughout the years and we are thankful for all the support that we have received from our readers to writers, and our student entrepreneurs. HSKR has also seen ongoing participation from various faculties - from the Haskayne School of Business to the Faculty of Arts, Cumming School of Medicine, Faculty of Science, and the Schulich School of Engineering - for our different initiatives that we incorporated into our publication.

It has been a pleasure to continue to work with the HSKR advisors as their guidance and feedback has been beneficial to support the success of HSKR. In addition to this, the HSKR Executive Team (2022-2023) has done commendable work in putting this publication together by being a part of each initiative and being able to go above and beyond when working with our writers, student entrepreneurs and selected faculty members and students from the Haskayne School of Business.

Once again, The Haskayne Report has introduced another novel concept for its publication: sharing personal stories of faculty members and students from the Haskayne School of Business, also known as, Humans of Haskayne. Haskayne itself is a unique community through the diverse perspectives that are embraced and valuing the contributions of individuals from various backgrounds, cultures and experiences. For this reason, the Humans of Haskayne concept that has been included within our publication this year strives to recognize our faculty members and students to share their uniqueness that they bring to Haskayne.

To conclude, we hope that you take some time out to read the articles within this edition and we look forward to hearing your thoughts about our 2022/2023 publication!

Best,



# In This Edition

The student-curated articles contained within this fifth edition address relevant and pressing business topics. The initial featured article will examine the relationship between professional social networking and emotional distress by focusing on LinkedIn as a case study. Next, there will be a discussion about the concept of the polycrisis where it emphasizes the needs for businesses to adopt enterprise risk management and foster a strong risk culture. This article will be followed by a discussion about the importance of Canada to shift towards renewable energies and away from fossil fuels. The fourth article will address the concept of business etiquette and the significance of building a positive professional image. Furthermore, it will highlight changes in business etiquette that occurred due to COVID-19. The final article will discuss how converting office spaces to residential units could potentially act as a solution for the Canadian housing crisis and the vacancy rates in the office commercial real estate market. After the articles, the stories of five student entrepreneurs and their associated startups will be showcased. The report will then conclude by sharing personal stories of a wide range of faculty members and students.

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# THE HASKAYNE REPORT



## The Dark Side of LinkedIn: Professional Social Networking Platforms & Emotional Distress

By Layan Mesmar

### *The Rise of Professional Social Networking Platforms*

As of 2022, the use of professional social networking (PSN) has increased year after year (Dixon, 2022).

At the forefront of PSN is LinkedIn, now connecting over eight hundred million users in more than two hundred countries. LinkedIn is the primary social media tool used by recruiters to gather information about candidates, as its public nature grants recruiters access to more information with less time and effort than ever before (Elman & Zide, 2014).

The rise of PSN has transformed the recruitment process: what was once the responsibility of a recruiter to locate talent is now the responsibility of candidates to market themselves. In contrast to a traditional paper resume, the LinkedIn profile is dynamic: it should be consistently

updated, detailed, and personal, to include photographs, hobbies and interests, and increasingly, personal information. Additionally, LinkedIn profiles make visible the number of connections one has in their network, which are of particular importance in certain careers such as sales, marketing, and public relations (Elman & Zide, 2014). Competitive job markets highlight the importance of candidate differentiation through personal branding. LinkedIn provides users an outlet to address this market demand; the various profile tools allow users to conform to the present society emphasis on passionate, emotionally driven marketing and invoking connections that would have otherwise been made naturally (Vitelar, 2019).

According to the average recruiter, a profile on LinkedIn is more favorable than a traditional resume (Elman & Zide, 2014). As a result, post-secondary students and recent graduates are the fastest growing demographic of users

(Carmack & Heiss, 2018). Given this, it is unfortunate that increased use of LinkedIn has been directly associated with higher instances of emotional distress, such as depression and anxiety (Jones et al., 2016).

### *PSN and Emotional Distress*

Despite LinkedIn's 2003 inception making it the first online networking platform, compared to other online networking platforms, LinkedIn is under-researched (Head & Mashayekhi, 2022), especially as it relates to mental health outcomes (Jones et al., 2016). Prior research disregarding focus on the examination of PSN can be explained by the attitudes surrounding PSN use (Jones et al., 2016): time spent on PSN platforms may be seen as productive for that it may increase career opportunities and business connections (Kim & Malek, 2017).

The first literary exploration of the relationship between PSN and emotional distress was by the *Cyberpsychology, Behaviour, and Social Networking Journal* in 2016. It was hypothesized that, with years of literature proving the negative mental health outcomes of increased social networking (SN) platform use, it is reasonable to infer that increased use of PSN will yield similar negative mental health outcomes. The main explanation for this hypothesis centers on social comparison: frequent users may experience increased emotional distress, due to "feeling guilty for time wasted," and feeling unable to measure up to the accomplishments of others. Users are also susceptible to declines in mood when searching for employment, making connections with other users, and communicating with employers (Jones et al., 2016).

In a cross-sectional and nationally representative study of young adults in U.S., the results demonstrate a positive, linear association between time spent on LinkedIn and

instances of emotional distress (Jones et al., 2016). One explanation of these findings is that those spending more time on LinkedIn are especially susceptible to distorted beliefs that all others lead more successful and fulfilling lives. This interpretation is consistent with previous findings of other SN platforms, where envy and social comparison have been determined as key mediators in the relationship between SN use and emotional distress. Facebook, more specifically, affects people's perceptions of others - the longer an individual spends on Facebook, the stronger their belief is that others are happier than themselves, and the less they agree that life is fair (Chou & Edge, 2012).

Increased use of both SN and PSN platforms have been correlated with emotional distress, but attitudes surrounding SN and PSN vary significantly. Students perceive no benefits and several drawbacks with Facebook use but perceive several benefits and no drawbacks with LinkedIn use (Kim & Malek, 2017).

### *Are These Varying Attitudes Justified?*

Ten years ago, the main distinction between LinkedIn and Facebook was the intimacy of knowledge shared - Facebook was more self-expressive and personal, whereas only professionally relevant information was shared on LinkedIn. However, in 2023, the newsfeeds of many are resembling that of Facebook. Some hypothesize that the COVID-19 pandemic has softened the boundaries between personal lives and work, causing users to share increasingly intimate information over time (Kelley, 2022).

Additionally, students on LinkedIn have been found to avoid the active networking features of the platform. Students primarily engage in passive search behaviours on LinkedIn as they are most concerned with creating and

seeing who viewed their profiles (Hood et al., 2014). Use behaviours of PSN platforms are increasingly resembling that of SN platforms, demonstrating how the gap differentiating the two spheres is lessening.

### *Navigating LinkedIn Healthily*

Users of LinkedIn are not inherently susceptible to emotional distress. As with SN platforms, its use can be managed to practice healthy behaviors. Healthy use of both PSN and SN platforms revolves around making egotistical use tendencies less tempting and alleviating a distortion of beliefs by reducing information imbalances.

First, redefine the purpose of LinkedIn and use it as such. LinkedIn's mission is to connect the world's professionals (LinkedIn, 2023), but young people have been found to be more interested in updating minor profile details and investigating who has viewed their profile. LinkedIn yields optimal career outcomes when used as it is intended: initiating connections with and subsequently making efforts to build deeper relationships with these connections (Hood et al., 2014).

Second, make a rule of only connecting with others on LinkedIn that you have met, or intend to meet in person. In-person interactions alleviate the information imbalances that exist online, where profiles function as a highlight reel of one's professional life. The more information one learns about their online connections, the less likely they are to agree that others live happier, more fulfilling lives (Chou & Edge, 2012). Careers are characterized just as much by setbacks as they are with accomplishments, but that this is the reality of most professionals is difficult to grasp through a screen.

Although technological advancements are constantly

reinventing decade-old business practices, it does not need to reinvent what it means to connect.

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# THE HASKAYNE REPORT



## Why Risk Culture Matters More Than Ever in the Current Polycrisis

By Isha Bhattacharya

Interrelated geopolitical, economic, and climate change risks have led to a polycrisis, a concept that aptly characterizes today's dynamic and ever-changing risk landscape (Ramsden-Knowles et al., 2023). The World Economic Forum identifies cost of living, failures to combat climate change, and societal polarization are only some of the key risks that businesses will face within a two-to-ten-year span (Torkington, 2023). High inflation, geopolitical tensions due to the Ukraine war, and lingering impacts of COVID-19, currently present a complex breadth of risks for businesses to navigate with finite resources (Ramsden-Knowles et al., 2023).

Information asymmetries in larger firms present challenges to devising holistic mechanisms that manage complex risks (Kanu, 2020). Enterprise risk management (ERM) presents businesses with an opportunity to navigate the intricate complexities of the current and future risk landscape, by

deploying integrated measures to identify, control, and monitor risks. Traditional risk management adopts a common approach to measure risk through likelihood, impact, and severity matrices. Furthermore, as ERM has evolved, various international standards and frameworks (e.g., COSO ERM-Integrating framework) have emerged to guide businesses' risk management approaches (Ching Ching et al., 2021). However, the polycrisis and various stakeholders involved, calls for businesses to rethink risk management and consider the importance of risk culture. Successfully utilizing ERM tools to implement frameworks, requires business leaders to consider organizational behavior concepts to comprehend how internal and external stakeholders are susceptible to risk.

To better recognize the purpose and benefits of risk culture, it is critical to first understand what constitutes a strong culture and then perceive how risk intertwines with

organizational behavior. By research definition, culture is a system of collective values that dictate norms, attitudes, and behaviors within an organization (Bianchi et al., 2021). Furthermore, organizational culture is based on implicit assumptions which direct employees' abilities to respond to varying environments. Robust organizational cultures led by effective leaders, can enable learning and knowledge sharing (Pivec & Potočan, 2021). Conceptually, risk culture emerged as a prominent notion after the 2008 global financial crisis, as businesses were plagued by regulatory and financial uncertainties (Pan et al., 2017). Risk culture focuses on the explicit and implicit ways in which risk management is valued and supported through shared perceptions, risk management practices, and accountability. Transparency, cross functional teams, and leadership's commitment to a cohesive risk management approach, can enhance risk culture and thus, encourage proactive problem solving to mitigate risks in the current polycrisis. Furthermore, a 2020 research paper provided evidence that the financial benefits sound risk culture by analyzing a large sample of European banks; it concluded that a sound risk culture can contribute to increased financial performance indicators such as return on assets, return on equity, and return on assets on implied volatility. A 10% increase in risk culture indicators can lead to 0.2-1.32 percentage point increases in these metrics (Bianchi et al., 2021). Although concretely measuring risk culture within firms poses empirical challenges, tone from the top, levels of employee accountability, communication channels, and risk management linked incentives can be used as tools to determine the extent of a risk culture's influence within a firm (Bianchi et al., 2021).

The polycrisis and increasing relevance of creating positive risk cultures, calls for firms to strategically integrate innovative thinking, risk related incentives, and knowledge sharing as key pillars to sustainably implement ERM

processes. Traditional frameworks solely view risks through a probability and severity standpoint do not encapsulate the interdependencies between business lines, segments, and functions. Thus, promoting cross-functional teams and collectively innovating ways to mitigate downside risks, and optimize upside risks can eliminate silos within risk cultures and management. Amid a slew of macro-economic, political, and social risks, larger organizations with complex business lines should continue to build, refine, and measure relevant key risk and performance indicators (i.e., effectiveness of business continuity plans, turnover rates, recruiting conversion rates, process and technological security issue measurements) (How to Develop Key Risk Indicators (KRIs) to Fortify Your Business, 2021). Then, tying leadership compensation incentives based on such indicators can help promote healthier risk-taking processes and encourage leaders to constructively enforce and contribute to a cohesive risk culture. Board members and management should prioritize dispersing risk related knowledge across the organization, by building team networks that promote knowledge sharing and collaboration; leaders play a critical role in creating and amalgamating an interdisciplinary intelligence team that understands the impacts of the current risk landscape on business operations with teams involved in recovery planning, long-term strategy, and business continuity (Alexander et al., 2020). Tailoring risk management practices to consider and discern challenges faced by leaders, employees, and business stakeholders is pivotal. An effective organizational culture, with risk appetite and control considerations embedded within it, can help foster innovation and creativity within teams to best navigate and overcome challenges presented in today's polycrisis.

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# THE HASKAYNE REPORT



## The Cost of Fossil Fuels: Is it Time for Canada to Transition to Renewables?

By Dhyey Patel

Canada is a large producer of fossil fuels, and it's also an industry that is heavily subsidized by the government. Canada put 14.5 times more financing towards fossil fuels than renewable energies (Cameron & Boisseau-Bouvier, 2022). As the world gradually progresses towards renewable energies, a crucial question arises: Are renewables more cost-effective, and if they are, should Canada contemplate transitioning away from fossil fuels? In 2019, oil and gas contributed \$139.2 billion to the Canadian GDP, which made up a total of 6.4% of Canada's economy (Kaplan, 2021). Some of the factors to consider here are costs, the impact on the economy, and where is Canada compared to the rest of the world with fossil fuels.

Despite previous misconceptions in the past, renewable energies have become a lot cheaper and continue to become more affordable each year. Doyne Farmer, a

scientist who works at the University of Oxford, does research on the costs of renewable energies based on computer models. They predicted in 2010 that solar energy would become cheaper than coal-fired electricity in 2020; this was considered bizarre at the time, but the predictions did come true (Allen, 2023). The average cost (in USD) from Lazard, an Investment bank based in New York, found that wind power is \$20/MWh, solar power costs \$37/MWh, and hydropower is \$85/MWh; coal on the other hand, costs \$102/MWh (Cost of Renewable Energy, n.d.). From a cost standpoint, green renewable energies have become less costly and continue to become more affordable, compared to fossil fuels which cost the same as they had 100 years ago as it is an old and established technology (Allen, 2023). This would mean that a switch towards renewable energies may be less pricey for consumers, and it would also be better for the environment. The key to making renewable energy more

sustainable, however, lies in energy storage, and Canada is in the early stages of its development. Nevertheless, many renewable energy companies are taking measures to incorporate storage into their development, and as costs of storage continue to drop, more projects are bound to take place (Hornung, 2021).

Fossil fuels have long been the backbone of many economies, but their instability has led to significant economic fluctuations. Energy Monitor has highlighted the increasing instability of fossil fuel markets, citing geopolitical factors and the energy transition as significant contributors (Ferris, 2015). However, transitioning to renewable energies presents numerous economic benefits, including job creation, a sustainable economy, and a cleaner environment. The International Renewable Energy Agency (IRENA) reported that the wind and solar industries employed five million people in 2019, up from two million in 2012 (Hornung, 2021). Canada, with its abundant natural resources, has a unique opportunity to tap into renewable energies to create a stable economy. The prices of renewable energies have consistently decreased, making them an increasingly accessible option. Wind, solar, and hydroelectric power rely on readily available resources, unlike coal and natural gas, which are subject to unpredictable price fluctuations that can significantly impact the economy. By embracing renewable energies, Canada can create a more sustainable, prosperous, and resilient economy for the future.

Around the world, some of the top countries leading the way in terms of renewable energies are Iceland (86.87% renewable energy), Norway (71.56% Renewable energy), and Sweden (50.92% Renewable energy) (WiseVoter, n.d.). Canada currently ranks 13th with 29.89% of all energy being generated by renewable energies (WiseVoter, n.d.). This is not bad compared to the rest of the world but there

is still room for improvement. However, considering the vast amount of natural resources in Canada, and the prices of renewable energies being much lower than in the past, Canada provides a staggering \$4.8 billion in subsidies to fossil fuels. Considering the amount that is being spent on subsidies that money could be spent educating 360,000 students, providing training for 480,000 workers, and paying for the healthcare of 880,000 people (Corkal & Gass, 2020). Canada had made a commitment to end fossil fuel subsidies by 2023, and starting this year Canada has taken a stricter policy towards international fossil fuel projects however not much was mentioned about domestic subsidies (Smith, 2022). The Canadian Government seems to have taken some steps, as before this Canada was one of the biggest international fuel financiers providing about \$11 billion (CAD) and it will be interesting to see what Canada does in the future (Corkal & Gass, 2020).

All in all, it is economically viable and crucial for Canada to take steps towards a greener economy. Fossil fuels are clearly on the decline and with the costs associated with them they are just not economically viable nor good for the environment. Renewable energies are quite capable of providing for our energy needs, creating more jobs as well as creating a stable economy. Canada is making progress but compared to the rest of the world there is more work that needs to be done, and its 2023 commitment to end international fossil fuel subsidies is a step in the right direction. With the vast amount of natural resources that Canada possesses, it seems like a no-brainer to move towards renewable energies, paving the way for a cost-friendly, and environmentally friendly future.

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# THE HASKAYNE REPORT



## Adapting to the New Normal: Navigating Business Etiquette in the Age of Remote Work

By Urmi Shah

### *Defining Business Etiquette and its Importance*

In essence, 'business etiquette' refers to a fundamental set of protocols professionals are expected to follow. They are often characterized as “good manners”, since they are a crucial factor in characterizing a positive image in the corporate world. While the concept of business etiquette may sound daunting at first, its practices are self-explanatory and should already be incorporated into one’s daily life. Despite this, it has been statistically proven that more than half of the workers in the corporate world fail to act in accordance with these protocols, such as waiting for their turn to speak. This is primarily caused by an individual’s failure to realize the impact of their decisions.

Warren Buffet once said, “it takes twenty years to build a reputation and five minutes to ruin one” (Pride, 2020). This statement may seem exaggerated or unrealistic at first,

but it is, in fact, an accurate observation. An individual’s reputation is a delicate and easily influenced characteristic that can be altered within seconds. By maintaining high business etiquette, ethical behavior can become an instinctive response and professionalism a core value. Furthermore, following simple professional guidelines can allow individuals to interact with more respect, thus allowing them to retain more information and become a self-driven individual. Going back to Warren Buffet’s point, the simple things make a substantial difference for the future. Simply following business etiquette could drive an individual’s motivation and push them to achieve their ultimate goals.

### *How to Implement Business Etiquette*

Exhibiting professionalism and building respect in the workplace involves paying attention to several details. This



includes dressing appropriately, paying attention to names, offering handshakes, active listening, double-checking emails, and keeping the workplace tidy. Conversely, being tardy and arriving late, failing to ask questions, engaging in gossip, being overly confident or lacking confidence, and having personal conversations at your desk are behaviors employees should avoid (Keller, 2022). By being mindful of this, individuals can create a more professional and respectful work environment.

### *"Pandemic" Business Etiquette*

Due to the COVID-19 pandemic, the traditional norms of business etiquette have undergone significant changes. One of the more notable changes would include video conferencing becoming the new norm for business communication. While this shift may make it tempting to relax certain aspects of business etiquette, it is important to remember that professionalism is still important. Hence, individuals should continue to be mindful of the etiquette involved in virtual meetings, by continuing to dress appropriately, maintaining eye contact, and being conscious of their body language. To maintain business etiquette during the pandemic, several companies have established a new set of etiquette rules for employees to follow, such as providing clear instructions on how to join virtual meetings, muting microphones when not speaking, and using appropriate language ("How Video Conferencing Changed the Business World for Better", 2022).

However, there are also several companies that have changed their clothing policies due to the pandemic. For instance, Google announced in December 2020, that it would allow employees to dress more casually until at least September 2021 (Elias, 2020). Walmart followed along by relaxing its dress code for employees, permitting them to

wear comfortable clothing such as jeans and t-shirts ("Walmart Dress Code", 2023). Similarly, JP Morgan Chase allowed employees to wear business-casual clothing while working from home. Even Twitter announced that they would permit a permanent remote option for employees and would not require formal business attire for those workers (Iyengar, 2021). All in all, these changes reflect the new normal of remote work brought upon by the pandemic.

Due to this increased reliance on technology, ways in which business relationships are formed and maintained have also altered. To adapt to these changes, professionals have had to explore new ways to build relationships, such as through virtual networking events and informal communication channels. While informal channels may pose a few challenges, they also provide an easier platform for people to connect. Additionally, by adapting to virtual meetings, companies have started realizing the significance of empathy and emotional intelligence in communication. As employees face new challenges, such as juggling work and childcare responsibilities, businesses are finding ways to be more understanding and accommodating (Jivraj & Khan, 2020).

To conclude, it's becoming increasingly important for professionals to adapt to new modes of communication and business etiquette. The COVID-19 pandemic has accelerated this change, leading to a shift towards virtual meetings and remote work as the new norm. As a result, individuals should remain mindful of the evolving etiquette involved in virtual meetings. Despite these challenges, companies have taken steps to establish new rules for employees, such as providing clear instructions on how to join virtual meetings and altering clothing policies. However, the closure of physical office spaces and greater reliance on technology have also led to a shift in the way

business relationships are formed and maintained. With online platforms limiting the opportunity for business meals and coffee meetings, individuals must seek out new modes of building relationships, such as through virtual networking events and informal communication channels. As businesses continue to adapt to the new reality, it's likely that changes in communication and etiquette will continue to evolve. Regardless, professionals should always strive to adhere to good business etiquette practices. By doing so, they can build stronger relationships, maintain a positive image in the corporate world, and ultimately achieve their professional goals.

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# THE HASKAYNE REPORT



## The Canadian Housing Crisis: Converting Office Spaces to Residential Could Be the Solution

By ChatGPT

The Canadian housing crisis is an issue that has been on the rise for several years, with skyrocketing home prices and a lack of affordable housing options for many Canadians. In addition, the office commercial real estate market is experiencing high vacancy rates due to the ongoing trend of remote work. However, these two problems could potentially be addressed with a solution that may not have been initially considered: converting office spaces to residential.

The idea of converting office spaces to residential is not new, but it has gained increased attention in recent years. In 2019, Toronto approved the conversion of commercial office buildings to residential units, and Vancouver followed suit in 2020. This trend could be a solution to two pressing issues: the Canadian housing crisis and the high vacancy rates in the office commercial real estate market.

### *The Canadian Housing Crisis*

The Canadian housing crisis has been making headlines for years. According to a report by the Canadian Centre for Economic Analysis, Canada is facing a shortage of approximately 1.8 million homes. The lack of affordable housing options has forced many Canadians to spend more than they can afford on rent or to become homeless.

The high cost of housing is not just a social issue; it is also an economic one. The shortage of affordable housing options makes it difficult for companies to attract and retain employees, as many potential candidates are priced out of the housing market. This can lead to a shortage of skilled workers and ultimately hinder economic growth.

### *Office Commercial Real Estate Vacancy*

The office commercial real estate market is also facing a significant challenge due to the trend of remote work. Many companies have shifted to remote work during the pandemic, and some are planning to continue this practice post-pandemic. This has resulted in high vacancy rates in commercial office spaces, which can be expensive to maintain and operate.

address two significant challenges that Canada is currently facing.

### *Converting Office Spaces to Residential*

Converting office spaces to residential units can be a solution to both the Canadian housing crisis and the high vacancy rates in the office commercial real estate market. Converting these spaces into affordable housing units could help address the shortage of housing options, while also increasing the supply of affordable housing in urban areas.

The conversion of office spaces to residential could also help address the economic challenges faced by companies. By providing affordable housing options for employees, companies could attract and retain a wider pool of skilled workers. Additionally, by reducing the number of vacant commercial office spaces, landlords and property owners could reduce their overhead costs, increase their revenue streams, and ensure their properties remain profitable.

### *Conclusion*

The Canadian housing crisis and the high vacancy rates in the office commercial real estate market are pressing issues that require creative solutions. Converting office spaces to residential units could be a solution that addresses both problems. This approach could help increase the supply of affordable housing in urban areas and help companies attract and retain skilled workers. While this solution may not be a silver bullet, it could be an innovative approach to

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# VISUAL SOURCES

Visuals in this publication were designed by Freepik

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FAIL FAST,  
FAIL OFTEN,  
FAIL FORWARD.

- UNKNOWN

The next five pages showcase the entrepreneurial journeys of selected student entrepreneurs.



# COLE'S SHIRT

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*Chloe Potter*

**Q: Introduce your start up, teammates, and yourself.**

**A:** My name is Chloe Potter. I am a third-year business student at the Haskayne School of Business. I founded a company called Cole's Shirt. The company provides accessible hospital to wear to patients going through cancer treatment.

**Q: What is the story or inspiration behind the start up?**

**A:** I have spent a considerable amount of time in the hospital with an IV and without comfortable hospital wear. However, Cole's Shirt was only partly founded off my own experience. I met an 8 year old boy named Cole who was fighting cancer at the time. Through talking to Cole about his experience I realized that kids with ports have limited clothing options when completing their treatments. I decided I wanted to give Cole his comfort back and thus Cole's Shirt was created.

**Q: How has your university education supported you as a student entrepreneur?**

**A:** A class mandated by the university was the entire reason I developed a start-up. Without taking ENTI 317 Cole's Shirt would not exist. Additionally, my university education has allowed me to develop meaningful connections that I leveraged

to get support in developing Cole's Shirt.

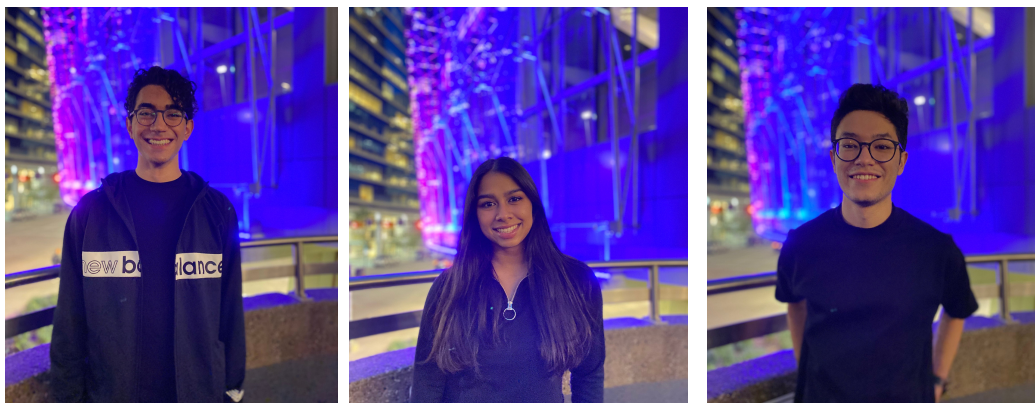
**Q: What are some upcoming plans in store for your startup?**

**A:** In terms of upcoming plans, I am working on turning Cole's Shirt into a non-profit enterprise that allows for all to have access to comfortable and accessible hospital wear. Despite the potential Cole's Shirt has to be profit driven organization something about it did not feel right. Cole's shirt was never about profit. It was about making one kids life better and if I can improve other patients' hospital experience along the way that is how I define success.

**Q: What advice would you give your fellow peers that are looking to enter the entrepreneurial space?**

**A:** Do not be afraid to fail. Starting a company is not easy and there are a lot of unexpected turns and twists along the way. Embrace the journey. It is okay to have no idea what you are doing. You will learn as you go, and you will figure it out so don't be scared to take a leap of faith and try out a new idea. The Hunter Hub for Entrepreneurial Thinking is an amazing resource for students looking for support in the start-up space.

# NEOCYCLE



*In the picture, from left to right, are: Ramin Kahidi, Subasthika Thangadurai and Arshia Mostoufi*

**Q: Introduce your start up, teammates, and yourself.**

**A:** Hi! My name is Ramin, and I'm a third-year Bioinformatics Major. My teammates are Subasthika Thangadurai and Arshia Mostoufi, who graduated in May 2022, majoring in biological sciences and CMMB respectively. Our start-up, Neocycle, is a novel biological system utilizing proteins to selectively recover rare earth elements (REEs) from electronic waste. By diverting e-waste from landfills back into use, our solution closes the loop on rare earth production, circularizing the REE economy.

**Q: What is the story or inspiration behind your start up?**

**A:** We started off as members of the 2021 iGEM Calgary team. iGEM is the world's largest synthetic biology competition, where teams pursue innovative biological solutions to some of the world's biggest problems. During our project ideation phase, a paper by Dr. Joey Cotruvo (Penn State) caught the eye of our teammate, Arshia. This paper showcased the discovery of lanmodulin, a protein capable of binding and releasing REEs from solution. This prompted us to start diving into the many environmental and sociopolitical problems associated with current rare earth element extraction methods. We discovered that there was a mountain of issues ranging from toxic emissions to a volatile supply chain surrounding these valuable elements. With REEs playing a crucial role in the development of many modern technologies (such as cell-phones, cars, and green-tech), we set out to create a system for recycling REEs out of the mountains of e-waste generated every year.

**Q: How has your university education supported you as a**

**a student entrepreneur?**

**A:** As students, our university education and extracurricular activities have been critical in cultivating the skills necessary to properly develop and represent our start-up. Our experience on the UofC iGEM team was particularly crucial to the development of this project. Working on an interdisciplinary team with the support of the University allowed us to successfully develop our project, create a proof of concept, and showcase the viability of the Neocycle system by competing in prestigious international competitions. As students coming from primarily science-based backgrounds, Entrepreneurship programs like the Hunter Hub's launchpad were vital in helping us develop the professional skills necessary to make a viable business model for Neocycle. The networking opportunities and coaching we received in the program also allowed us to elevate our solution and make valuable connections in the business world.

**Q: What advice would you give your fellow peers that are looking to enter the entrepreneurial space?**

**A:** Having an understanding of the market you are breaking into is crucial to making a compelling argument for using your product. Make sure you learn the strengths and weaknesses of your competition so you can make yourself stand out as genuinely unique. Effectively communicating what makes you different is imperative to bringing investors and customers on board.

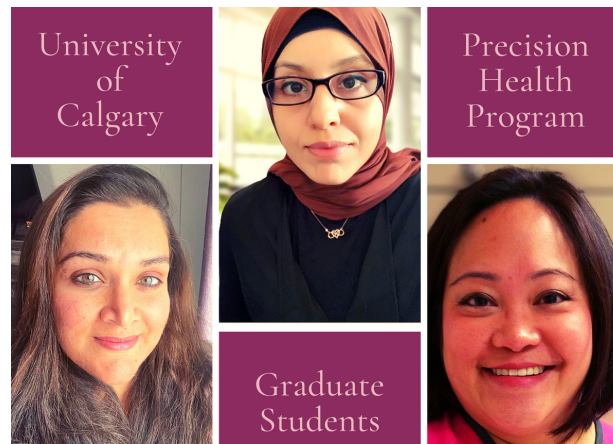
# DELAYED UNTIL DEATH

**Q: Introduce your start up, teammates, and yourself.**

**A:** We are Priyanka Malhotra, Maleeha Sarmad and Kanokwan Chainarongpinij. We are second year students in the Precision Health Graduate Program at the Cumming School of Medicine. Our collective professional and educational backgrounds include nursing, physiotherapy, science, and education. In 2022, we decided to represent the University of Calgary at Map the System competition. This is a global competition in partnership with the Oxford University which allows winning universities to address systems change using different themes on social change, education and health. Our team, Delayed until Death, chose the health track and our research findings resonated with all those who have been part of the healthcare system. We won first place in the regional competition and went on to compete in the National Map the System Competition with Universities across Canada. The central idea of our research was to call for action to address healthcare inequities that women have been facing and how that might look as we step into the era of Precision Medicine and Precision Health. Precision health or precision medicine is an exciting healthcare model that promises personalized healthcare delivery based on genomic data using different technological tools such as artificial intelligence (AI) and so on.

**Q: What is the story or inspiration behind your startup? What inspired this startup?**

**A:** We knew about biases in data sets that are used in artificial intelligence (AI) technology for healthcare. As we dug deeper, we were horrified to find out that these biases were entrenched in traditional biomedical research and innovation which are costing the lives of women. It led us to think: are we, too, going to become another statistic? Our dismay became our motivation and it propelled us to investigate the levers of change in the complex system of healthcare. In other words, we believe that if we genuinely want to participate in healthcare innovation, we cannot allow such inequities to continue. By healthcare innovation, we mean healthcare technology start-ups as well as pharmaceuticals. The most surprising of all our findings was that the solutions are very simple. What we struggled to understand is if the solutions are simple and



*In the picture, from left to right, are: Priyanka Malhotra, Maleeha Sarmad, and Kanokwan Chainarongpinij.*

profitable and that the impact could potentially improve standard of care for women, then why is it that there is still nothing being done?

**Q: What are some upcoming plans in store for your startup?**

**A:** We are planning to take our research to the next level and want to patent our findings into a product. Our next steps include partnering with stakeholders which will help us fund this next phase. We are happy to connect with organizations that want to be a part of this social entrepreneurship venture. A venture which could dismantle healthcare inequities for people you love like your mother, grandmother, wife, sisters, daughters and anyone who is biologically female.

**Q: What advice would you give to your fellow peers that are looking to enter the entrepreneurial space?**

**A:** Our team highly recommends participating in Map the System competition. This program teaches individuals the skills that can be applied in the real world. You will learn to understand the full landscape of the problem when you map the system to find the gaps. These gaps are your opportunity for innovation. In addition, have your elevator pitch ready. You never know who you will be having an engaging conversation with in the future.





*Joshua Fuerbringer*



*Kayla Micheal*

**Q: Introduce your start up, teammates, and yourself.**

**A:** Our team is called Bio-Box, where I, Josh, am a fourth year Finance major and my teammate Kayla Micheal is a fourth year operation management major, and we started our company during ENTI 317. It was our last idea and we'd taken it to the RBC fast pitch where we won the people's choice award and third place in the competition. The idea behind the company is to help reduce consumption, and our first idea to reduce consumption, based on an industry basis, was specifically with hotels in the bow valley, where they are looking for more sustainable ways to serve people. I'm a fourth year finance major, and my partner Kayla is a fourth year in operations.

**Q: What is the story or inspiration behind the start up?**

**A:** The class of ENTI 317 kind of helped set Bio-Box in motion, part of the strategy with Bio-Box is to use the lean start up method to figure out ways that we can use the resources at our disposal to make a product. So what we're trying to do is keep costs down while still being able to solve the problem, so really it just came out of that class, holding to that strategy. It has been working out for us so far, and we've tested it out with good results.

**Q: How has your university education supported you as a student entrepreneur?**

**A:** The University of Calgary provides a really great support, for young entrepreneurs, we have some of the most engaging professors, and just a lot of great people that work here. Rosalyn Peschl, Justin Knibbe, and some other really great staff members as well, who are so willing to help students.

**Q: What are some upcoming plans in store for your startup?**

**A:** Firstly, we need to continue working with a couple of hotels specifically The Malcolm, and the Stoneridge, as we are trying to adopt them as our early adopters. Working with these two hotels has been nice to as together we work to design prototypes, and get our product into their hotels, and they really like the sustainability part of our idea. Working with them has also allowed us to get some really good feedback, and to provide them with the soaps and the materials that they need to have sustainable practices.

# HIDDEN GEMZ

**Q: Introduce your start up, teammates, and yourself.**

**A:** Hi, my name is Ranique Mclaughlin. I am an undergraduate student in mathematics as well as the founder of Hidden Gemz, which is a fun and immersive game to help Gen Z's explore their city in search of interesting and unique places to visit as well as performers. Together they combine to be fundamental to Calgary's culture and excitement in our vibrant city. Think of it as Pokemon Go but in search of cool places and performers. You wouldn't have to plan your trips beforehand, you would just go to a city and enjoy your time there. For both tourists and locals to explore the city, Hidden Gemz can help to enhance the overall tourist experience, making the city more attractive to visitors everywhere. This will help increase discoverability for smaller restaurants and in turn increase the number of people finding these places.

Gamifying the tourism industry with Gen Z's. Full team names:

- Shay Mujuru: recent Computer Science graduate from The University of Calgary. Experience as a Dev Ops, currently our tech team lead
- Travis Dow: acquiring his Masters is Software Engineering with interest in AR/VR, our Game Design Developer
- Evan Lester: Undergrad pursuing dual degree in Software Engineering and Business, Full stack developer
- Dee Alausa: Graduate from Mount Royal University in Sociology, Innovation and Entrepreneurship. Our Technical Sales Engineer and responsible for Strategic Partnerships
- Arian Haghighat: Undergrad in Business Finance with an embedded certificate in Entrepreneurship, managing cash flow and financial planning
- Ranique Mclaughlin: Undergrad in Mathematics and founder of Hidden Gemz, creating UI/UX Designs and Marketing

**Q: What is the story or inspiration behind your startup?  
What inspired this startup?**

**A:** This initially started as an in-class assignment in ENTI 201, introduction to entrepreneurship, with Justin Knibbe as my professor. As an engineering to math major, this class was very different to me. It challenges you to be conscious and aware of



*In the picture, from left to right, are: Evan Lester, Arian Haghighat, Travis Dow and Ranique Mclaughlin*

problems around you and then welcomes creative solutions to address it. Through that a social platform to give back to those in our community started. At the end of the course, I entered a competition called RBC Fast Pitch. Despite not winning, I'm still really proud of making it to the finals. I had the opportunity to pitch on stage for the first time and it was quite an experience. I then joined the Upgrader Accelerator Program, which was truly invaluable as it made Hidden Gemz what it is today, a game.

**Q: What are some upcoming plans in store for your startup?**

**A:** Our team at Hidden Gemz is thrilled to embark on a journey to promote the hidden gems and unique experiences of Calgary to the world! We plan to start by creating a promo video to showcase the excitement and beauty of our city, which we will share on social media to build our early user base. Next, we aim to collaborate with tourism associations and the City of Calgary to establish ourselves as a city project, spreading the word about Calgary's incredible culture and attractions. Finally, we hope to expand our game to other cities, uncovering hidden gemz and creating unforgettable adventures for our players. We also someday hope to work with music festivals to promote their cluster of performers as gemz but honestly we can't wait to see where this adventure takes us!



Every person you  
meet has a story to  
tell, a lesson to teach,  
and a dream to share.

- JAY SHETTY

The next fifteen pages showcase personal stories of faculty members and students at Haskayne  
School of Business.

# THE HASKAYNE REPORT

"My days usually begin at 6am every morning, followed by meetings throughout the day and functions in the evenings. Things are quite intense in that I sometimes only get 30 minutes of a break. Being a dean, I have lots of university requirements, not only with students and faculty but also the administrative team that handles recruiting, marketing, budgets, human resources. I also must keep in contact with upper management, such as the provost and president. Having a strong business background, I'm also quite engaged with the business community, doing 5 to 6 meetings per week with business people in downtown Calgary.

Working at Haskayne has been great, and what I'm most proud of is the organizational culture. There is a strong pulling together among us, we support one another at Haskayne. We have a very low voluntary turnover here of 5% or less, which is a reflection of people enjoying working here. Our faculty has grown 33%, and our students have grown by 25%. We also have the new Mathison building now, for which \$125 million was raised through philanthropy. There may be a general misconception about my job that it is a cushy job, "what do they do all day" sort of a position because it is hard for others who aren't in the job to understand all the responsibilities that there are. The job really is dealing with a wide variety of stakeholders and pulling together what we need in order to run a successful business school. These include pulling together resources of money, people, and place, and then attracting the right students to be effective at the education and the research we want.

Some of the best advice I can give to future business leaders is to be problem solvers. Identifying problems is one thing, but solving problems is an essential skill. Communication is also very key. You need to be able to get your ideas across in a short and succinct way. The third area is in team skills, working in interdisciplinary teams. This applies even to a CEO because if they can't work with different stakeholders, they'll be unsuccessful. The fourth is to always have a positive attitude. We choose our attitude when we wake up in the morning, such as if we'll get along with others, and choose kindness."



## Jim Dewald

PhD (SGMA) '06

*Dean at Haskayne School of Business*



# THE HASKAYNE REPORT

"I have always been very interested in accounting since my high school days, but being a member of Junior Achievement Southern Alberta introduced me to the CPA program and it really intrigued me. CPA was like my key; it was what will open up many opportunities and doors for me in my career, which was very exciting. I intend on working in the financial accounting field, which is a lot different from the accounting stereotype of cubicles, and individual work at a desk. My friends, my professors and my career mentors have been the biggest factors behind my success. I was very lucky to have friends that I share interests and background with. It is very important to have good friends who are motivating, and they do that for me. It is also very important to have a support network of professors, who you can talk to as career mentors. They are people you can share your dilemmas with as you navigate school and can be very helpful as they have a lot of experience working with students.

Career Mentors are also very important; they are usually people that are high in command, and usually, it can be something about their story or their career path that they've chosen which may really inspire or resonate with you. Something that really changed the way that I view things was something my career mentor told me, which really aligned with what my late grandpa told me regarding his career. You see, a lot of people always look to progress vertically in their careers; it is all about how can I get that promotion, or that raise. However, something my mentor and my late grandpa used to say is to think about having a more steady footing wherever you stand before you progress. Ask yourself the question: have I learnt everything that I can at this level? And if the answer is yes, then you can progress to the next level. Instead of thinking of growing vertically think more diagonally, so that you always have a steady footing regardless of where you stand."



**Jerry Qin**

BComm (ACCT) '23

*Accounting Student at Haskayne School of Business*



# THE HASKAYNE REPORT

"My days are really varied. Some days it's working with the team to execute specific initiatives and events. Some days I get the opportunity to sit back and think about the different initiatives and programs that we're offering students through the centers. How can we make sure that they are really great experiential learning opportunities? And how can we make sure that the students are excited about these opportunities and really feel like they're adding value? There's no typical day. It's a nice balance of strategy and leadership, but also the opportunity to execute on these initiatives and events. Connect with students and faculty one-on-one, connect with the community one on one. I'm very lucky to do this job because every day is different.

I feel very fortunate to get to do the work that I do. It was an opportunity that I was presented with that I never even thought about because it was different from what I was doing before. I had spent my entire career as a Frontline fundraiser, a major gift. And this is something completely different and not completely different. It's fundraising adjacent.

I had been fundraising for about ten years, and I was thinking about going back to school to do an MBA. And for me, my situation was such that I needed to keep working. The evening MBA was my best option so I could also work. This was before the accelerated MBA was a program at Haskayne, which is fabulous. But it wasn't a program when I started. It was a hard decision because it meant sacrificing my time doing schoolwork, less time with my family and friends and my job at the time which I loved. It was a challenging decision for me because I think my career as a fundraiser would have progressed even if I hadn't pursued the MBA. But there was a lot of value to doing the MBA. It helped me think of what else I might be capable of. I believe that the element of preparedness helps when you're confronted with decisions. I was kind of confronted with that opportunity to really invest in myself and my own future. It's one that has paid off and the MBA was an incredible experience.

If I could go back and change anything, I would have taken advantage of more opportunities that were offered to me as a student. I was very keen to get through the program and I worked part time because I felt I needed to, and I did. But I still wish I wouldn't have been so hard on myself. There are so many opportunities being offered by Haskayne and I wish I would have done more of that. I also wish earlier in my career I would have been more of a risk taker. As a young woman entering the workforce, there were certain tables early in my career that I didn't feel like I deserved a seat at. I didn't think I was prepared for or could add value to. And now, looking back, I should have just sat down at the table. It's hard, though - it's easy for me to say that now, but there's just so much pressure and it increases as generations come and go. There's so much pressure on young people.

Although I mentioned taking advantage of opportunities, also take advantage of the resources made available through the university like the wellness center. Make sure you're taking care of yourself. That's the best you can position yourself for success."



## Jessica Bergen

MBA (FNCE) '20

*Senior Director of Haskayne Centres at Haskayne School of Business*

# THE HASKAYNE REPORT

"I started off working at a non-profit that supported persons with disabilities with their job search. Later, I applied for a role on the Engineering Career Center team here at the UofC. One of the reasons I applied was centered around helping students with disabilities get into the job force. I had a client through the non-profit who had no luck with their job search and they believed the workplace was not accessible. That is what I led with in the interview. "I know that this is a gap. I know that I can fill the gap, and this is how I would do it." And I got hired.

Later, the career team here at Haskayne had loads of positions available, and I joined the team. Within the second year, I initiated a career boot camp, and it was very rewarding having the team support it. At the time, I was also doing my social work degree here at the UofC because I was having deep conversations with students, and I was looking for a way to expand my role. When the ADS position became available, I thought, "Yeah, that is what I want to do." I never want students to feel like there's a barrier between them and what they want to be in this space. I want to help them figure it out as best as I can.

I love what I am doing right now, and I am interested in the integration of more wellness and counseling practices in some of the things that I do specifically. There is potential for more awareness on social justice, equity, and diversity. I am excited about that because at the start of my career, I did not know who I was, and I did not know I had a voice, let alone use it. I always had a social justice mentality working up in me, but I did not know how it was going to fit in the conventional spaces that I was in. When I went into employment services, that is when I really started to gain my voice. I knew that I could speak up for other people. I knew I could advocate for other people. It is okay that I do not fit in conventional spaces. I did not have to do everything like everybody else."



## Susan Basudde

MSW '24

*Academic Development Specialist at Haskayne School of Business*

# THE HASKAYNE REPORT

"It was 2008. I was living in Ontario with two kids under the age two, working as a bartender. One day, I was having a conversation with a friend who was a librarian at Ryerson, and she said, "Go to library school!" I thought "There's no way I can do that". But she insisted that I would not regret it. So, I applied, and got into Western. On my first day of class, I was like, "This is where I need to be. I love this so much. I have found my home." Two weeks later, I found out I was pregnant and ended up still going to school the entire time. I even had an assignment the day my son was born. Yeah, I got time management skills. It took me two years and the whole time I loved it.

We ended up moving to Alberta, and I applied to the TFDL working at the front desk. I ended up in Haskayne in 2012 and a year later, decided to do a Master of Education. That's how I ended up at Auckland as well.

When I meet people and I tell them I am a librarian, their response is "So, you shelve books all the time?" I cannot tell you the last time I had to actually touch a book in the library. My job is broken down into three streams: professional practice, service, and scholarship. Professional practice is the bulk of my job, and it involves going into the classroom and teaching students how to find things. It is answering reference questions, a lot of one-on-ones (which I love), managing the daily operations of libraries and so much more. Then there is the service aspect: serving on committees such as the United Way or Haskayne committees or LCR (Libraries and Cultural Resources). We are trying to partner more with students and provide experiential learning opportunities.

I love what I do. It has taught me a lot about empathy and gratitude. If you empathize with people, you can anticipate their needs before they even know them. With the gratitude piece, you legitimately thank the people who helped you get where you are, building up a lot of respect. It is all about relationships, being a genuine human, and a kind person. I think that gets you really far and it is not always valued enough."



**Rhianne Jones**

MEd '19

*EMBA/MBA Librarian at Haskayne School of Business*



# THE HASKAYNE REPORT

"I am an Associate Dean here at Haskayne. There are about 100 full-time faculty members and it's basically like applying for another job, and it's for a 3-year period usually. As an Associate Dean however, I do still teach classes. I usually teach undergraduate classes during block week, and the MBA during the regular semester.

At Haskayne we also like to engage in what is called faculty development, where we aim help our instructors become the best teachers they can be. A couple of my contributions at Haskayne that I am proud of include, getting the new building Mathison Hall for Haskayne. The Associate Dean before me, Scott Redford, kind of started it, and now it's open, which is very exciting. I have also made the negotiation class a must-have, and I created a cross-cultural management class, which has been very successful. The Japan Program was also a huge success, where we took students to Japan for three weeks to study international Japanese business.

Some advice I can give to future business leaders, is always to approach things from a negotiation perspective and approach everything with ethics. I also think it is important for students to learn lessons and try new things in university with the opportunities they have in front of them. They can start building their toolkit to be successful in the real world. I also find that students have a very linear idea of the path that they want to take. However, I encourage students to broaden their thinking to understand just how many opportunities are out there. If you had set out to be an accountant, you may find yourself working in a completely different field. It's all about making the most of your Haskayne experience, learning, trying new things, and also making connections, and having fun. This may be cliché but it's very important to remember that when one door closes, another one opens."



## Leighton Wilks

PhD (OBHR) '12

*Associate Dean at Haskayne School of Business*

# THE HASKAYNE REPORT

"ENACTUS UCalgary has helped so many diverse demographics across the city. We run social impact projects surrounding various topics like financial literacy, social entrepreneurship, and environmental sustainability. We help and support diverse groups of people, such as immigrant women, social enterprises, and inspiring entrepreneurs, and we believe if we give them the right tools, and resources, they can succeed by applying business knowledge.

The club has represented Haskayne in annual competitions, we engage students in all opportunities to gain key business knowledge. Our projects provide students with chances to explore consulting, entrepreneurship, and working with internal and external stakeholders, and build skills like communication and teamwork. They also get to network with other students, alumni who were once in ENACTUS, faculty advisors, and industry professionals that we are connected to.

Being part of Haskayne just really helps our club grow. The school provides such a network of organizations and professors that we can partner with and get advice from. We have amazing faculty advisors that we meet with, that support our team and mentor us, that provide strategy for our projects. They are very supportive and encourage students to have the opportunity to grow outside the classroom."



## Isha Bhattacharya

BComm (RMIF) '23

*Enactus UCalgary Co-President and Risk Management Student at Haskayne School of Business*



# THE HASKAYNE REPORT

"The first person who inspired me the most in my life, sadly, has passed away. It's my mom. She was just a magic light in the world. She actually worked at the university for two decades and really humanized an admin-heavy job. She was the associate registrar of exams and grades, in charge of putting on the final exam schedule for everybody at the university. She genuinely believed in students and making their life better. She was diagnosed with breast cancer at the age of 49 and went through that journey for a decade. I watched her navigate that with incredible grace and messiness. There's no getting around how awful dying from cancer is - but she inspired people. She volunteered and raised funds for the doctors that were helping her. I really try hard in my life to bring her light to everything I do and to acknowledge and carry on the legacy she left.

I saw my mum have a very often challenging but very fulfilling career here. She experienced discrimination in the workplace and was one of very few female leaders in the ranks back then. She really impacted the student experience here. I do feel like a little bit of me working here is me trying to be close to her. But then beyond that, I find my work here to be very fulfilling. There's nothing like working on campus. I love working with and for the betterment of students. In particular, my office here at Haskayne is great because they really want us to do work that we love. I can see how we're starting to change things for the better with EDI (Equity, Diversity, and Inclusion) for example. And that's really exciting.

When I was a student here at U of C, I always felt a sense of otherness. I wasn't included in the same things, specifically with my degree. There were almost no roles for Black women on stage. I never saw a place for myself in there. The George Floyd murder and the Black Lives Matter movement illuminated an area that many people high up in the university maybe didn't know was a problem. What's been amazing to see has been this thing that was not really discussed or talked about now being an actual priority for the faculty. There's a lot of support and goodwill for EDI. I'm truly amazed by the caliber of our students. What has surprised me in being here is how they are devoted to sustainability and wanting to use these business principles to change the world. There are people that will make our world, our city, and our country better. And I think they come from Haskayne."



## Rochelle Lamoureux

BFA '09

*Program Specialist at Haskayne School of Business*

# THE HASKAYNE REPORT

"A lot of what I learnt from CUS has been very precious in terms of professional experience. I gained a lot of communication skills, both written and verbal. I also built a strong professional network, both through networking at events and through CUS members who have helpful contacts in their professional circles.

Also, most of what CUS does is event-based and we need to do a lot of event planning, through which we acquired a lot of experience. For example, one of the lessons is we must look at the bigger picture while also focusing on the details when setting up an event. Everything that goes into events demands quite a bit of effort and time, but it does pay back. And how we have the opportunity to create great events and partnerships within the Haskayne community is also thanks to the support and encouragement of the Haskayne School.

I know for us, we would reach out to the advising centre if we need help on breaking the gaps with sponsors or need for contacts. It is very amazing to have an environment that fosters innovation and helps put that into your events."



## Chloe Crichton

BComm (OPMA) '24

*President of Haskayne Commerce Undergraduate Society at  
Haskayne School of Business*

# THE HASKAYNE REPORT

"Teaching is a passion of mine and in the classroom, I have had many great experiences with my students teaching SGMA 451, and MGST 391 during the Fall 2022 semester. I always do my best to make everyone feel comfortable and be able to share their thoughts with the class.

I am from a minority group, so English was not my first language in fact it is my third language and so there were lots of barriers for me, but I was able to overcome them. I make it a priority that I support female students so that they feel comfortable to speak, and support minority groups such as LGBTQ+ groups, people of colour, I want to make sure they have a voice in my class. This equity, diversity, and inclusion is of particular importance to me.

I had initially pursued my undergrad in Chemical Engineering and did my master's degree in chemical engineering as well. For my PHD however I chose business because of my interest in Mathematics, however the level of mathematics required especially in operations is a bit different, you require a core mathematical skill to tackle research questions.

Whenever I do my research, I always keep an eye on practice, to make sure that what I am proposing is implementable in the real world. I am now more focused on the operation research side of things, but not all was lost from my engineering studies. Operations research is a growing field, and there are lots of opportunities in this field. There may be a concern that these fields may become automated, or AI may take over but the important thing to remember is that AI are created as a tool not a replacement for the job. "



## Hossein Piri

PhD (Mgt Sci) '22

*Assistant Professor at Haskayne School of Business*



# THE HASKAYNE REPORT

"I started at the University of Calgary in 2017 at Schulich. The reason I picked engineering was because I really liked science and math, and my parents were engineers. I thought "this might be good." I was not sure what to specialize in, so I gave myself the first year to think about it. Thank God I did!

Towards the second year, I realized I did not like any of it. It was a very hard and stressful situation to be in because I had already put so much effort into it. Should I just continue or follow my passions? After weighing all my options, I decided to switch to business. I started with international business but soon realized it was not resonating with me after a couple classes. Deep down, I always thought marketing would be fun. I was very into humanities and creative outlets so, after my first year in business, I committed to marketing as a major. It turned out to be the best decision I have ever made because I really love the idea of creating experiences for people. I believe that is what marketing is all about. My journey here was not easy. However, it defined success for me.

It is finding somewhere or something I feel very passionate about and knowing I can excel in it. It might not necessarily be easy, but it's something that I enjoy the process of working towards - being able to put my all into it and not feeling like the hard work is hard work. It is also very rewarding having the people around me realize it and saying "You look like you're enjoying yourself! You're really in your element." That, to me, is what success is.

Find something you love and work towards it. This propels a growth mindset that allows you to radiate and make a difference. It is so important to have people in our society and in the business world who are willing to motivate and inspire others to grow and improve themselves."



**Sasha Nieto Yaitzkiy**

BComm (MKTG) '23

*Marketing Student at Haskayne School of Business*

# THE HASKAYNE REPORT

"Haskayne first caught my interest by offering the academic development specialist (ADS) position, which was very interesting for its being the first faculty on campus to ever create a position for students' mental health and success.

So I came to do the role, started to learn a lot about Haskayne, and kind of fell in love with the school. I discovered that business school is not just about money.

We invested that much in the role of ADS not because we wanted to keep ten other students in school and get them paid for tuition, it was because we actually cared about the students and wanted them to succeed. It is worth letting students know as well that we professors do way more than just teach.

Our jobs can be divided into three areas, only one of which is teaching. The other element is research. We research social values, or how to operate the class and make the material better. Lastly, the third part of our job is called service to the community. Someone needs to make decisions in this school, like who should the student funds go to, so we need faculty members and professors for that. Our whole job is to make sure we are a high-quality institution that focuses on students, education, and growth. And to do that, you need research to back it up, you need experience, you need service, and you need professors to take part."



## Naor Cohen

PhD (Communication and Media Studies) '14

*Assistant Professor for Organizational Behaviour and Leadership at Haskayne School of Business*

# THE HASKAYNE REPORT

"A typical day this week, with Mathison Hall opening very soon, there's a lot of meetings to discuss "how do we communicate this with our students, with our faculty and staff?" There's also the external piece of it which includes how we are telling the community. There's also a big event for our donors to thank them because we couldn't really have this new building without their donations and support. Then there are also alumni. We have the Haskayne Alumni Awards coming up at the end of November. We're planning that and making sure that we have a good celebration for the alumni that have graduated from Haskayne. It's great to see their success stories and it's inspiring for our students. This week I'm also working on a new scholarship coming up for Master of Management. It is basically ten months of business to add on to an undergrad of Science, Engineering, or Kinesiology, whatever it is. With kinesiology for example, if someone decides someday they want to open up their own chiropractic center, this helps them know how to run a business. Other projects that we work on include advertising. We have a campaign called Haskayne grads. It highlights what people get when they choose Haskayne. It's so much more than just a job and money. It's the network you build, the education. All those things come together to create the experiences you get to have when you're at Haskayne.

Storytelling is what inspired me, and that's a big part of the job. There are all these things happening in our faculty. How do we share those stories with people? I personally really love telling stories visually because it captures emotions. I also love advertising. Working in the field teaches you project, time, and budget management. I spent quite a bit of time working in advertising with Hynes when I was in Calgary a while back. Then I moved to Toronto, then Singapore with them. I think it's such an amazing experience to work in a different city or country because you're not only learning new things about the business, but the culture, food, and the people that you meet. It educates you and helps you grow as a person.

I'm a big believer in higher education. My parents are Chinese immigrants and for me, being born in Canada, the opportunity to go to school, and get a university degree has really turned our life around. As a woman and with an ethnic background, having confidence at work has been important. My parents really instilled that in me. I have the right to be here just like anybody else. You have the right to education. You have the right to get the jobs you want. And I think they really gave me the confidence to never questioned whether I should be here or whether I should apply for that job. When I talk to students, I always try to encourage them. Even if you don't think you're 100% qualified for a job, you should still apply for it. You should still go and meet those people. Do it with confidence because if you believe in yourself, you can do it. "



## Linda Luu

BMgt (MKTG)

*Director of Marketing and Communications at Haskayne School of Business*



# THE HASKAYNE REPORT

"Studying at Haskayne can be deemed as a prestigious opportunity that would impeccably improve my life, both professionally and mentally. I have had numerous opportunities to interact with professionals in the business industry, ranging different concentrations, which has broadened my understanding and knowledge of the field, and motivated me to keep moving forward. In my opinion, studying business classes was not only about business lexicons, but also about business mindset and behaviours.

Regarding my role as a TA, I have earned myself more rigorous responsibilities, because it is no longer only myself involved, but also about shaping the next generation of society. It has given me a chance to review what I have learnt and gain an insightful comprehension of the course which I can then assist the students with.

More than that, I have expanded my networking with lots of new people, ranging from students to professors. Haskayne has generated such a good fortune of resources for helping students with extracurricular activities as well. However, the only problem associated was the lack of promotions. Many students do not ultimately utilize the available resources that Haskayne offered, resulting in the state of being lost during their study at the university."



## Raymond Lam

BComm (IBST) '25

*International Business Student and Teaching Assistant at Haskayne School of Business*

# THE HASKAYNE REPORT

"My father, faculty members and my wife are all some of my greatest inspirations. I was once a university dropout at 22, at which point I decided to start a business. My father mortgaged his house to help pay for it. However, in my 30's, I really didn't like what I was doing. I felt super stressed and anxious. That's when my wife really pushed me to pursue something I love. We had a baby at the time, and I was worried about money, but she was there to support me. She even suggested she would start working again.

I eventually went back to school, finished my undergrad, and did my MBA. My father was always there for me throughout that process. As a kid, I always wanted to start my own business. In school, I just didn't know what I wanted to do. I tried switching majors, but nothing was clicking. Eventually, I decided to go to Toronto to start a business with a buddy of mine. But my father told me he would finance it if I stay in Calgary, which I couldn't turn down. I eventually bought a Minute Muffler Brake, even got a mechanics license from SAIT. However, cars were not my world. There are many challenges running a business. I remember being laughed out of meetings and crying the first time I had to fire someone. It's a lot more responsibility then it looks.

The best advice I can give to future business leaders is just because something seems out of reach or hard does not mean that you cannot do it. We are often sort of taught "maybe this isn't for you then", especially when things get difficult. However, if it is something that you are interested in, you should pursue it because that is where you learn the most. The second piece of advice is to not sit on the sidelines of life. We often get afraid and are not sure where things are going, or you feel afraid of failing. I feel it's very important to be okay with failing. Like when I started a business, the lessons I learned from that are invaluable. I also realize that mental health is very big among students. Many students really struggle with anxiety. In my darkest times of anxiety, my wife said I need to use that and help people going through that. It's very easy to feel that there is something wrong with me, no one feels this way, something is wrong with me. Reaching out to people and older people as well like a chiropractor friend of mine, one of them was a pastor they all revealed that they've suffered from it to. I encourage students to talk about it, share. I understand it might be embarrassing, but the more we talk about it, the more we realize that it really is "OK not to be OK". "



## Justin Knibbe

MBA '20

*Assistant Professor for Entrepreneurship and Innovation at Haskayne School of Business*



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