

CONOR T. VIBERT

Professor - Business Strategy
 Fred C. Manning School of Business Administration
 Acadia University
 Wolfville, Nova Scotia
 Canada, B4P 2R6

Ph: (902) 585 - 1514
 Fax: (902) 585 - 1085
 E-mail: conor.vibert@acadiau.ca
 Web site: <http://business.acadiau.ca>
<http://casenet.ca>

EDUCATION:

Ph.D., University of Alberta, Edmonton, Alberta, 1996
 MBA, Concordia University, Montreal, Quebec, 1989
 B.Comm, McGill University, Montreal, Quebec, 1985

AWARDS

- **Recipient of 2008 Associated Alumni of Acadia University Award for Community Engagement**
- **Nominated by Acadia University for a 2006 National Technology Innovation Award:** The Learning Partnership
- **Nominated for 2005 SCIP Fellows Award:** Society of Competitive Intelligence Professionals - Summer 2004.
- **Recipient of the SCIP Catalyst Award for 2004:** Society of Competitive Intelligence Professionals – March 2004.
- **Recipient of the Outstanding Teacher Award for 2002:** Faculty of Professional Studies, Acadia University – \$500.00.
- **Recipient of the 2000 Acadia University President’s Award for Innovation:** Leveraging Technology: Web Based Analysis in an Electronic Classroom Teaching Environment.

EMPLOYMENT HISTORY

- Adjunct Professor – Curtin Business School, Curtin University - 2011 - 2013
- Promoted to Full Professor – Acadia University - 2007
- Promoted to Tenured, Associate Professor - Acadia University - 2002
- Online MBA Program Academic Coach – Faculty of Business - Athabasca University -Ongoing
- Assistant Professor – Tenure Track – Acadia University – 1997 – 2002
- Assistant Professor – Contractual Limited Term – Acadia University – 1996 – 1997
- Consultant – Nova Gas International – Calgary – 1995 – 1996
- Project Scheduler – Canada Steamship Lines – Ottawa – 1989 – 1990
- Project Administrator - CAE Electronics Inc. – Montreal – 1985 - 1987

COMMERCIALIZATION ACTIVITIES

- Video Cases published by **Alexander Street Press** – 2019
<https://video.alexanderstreet.com/search?q=acadia%20university>
- **Acadia International Executive Insight Series** – Streaming Video Multimedia Teaching Cases – Through www.casenet.ca - Ongoing since 2007
- Distribution Agreement for **Casenet** with **Wiley Canada Inc.** - 2015
- Founded **Casenet Media Inc.** (with Michael Sheppard) - 2015

- Licensed the **Acadia Multi Media Case Management System** to Curtin Business School. 2012 – 2016.
- Invented the **Acadia Multi Media Case Management System** and successfully commercialized it. 2009 – 2011 with 1st client UPEI.
- Licensed the **Acadia Pearson Business Insight Series** – Pearson Education Canada - 2007 - 2011 – <http://aicis.acadiu.ca> & <http://www.pearsoned.ca/highered/divisions/acadiavideos/index.html>
- Invented and Successfully Commercialized the **Acadia Management Interview Series Video Database (AMISVD)** – Thomson Nelson
- Invented the **Acadia International Executive Insight Series** - 2007

EXTERNAL REGOGNITION

- Visiting Scholar – North West University – Mafikeng, South Africa – 2018, 2016
- Visiting Scholar & Adjunct Professor - Curtin Business School, Curtin University, Perth Australia 2011 – 2013.
- Visiting Fellow – Curtin University of Technology, Perth, Australia, 2010 - 2011
- Visiting Fellow – Edith Cowan University, Perth, Australia, 2007
- Teaching Fellow – University of Southern Queensland, Toowoomba, Southern Queensland, Australia, 2007

Teaching

COURSES TAUGHT

(Since 1996)

- Business & Corporate Strategy
- Strategic Issues
- Introduction to Business
- Organization Theory
- Change Management
- Cross-Cultural Management
- Online Competitive Intelligence for Business Strategy
- Project Management

Scholarly Activity

PEER REVIEWED PUBLICATIONS:

- **East meets West: A comparative analyses of leadership styles in Canadian and Japanese Wine Industries.** With Nico Schutte, Musa Saurombe, and Nicolene Barkhuizen. In *International Journal of Economics and Finance Studies* 11(2) 2019 ISSN 1309 1855 (Online)
- **Re-examining the relationship between ease of use and usefulness for the net generation,** With Michael Sheppard, *Education and Information Technologies*, 2019 1-14
<https://link.springer.com/article/10.1007%2Fs10639-019-09916-0>
- **Competitive Intelligence in Canada in 2018.** With Jonathan Calof. In *Revue Internationale d'Intelligence économique* 10-2, November 2018. Available, https://www.vapress.fr/shop/Revue-Internationale-d-Intelligence-economique-10-2_p77.html
- **Innovation in Business Education: The Value of TPACK** With Greg MacKinnon, *Journal of Applied Learning Technology (JALT)*, Volume 5, No. 4, 2016
- **Cases for the Net Generation: An Empirical Examination of Students' Attitude Towards Multimedia Case Studies.** With Michael Sheppard, *Journal of Education for Business.* 2016

- **Online Video-Based Case Interviews: Investigating the Nature of Learning in an Undergraduate Business Strategy Course.** With Gregory MacKinnon. *Journal of International Business Education*. 2014
- **A Heuristic Model to Determine the Perceptions of Success in a Nascent Wine Industry.** With M.Nooriafshar International Journal of Organisational Behaviour Volume 17(4) <http://www.usq.edu.au/business-law/research/ijob/articles>. 2012
- **Video databases: An emerging tool in business education.** With Gregory MacKinnon, *Education and Information Technologies*, 2012.
- **Developing a Heuristic Model for Predicting the Challenges Facing Western Business People in Hong Kong.** With M. Nooriafshar, *Asian Journal of Social Sciences and Humanities*. 2012
- **A Heuristic Model: The case of challenges facing Western Business People in Japan.** With M. Nooriafshar, *Asian Journal of Social Sciences and Humanities*. 2012
- **Exploring Organizational Capacity in the Nova Scotia Wine Industry.** With K. Dye, *Journal of Entrepreneurship and Small Business*. 2012
- **Female Entrepreneurs: Making it work at home and abroad.** With W. Carroll, *Workplace Review*, May 2007, 23 – 33.
- **Using Online Competitive Intelligence to Helping Identify Organizational Risk.** *Workplace Review*, May 2006
- **Technology Enabled Business Education – Breaking Down the Boundaries between the Academy and Business.** With Clive Reynoldson. Published in *Frontiers of E-Business Research* 2005, 233 – 249.
- **Thoughts on how Japanese and Canadian SME’s Use Technology for Export-Import Purposes.** With Dermot Vibert. Published in *Frontiers of E-Business Research* 2005, 46 – 57.
- **Webcasting: Modeling Distance Collaboration in Corporate Settings,** With Greg MacKinnon *Journal of Instruction Delivery Systems*, 2004 18(1): pp. 17-20.
- **Business and Teacher Education: Models for Constructive Technology Use,** with Greg MacKinnon *Journal of Interactive Instruction Development*, 2003 16(1): pp. 20-24.
- **Judging the Constructive Impacts of Communication Technologies: A Business Education Study,** with Greg MacKinnon *Education & Information Technologies*, 2002 7(2): pp.127-135

PEER REVIEWED CONFERENCE PUBLICATIONS:

- **Using Authentic Multimedia Cases to Connect with Industry.** With V. Chang, In. Jan Herrington et al. (Eds.), *Proceedings of World Conference on Educational Multimedia, Hypermedia and Telecommunications 2013* (pp. 413-419). Chesapeake, VA: AACE. Retrieved November 2, 2014 from <http://www.editlib.org/p/111990>.
- **A Heuristic Model to Aid the Western Business People Working in Culturally Different Societies to Adjust to the Environment,** With Mehryar Nooriafshar, Presented to and Published in the proceedings of *2nd International Scientific Conference on Economic and Social Development*, Paris, April 05, 2013. http://www.esd-conference.com/doc/Book_of_proceedings_Paris_2013.pdf
- **A Heuristic Model to Determine the Perception of Success in a Nascent Wine Industry.** With Mehryar Nooriafshar, Presented to and Published in the proceedings of the Faculty of Business and Law Research Retreat of the University of Southern Queensland, 20, June 2012.
- **Exploring Organizational Capacity in the Nova Scotia Wine Industry.** With K. Dye. Published in the proceedings of *2010 Administrative Sciences Association of Canada Conference*. Regina, Saskatchewan, 2010.
- **North American Tungsten Ltd.** Published in the Case Track proceedings of *2010 Administrative Sciences Association of Canada Conference*. Regina, Saskatchewan, 2010.
- **Atlantic Industries Ltd.** Published in the Case Track proceedings of *2010 Administrative Sciences Association of Canada Conference*. Regina, Saskatchewan, 2010.
- **Perceptions of the knowledge-base economy in executive from selected industries.** With A. Dulhanty, Published in the proceedings of *2009 Administrative Sciences Association of Canada Conference*. Niagara Falls, Ontario 2009.

- **Partnered Care – Insights from Economic Theories of the Firm.** With Brown, C. and C. Sin Quee Brown, Organization Theory Division, in the *Proceedings of the 2007 Atlantic Schools of Business Conference*, Wolfville, Nova Scotia, 2007.
- **Challenges Encountered on the path to commercialization: The case of the Acadia Management Interview Series Video Database**, with A. Dulhanty, in the *Proceedings of the 2007 Atlantic Schools of Business Conference*, Wolfville, Nova Scotia, 2007.
- **Mitigating the Risk: An Examination of the Antecedents to Partner Satisfaction in Contractual Engagements.** With Scott Colwell. Published in the *Proceedings of the 2005 Atlantic Schools of Business Conference*, Halifax, Nova Scotia, 2005.

BOOKS:

- *Web Based Analysis for Competitive Intelligence*, 2000. Westport, CT: Quorum Books.
- *Theorizing on Macro-Organizational Behaviour: A Handbook of Ideas and Explanations*, 2004. Armonk: New York: M.E. Sharpe.
- *Competitive Intelligence: A Framework for Web-based Analysis & Decision-Making*, 2004, Mason, Ohio: Southwest Thomson.
- *Management 1st Canadian Edition*. 2004. With C. Williams (1st Author) and A. Kondra. Toronto, ON: Nelson Thomson.
- *Introduction to Online Competitive Intelligence Research*. 2004. Mason, OH: Thomson Southwestern.
- *Management 2nd Canadian Edition*. 2007. With C. Williams (1st Author) and A. Kondra. Toronto, ON: Nelson Thomson.

SCHOLARLY CONFERENCE PRESENTATIONS:

- **Streaming and Online Video Cases.** New Views Session. North American Case Research Association (NACRA) 2020 Conference. October 2020.(forthcoming)
- **Creating and Using Video Business Cases for Teaching.** Invited Presentation - Case Track - Administrative Sciences Association of Canada (ASAC) 2020 Conference, June 2020.
- **East meets West: A comparative analyses of leadership styles in Canadian and Japanese Wine Industries.** With Nico Schutte, Musa Saurombe and Nicolene Barkhuizen. Paper to be presented to the 9th Annual International Conference on Social Science, ICSS 2018, George South Africa. August, 2018.
- **Deconstructing managerial perspectives on organizational performance for the 21st century workplace. A multiple case study analysis.** With Nicolene Barkhuizen, Nico Schutte, Musa Saurombe, presented to the eighteenth Annual Conference of the South African Association of Public Administration and Management, Mafikeng, South Africa May 2018.
- **Exploring Two Wine Industries With a Framework for Industry Change**, with M. Ryan, presented to the Strategy Track of the 2017 Atlantic Schools of Business Conference. Wolfville, Nova Scotia
- **Multimedia Cases - Catering for Learning Style Preferences**, with Mehryar Nooriafshar and Michael Sheppard, presented to the Management Education Track of the 2017 Administrative Sciences Association of Canada conference. Montreal, Quebec, May, 2017
- **Magic Winery Bus**, Teaching case presented to the Case Track of the 2015 Administrative Sciences Association of Canada conference. Halifax, Nova Scotia, June 13, 2015
- **Thoughts on the Cottage Industry of Business Teaching Cases.** With Michael Sheppard. Presented to the 2014 Annual Conference of the Canadian Council of Small Business and Enterprise, CCSBE 2014, Antigonish, Nova Scotia, May 22, 2014.
- **Lobster Council of Canada**, With Michael Sheppard, Presented to the Case Track of the Administrative Sciences Association of Canada Conference, Muskoka, Ontario, May, 10 2014.
- **Software Product Development at a Small, Rural, Undergraduate University.** Presented to the Management Education Track of the Atlantic Schools of Business Conference, Antigonish, Nova Scotia, 2013.
- **Using Authentic Multimedia Cases to Connect with Industry.** With V. Chang. EdMedia 2013: World Conference on Educational Media and Technology, Conference, Victoria, BC.
- **Amirix.** Presented to the Case Track of the 2011 Atlantic Schools of Business Conference, Charlottetown, Prince Edward Island.

- **Ducks Unlimited.** Presented to the Case Track of the 2011 Atlantic Schools of Business Conference, Charlottetown, Prince Edward Island.
- **Black & McDonald** with H. Kapoor. Presented to the Case Track of the 2011 Administrative Sciences Association of Canada Conference, Montreal Quebec.
- **Acadia Videos.** Presented to the Case Track of the 2010 Administrative Sciences Association of Canada Conference. Regina, Saskatchewan.
- **Gemcom Software International.** Presented to the Case Track of the 2009 Administrative Sciences Association of Canada Conference. Niagara Falls, Ontario.
- **Climbing the Learning Curve: The First Experience of an Academic Institution with Commercialization.** With A. Dulhanty, 2008 Administrative Sciences Association of Canada Conference, Halifax, Nova Scotia
- **Learner Centered and Realistic Learning Environments: The Case of the Acadia Management Interview Series Video Database,** with C. Reynoldson, 2007 Atlantic Schools of Business Conference, Wolfville, Nova Scotia.
- **Creating a Video Interview Database to Transform the Classroom.** With Dave Sheehan. Presented at Educause 2005. Orlando, Florida. October.
- **Mitigating the Risk: An Examination of the Antecedents to Partner Satisfaction in Contractual Engagements.** With Scott Colwell. Presented at the 2005 Atlantic Schools of Business Conference, Halifax, Nova Scotia.
- **Technology Enabled Business Education – Breaking Down the Boundaries between the Academy and Business.** With Clive Reynoldson. Presented at EBRF 2005 Tampere, Finland, September.
- **Thoughts on how Japanese and Canadian SME's Use Technology for Export-Import Purposes.** With Dermot Vibert. Presented at EBRF 2005 Tampere, Finland, September.

OTHER PRESENTATIONS

Edith Cowan University – World Virtual Tour – Presented to business students enrolled in ECU's School of Business (Perth, Australia) about researching international markets – January 22, 2020

Acadia International Executive Insight Series and Casenet. Presented to the Fostering Cross-Institutional Collaboration with Technology Enabled Learning Showcase. Dalhousie University Centre for Learning and Teaching. November 9, 2017, Acadia University.

EXTERNAL GRANTS, HONORS AND AWARDS:

- **McCain Visitorship Grant** – Two year grant to collaborate with North West University of South Africa on case development- 2018
- **National Research Council** – Three month grant to support Casenet Development - 2016
- **RBC Foundation** - Multi-year grant to support Casenet and Multimedia Case Project – 2016
- **Canada Summer Jobs** - Grant to hire student to support Casenet Development - 2016
- **Irving Oil** – Grant to support Multimedia Case Development – 2015
- **Nova Scotia Gateway Secretariat** – Grant to support Case Development – 2014
- **Spring Board Atlantic** – Grant, Moving to a Cloud Based Case Platform – 2013
- **Nova Scotia Business Inc.** – SEP Program – Funding to support AIEIS and Casenet exports to Iceland and the U.K.
- **Nova Scotia Business Inc.** – SEP Program – Funding to support AMCMS export to Japan - 2012
- **Learnsphere** – Development of Marketing Study for AMCMS – 2012
- **Dell Hong Kong Ltd.** – Development of Multi-Media Management Teaching Cases - 2011
- **Export Development Canada** –Development of Videos to Accompany Gemcom Software, North American Tungsten, Atlantic Industries and Acadia Videos Cases - 2010
- **Springboard** - Proof of Concept Fund Award Multimedia Case Management System - 2009

- **InNOVAcorp** - Early Stage Commercialization Fund – Multimedia Case Management System - 2009
- **Export Development Canada** - Development of a Management Teaching Case – Acadia Videos - 2009
- **Export Development Canada** – Development of a Management Teaching Case – Atlantic Industries Ltd. - 2009
- **Nova Scotia Department of Transportation** – Development of Video Interview Database for the Atlantic Gateway Initiative - 2009
- **Canada/Nova Scotia Offshore Petroleum Board (ENCANA)** – Development of Video Enhanced Management Teaching Cases - 2009
- **Bank of Montreal** – Development of Video Enhanced Management Teaching Cases - 2009
- **Export Development Canada** – Development of a Management Teaching Case – North American Tungsten - 2009
- **Export Development Canada:** – Development of Management Teaching Case – Gemcom Software International Ltd. - 2008
- **John Dobson Foundation Grant:** – Management Interview Series Video Database for Female Entrepreneurs - 2006
- **Proof of Concept Award:** – To commercialize the Management Interview Series Video Database – Nova Scotia Economic Development - 2006

EDITORIAL BOARD MEMBERSHIP

- Editorial Board: International Journal of Business Studies – 2006 - 2008
- Editorial Board: Workplace Review, 2006 – 2008
- Editorial Board: Journal of Competitive Intelligence and Management, 2003 – Present

ACADEMIC REVIEWING

- NACRA 2020 Conference – Case Track
- ASAC 2020 Conference – Case Track

EXTERNAL EXAMINER – PH.D.

- North West University – G. Dzirimbi, A van Zyl - 2020
- North West University – T.D. Sanwa - 2018
- Athabasca University – Sami Houry - 2017
- North West University – K. Klink - 2017
- North West University – Musa Saurombe - 2016

EXTERNAL EXAMINER – PROMOTION TO FULL PROFESSOR

- Carleton University – Francois Brouard – 2017
- North West University - Nico Schutte - 2017

CONFERENCE RELATED ACTIVITY (RECENT)

- **Chair** – Management Education Track - 2017 & 2018 Atlantic Schools of Business Conference – Acadia University, Wolfville, Nova Scotia
- **Invited Panelist** – Case Track – 2017 Administrative Sciences Association of Canada Conference, Montreal, Quebec
- **Invited Panelist** – Case Track 2015 Administrative Sciences Association of Canada Conference, Halifax, Nova Scotia

Service

NOTABLE SERVICE ACTIVITIES

- **Member** – Acadia University Research Ethics Board 2014 - 2017
- **Academic Advisor** – Acadia University Varsity Swim Team – Ongoing
- **Member** - Acadia University Review Committee 2008 – 2015
- **Organizer/Co-Organizer** – Nicol Entrepreneurial Competition – 2004 – 2013
- **Organizer** – Acadia Distinguished Business Speaker Series 2004 – 2011
<http://business.acadiau.ca/distinguished.html>.
- **Youth Football Coach** – Valley Bulldogs Pee wee Football Team 2011
- **Vice President** – Wolfville Tritons Swim Club 2008 - 2010