

The Luc Beauregard Centre of Excellence in Communications Research



ANNUAL REPORT 2018-2019

The Luc Beauregard Centre of Excellence in Communications Research
John Molson School of Business, Concordia University
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<https://www.concordia.ca/jmsb/research/centres/luc-beauregard>

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ABOUT THE LUC BEAUREGARD CENTRE

Mission, vision and values

The mission of Luc Beauregard Centre is to advance the strategic role of communications in organizations. It aims to become a centre that engages in interdisciplinary research in organizational communications, and that furthers knowledge and understanding of communications among practitioners and leaders in organizations. Its values emphasize relevance, independence, rigor, interdisciplinarity and applicability.

The mission and vision of the Centre translate into four concrete purposes:

- (1) The Centre advances research in organizational communications.
- (2) The Centre provides knowledge to practitioners and leaders.
- (3) The Centre provides opportunities for an interface between practitioners, leaders and researchers.
- (4) The Centre supports excellence in graduate studies at Concordia University.

The Luc Beauregard Centre advances the strategic role of communications in organizations

History

The Luc Beauregard Centre was established in 2012 to honor Mr. Luc Beauregard (1941-2013), who was the founding chairman of RES PUBLICA Consulting Group, the parent company of NATIONAL Public Relations, which he founded in 1976. Under his leadership, NATIONAL became the largest public relations organization in Canada.

Mr. Beauregard was a longstanding member of the Advisory Board of the Montreal Neurological Institute and Hospital, and he was founding chairman of Public Relations Without Borders. He was made a member of the Order of Canada for his major contributions to communications and society, and he was honoured by his peers when he received the Award of Attainment, the highest recognition of the Canadian Public Relations Society. In 2015, Mr. Beauregard was inducted into Marketing Magazine's Hall of Legends.

The Luc Beauregard Centre was established to honor Mr. Luc Beauregard, the founding chairman of RES PUBLICA Consulting Group.

Director

Since July 2018, the Centre has been directed by Claudine Mangen, PhD, who is RBC Professor in Responsible Organizations and Associate Professor at the Department of Accountancy at the John Molson School of Business (JMSB). Her primary areas of research and teaching focus on corporate governance. Her research has been published in leading academic journals, including the Journal of Accounting Research, Human Relations, European Accounting Review and Academy of Management Perspectives, and it is funded by the Social Sciences and Humanities Research Council of Canada.

Dr Mangen is responsible for actualizing the vision of the Centre, and she has been assisted in her work by Ksenia Sukhanova, an MSc Student from the Marketing Department at JMSB. In 2018-2019, Dr Mangen was on sabbatical leave of absence during the winter semester.

The previous director of the Centre was Professor Jordan LeBel from the Marketing Department at JMSB.

Scientific Committee

The Scientific Committee of the Centre is an independent body that was established in 2018-2019. It is responsible for evaluating funding applications. Its four members, all of them tenured faculty at Concordia University, are Professor Adeela Arshad-Ayaz (Education, Faculty of Arts and Science), Professor Onur Bodur (Marketing, John Molson School of Business), Professor Brian Lewis (Communication Studies, Faculty of Arts and Science), and Professor Li Yao (Accountancy, John Molson School of Business). They have published widely in academic journals, including on subjects relevant to organizational communications.

HIGHLIGHTS 2018-2019

Below are the highlights of the Centre's activities during the past academic year.

Governance of the Centre

- Established an independent scientific committee
- Revised its funding attribution process
- Redefined its mission, vision and values

Funding awarded by Centre

- \$16,000 awarded for targeted research in communications, to 2 professors
- \$17,500 awarded for supporting PhD thesis research, to 1 PhD student
- \$10,000 awarded for supporting MSc thesis research, to 2 MSc students
- \$1,000 awarded for a report written for an MBA class, to 1 MBA student
- \$500 awarded, as a special prize, at the Annual Graduate Research Exposition, to 1 MSc student

Events organized by Centre

- Two research seminars with US speakers
- One conference with national and international speakers

Content generated by Centre

- Website with regular blogposts and information on events
- Literature review on trust in organizational communications

HIGHLIGHTS 2012-2019

Below are the highlights of the Centre's activities since its funding in 2012.

Funding awarded by Centre

- \$72,800 awarded for targeted research in communications, to 7 professors
- \$122,500 awarded for supporting PhD thesis research, to 4 PhD student
- \$20,000 awarded for supporting MSc thesis research, to 4 MSc students
- \$1,000 awarded for a report written for an MBA class, to 1 MBA student
- \$1,000 awarded, as a special prize, at the Annual Graduate Research Exposition, to 1 PhD student and 1 MSc student

Events organized by Centre

- 6 events with practitioner speakers
- 4 events with academic speakers

Scientific and other output funded by Centre

- 4 studies published in scholarly journals (International Journal of Communication, Interdisciplinary Studies in Literature and Environment, Canadian Journal of Communication, Journal of Global Fashion Marketing), supported by funds that the Centre awarded to professors for targeted research in communications and to PhD students for their PhD thesis research
- 6 papers presented at 12 national and international conferences
- 4 working papers
- 1 completed PhD thesis and 3 ongoing PhD theses
- 1 report
- 5 media interventions (speaking engagement at Macleans' Town Hall on the Future of Education, television and radio report for Radio Canada)

FUNDING SUMMARY 2018-2019

In 2018-2019, the Centre received 33 applications for funding. These applications were reviewed by its Scientific Committee, which made the funding recommendations (except for applications submitted to the Annual Graduate Student Exposition). The Centre awarded funding to two professors, one PhD student, three MSc students and one MBA student. The amounts awarded follow the specifications in the Donor Agreement.

| Title | Individual | Department & Faculty | Project | Amount |
|--------------|----------------------|----------------------------------------|----------------------------------------------------------------------------------------------------------------------|---------------|
| Professor | Lawrence Kryzanowski | Finance, JMSB | Communication skills of mutual funds: Effect of media coverage on fund flows and performance | \$8,000 |
| Professor | Ming Li | Economics, Faculty of Arts and Science | Strategic communication and group formation | \$8,000 |
| PhD Student | Azadeh Babaghaderi | Finance, JMSB | Voluntary disclosure, sentiment analysis, and the outcome of corporate spin-offs: An examination of conference calls | \$17,500 |
| MBA Student | Samara Crawford | JMSB | Environmental sustainability in business and the implications of greenwashing | \$1,000 |
| MSc Student | Gunes Ekin Umucu | Finance, JMSB | Effects of climate risks on options of food companies and climate risk pricing in option markets | \$5,000 |
| MSc Student | Sam Sinz | Management, JMSB | Informal communications among coworkers: effects on group cohesion and performance | \$5,000 |
| MSc Student | Ana Conides | Management, JMSB | The effects of leadership on employee attitudes, behaviors, and well-being | \$500 |

FUNDING DETAILS 2018-2019

Below are the details of the research work of the two professors, one PhD student, three MSc students and one MBA student that the Centre funded during the 2018-2019 academic year.

Funding awarded to two Professors

Five professors, from the John Molson School of Business and the Faculty of Arts and Science, submitted applications, of which two were retained for funding.

The Centre awarded \$8,000 to Professor Lawrence Kryzanowski (Finance Department, John Molson School of Business) for his research project “**Communication skills of mutual funds: Effect of media coverage on fund flows and performance**”

Summary. Media coverage can be an important channel for determining what mutual funds are considered for purchase by retail (supposedly unsophisticated) individual investors. The existence of awareness-based buying behaviour by such investors increases the importance of mutual funds knowing how media advertisements and coverage can affect the cash flows into and out of their funds and what implications such changes in flows have on fund management behaviors and performance. Mutual funds communicate indirectly with investors using various combinations of approaches in an effort to better garner investor attention and encourage potential buyers to invest their funds with them and to minimize redemptions by existing investors. In this research project, we expect to find that funds with higher media coverage have significantly higher cash inflows and lower cash redemptions which will provide evidence on the importance of indirect investor relations. We also expect to find that the nature of the relationship will depend on message content, medium type (advertisements, print broadcast, digital media, websites and direct mailings) and readership, and other controls.

“How does the media coverage of mutual funds influence investor relations? In particular, how does mutual fund media coverage shape cash inflows and cash redemptions?”

The Centre awarded \$8,000 to Professor Ming Li (Economics Department, Faculty of Arts and Science) for his research project **“Strategic communication and group formation”**

Summary. Most groups, be they social groups, political entities, or economic organizations, have a concentration of certain characteristics that is different from the distribution of such characteristics in the population in general. While association with like individuals is natural given the existence and the identity of these groups, it is important to notice that each of these groups admits a diversity among its own members, and the group identity itself reflects some aggregate of the somewhat diverse identities of the individuals that form the group. The questions that interest us are the following: When a set of heterogeneous individuals organize themselves into groups, what are the sizes and compositions of the groups formed? How much diversity is there within each group? In this project, we focus on the informational aspects of group formation and argue that the optimal group diversity is determined by the trade-off between information sharing and conflicting interests among group members. In particular, we identify the equilibrium diversity of each group and compare it with the socially optimal level of diversity. Our project has the potential to answer the question when mandatory diversity policies are welfare-enhancing.

“Optimal group diversity is determined by the trade-off between information sharing and conflicting interests among group members”

Funding awarded to one PhD student

Eight PhD students, from the John Molson School of Business, the Gina Cody School of Engineering and Computer Science and the Faculty of Arts and Science, submitted applications, of which one was retained for funding.

The Centre awarded \$17,500 to Azadeh Babaghaderi (Finance Department, John Molson School of Business) for her thesis on “**Voluntary disclosure, sentiment analysis, and the outcome of corporate spin-offs: An examination of conference calls**”

Summary. This study which is part of my research agenda on the role of corporate communication in different aspects of corporate spinoffs focuses on the importance of conference calls in the completion of announced spinoffs. Specifically, the first line of question is whether holding a conference call in addition to press releases can ex-ante signal about the probability of spinoff completion; and the second one is related to the tone or sentiment of conference call discussions in relation with spinoff completion. Since spinoffs are strategic changes in corporate structure, completion or withdrawal after their announcements will have significant wealth effects for shareholders. I believe that this study contributes to our understanding of the fields of corporate communication and corporate restructuring. This interdisciplinary research can provide beneficial insights for managers, investors, and investor relation practitioners.

“What role do conference calls play in the completion of corporate spinoff?”

Funding awarded to one MBA student

One application was submitted and retained for funding. The Centre awarded \$1,000 to Samara Crawford (John Molson School of Business) for her research paper on “**Environmental sustainability in business and the implications of greenwashing**”

Summary. The millennial generation has an interest in improving the world by using social media to work jointly for their favorite causes. This generation values community engagement and is interested in joining non-profit groups; it is also willing to punish irresponsible firms by boycotting them via product purchases and employment opportunities. Millennials care about environmental and social issues, which implies that businesses have a unique opportunity to be responsible while increasing their competitiveness. At the same time, businesses that would respond to such opportunities by engaging in greenwashing face high risks. Firms such as Volkswagen that engaged greenwashing have come under intense scrutiny and NGOs have been at the forefront of directing attention to the worst offenders. Since experts tend to be better able to understand and see through greenwashing, a dedicated focus on corporate sustainability and greenwashing education can ensure that consumers and managers are aware of the stakes involved in greenwashing and can avoid its negative effects.

“A dedicated focus on corporate sustainability and greenwashing education can ensure that consumers and managers are aware of the stakes involved in greenwashing”

Funding awarded to three MSc students

Five MSc students, from the John Molson School of Business, submitted applications to fund their MSc thesis, and two students were retained for funding.

The Centre awarded \$5,000 to Gunes Ekin Umucu (Finance Department, John Molson School of Business) for his thesis on the **“Effects of climate risks on options of food companies and climate risk pricing in option markets”**

Summary. In recent years, climate risk has been a salient concern for financial markets. In this research project, we explore the effect of hurricanes on the options of food companies in the US, because the food sector is very vulnerable to hurricanes. We test whether hurricane risk is priced in the options of food companies. We also analyze how food companies communicate to investors the anticipated effects of future hurricanes. We test whether hurricane risk is priced differently in the options of companies that communicate with investors than in the options of companies that lack such communications.

“How do food companies communicate to investors the anticipated effects of future climate events like hurricanes?”

The Centre awarded \$5,000 to Sam Sinz (Management Department, John Molson School of Business) for his thesis on **“Informal communications among coworkers: Effects on group cohesion and performance”**

Summary. Informal communications constitute the main source of personal interactions among coworkers. Such interactions can occur both at the workplace and outside of the workplace. Organizations are always looking for ways to promote team-building within their teams, usually resorting to company retreats and other bonding exercises. Social interactions in a more natural context can lead to increased familiarity and trust among people. Close coworkers with healthy relationships form a cohesive group. Group cohesion has been shown to increase both performance and satisfaction, which are essential components of an effective work environment. In this empirical study, I aim to gather extensive data from various organizations in different industries and locations, controlling for specific factors. Understanding the importance of group cohesion within organizations and the role of different types of informal communications is essential to a well-performing workplace and will greatly contribute to current literature on the topic.

EVENTS 2018-2019

The Centre co-organized and co-sponsored two research seminars and one conference during the 2018-2019 academic year.

Two research seminars

Two international professors presented their research on communications at the John Molson School of Business, in front of a diverse audience of students, faculty and practitioners.

October 5, 2018: Dr Debbie Dougherty, Professor at University of Missouri (US), Editor of the Journal of Applied Communications Research, presents her study on “**Sexual harassment, discursive power, and the role of organizational bystanders**”

Summary. Increasingly organizations are turning to bystanders to help stop sexual harassment in the workplace. Unfortunately, we know very little about bystanders beyond the point at which they see or hear about sexual harassment. Research suggests that organizational members actually co- create the conditions that allow sexual harassment to embed within an organizational culture, thereby establishing the discursive framework for how bystanders will engage with sexual harassment in the workplace. Consequently, if we are to effectively engage bystanders in preventing sexual harassment, it is necessary to understand the larger context within which organizational members construct sexual harassment. The present study explores the ways in which organizational members use their sexual harassment policy to discursively construct the meaning of sexual harassment in a large governmental organization. Specifically, discursive closure and discursive openings were intertwined in an ongoing battle over who gets to fix meaning in the organization. Organizational members used metaphors of shading, crossing the line, and the family to both create openings and closure for the meaning of sexual harassment and how it should be addressed in the workplace. Implications are discussed.

Organizational members actually co-create the conditions that allow sexual harassment to embed within an organizational culture, thereby establishing the discursive framework for how bystanders will engage with sexual harassment in the workplace

October 11, 2018: Dr François Brochet, Professor at Boston University (US), presents his study on “**Where do investor relations matter the most?**”

Summary. We test the hypothesis that the marginal benefit of investment in investor relations (IR) is greater in countries where capital market institutions are generally less developed and tailored to a more concentrated ownership structure. We use a large panel of survey-based annual IR rankings of German and U.K. companies to study the marginal benefits of IR using within-firm variation. We find that IR quality in Germany exhibits a positive association with capital market visibility, liquidity, and firm value and a negative one with information asymmetry and uncertainty as well as cost of equity capital – and significantly more so than in the U.K. In a broader European sample, we find that the benefits of IR accrue more significantly to firms located in countries where i) corporate ownership is more concentrated and ii) capital market institutions are weaker. Overall, the evidence suggests that IR provides greater marginal benefits in markets where demand for this type of shareholder communication has been historically lower.

Investor Relations provide greater marginal benefits in markets where demand for this type of shareholder communication has been historically lower

One international conference

December 6-7, 2018: Conference on “Rethinking Responsibility: Agents & Structures”. This two-day international conference brought together 15 researchers from Canada, the US, Europe and Africa who study business, ethics, geography, labor, law, sociology and philosophy as well as an audience that included students, professors and practitioners. The researchers presented studies on rethinking responsibility in business that spoke to the following questions. What does responsibility in business mean today? How can we engage with responsibility to better prepare for the challenges of tomorrow, such as climate change, the digital age and widening inequalities? This conference sought to encourage and outline answers to these and other questions by promoting conversations on agents, structures in which agents are embedded, and

the ways in which agents and structures are linked. The conference was relevant for communications as it explored disclosures related to sustainability and, more generally, the role of communications in responsibility.



CONFERENCE ON

RETHINKING RESPONSIBILITY: AGENTS & STRUCTURES

DEC 6-7 2018
CONCORDIA UNIVERSITY

This two-day **international** conference brings together researchers from Canada, the US, Europe and Africa who study business, ethics, geography, labor, law, sociology and philosophy. Our aim is to **rethink** responsibility in business. What does **responsibility in business** mean today? How can we engage with responsibility to better **prepare for the challenges** of tomorrow, such as climate change, the digital age and widening **inequalities**? This conference seeks to **encourage and outline answers** to these and other questions by promoting conversations that consider **agents, structures** in which agents are embedded, and the ways in which agents and structures are **linked**.

This conference is generously supported by the RBC Professorship in Responsible Organizations, the Luc Beaugard Centre of Excellence in Communications Research, the Lawrence Bloomberg Research Chair, and the Concordia Accounting Research Seminar.

Thu Dec 6 2018

14:00 Opening of Conference
14:45 Session 1
Defining & Practicing
Responsibility
16:15 Welcome Drinks

Fri Dec 7 2018

8:30 Session 2
Sustainability Disclosures &
Practices
10:00 Break
10:30 Session 3
Technology, Individuals, Groups
12:00 Break
13:30 Session 4
Financing & Responsibility
15:00 Break
15:30 Session 5
Performance measurement,
Workers, Managers
17:00 End of Conference

No registration fee

Conference venue

9th floor
John Molson School of Business (MB
Building)
Concordia University
1450 Guy Street
Montreal, QC H3H 0A1

Contact

ResponsibilityMSB@gmail.com
www.concordia.ca

Program details

All activities take place on the 9th floor, John Molson School of Business (MB Building), Concordia University

| THU DEC 6 2018 | | |
|----------------|----------------------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| 14:00 | OPENING OF CONFERENCE | |
| 14:45 | SESSION 1: DEFINING & PRACTISING RESPONSIBILITY | |
| | Business, society and subalternness: Revisiting political CSR from a Creolized perspective | Nolywé Delannon Université Laval Québec, Canada |
| | Responsabilité en affaires: Approche juridico-managériale par la RSE | Nora Seddiki-El Houdaigui Université ABDELMALEK ESSAADI Tanger, Morocco |
| | Coalitional CSR Strategies: A Field-Level Perspective on Private Regulatory Competition | José Carlos Marques University of Ottawa Ottawa, Canada |
| 16:15 | WELCOME DRINKS | |
| FRI DEC 7 2018 | | |
| 8:30 | SESSION 2: SUSTAINABILITY DISCLOSURES & PRACTICES | |
| | Holding businesses accountable for climate change: using reported emissions to determine sectoral budgets and pathways in line with global climate goals | Maida Hadziosmanovic Concordia University Montreal, Canada |
| | Detecting Carbon Emission Disclosure Management | Thomas Kaspereit University of Luxembourg Luxembourg, Luxembourg |
| | The Impact of Institutional Environment on Sustainability Disclosure in Southeast Asia | Mi Tran University of Huddersfield, UK |
| 10:00 | BREAK | |
| 10:30 | SESSION 3 TECHNOLOGY, INDIVIDUALS, GROUPS | |
| | AI Democratization and Organization Technology Outlook | Glen Whelan McGill University Montreal, Canada |
| | Bioethics, Complementarity, and Corporate Criminal Liability | Ryan Long Thomas Jefferson University Philadelphia, US |
| | Rogue Opposition: Against Raikka's Genuine Opposition Thesis | Jeremy Watkins-Quesada Oklahoma State University Stillwater, US |
| 12:00 | BREAK | |
| 13:30 | SESSION 4: FINANCING & RESPONSIBILITY | |
| | Does the Threat of Takeover Discipline Managers? New Evidence from the Foreign Investment and National Security Act | David Godsell University of Illinois Champaign, US |
| | The real effects of financing on corporate social responsibilities: Evidence from covenant violations | Luo He Concordia University Montreal, Canada |
| | Succumbing to the pressure? What motivates firms to provide CSR performance-based incentives? | Leanne Keddie Concordia University Montreal, Canada |
| 15:00 | BREAK | |

Program details (continued)

| FRI DEC 7 2018 | | |
|----------------|-------------------------------------------------------------------------------------------------------------------|------------------------------------------------------------------|
| 15 :30 | SESSION 5: PERFORMANCE MEASUREMENT, WORKERS, MANAGERS | |
| | Performativity and Counterperformativity of Social Measures. A Study of the Uses of Psychosocial Risks Indicators | Samuel Sponem Université de Montréal Montreal, Canada |
| | Accountability In Labor Platforms | Jacob McCartney Michigan State University East Lansing, US |
| | Which Moral Responsibilities Carry over from Principals to Agents? A Reflection through Shareholder Theory | Santiago Mejia Fordham University New York, US |
| 17:00 | END OF CONFERENCE | |

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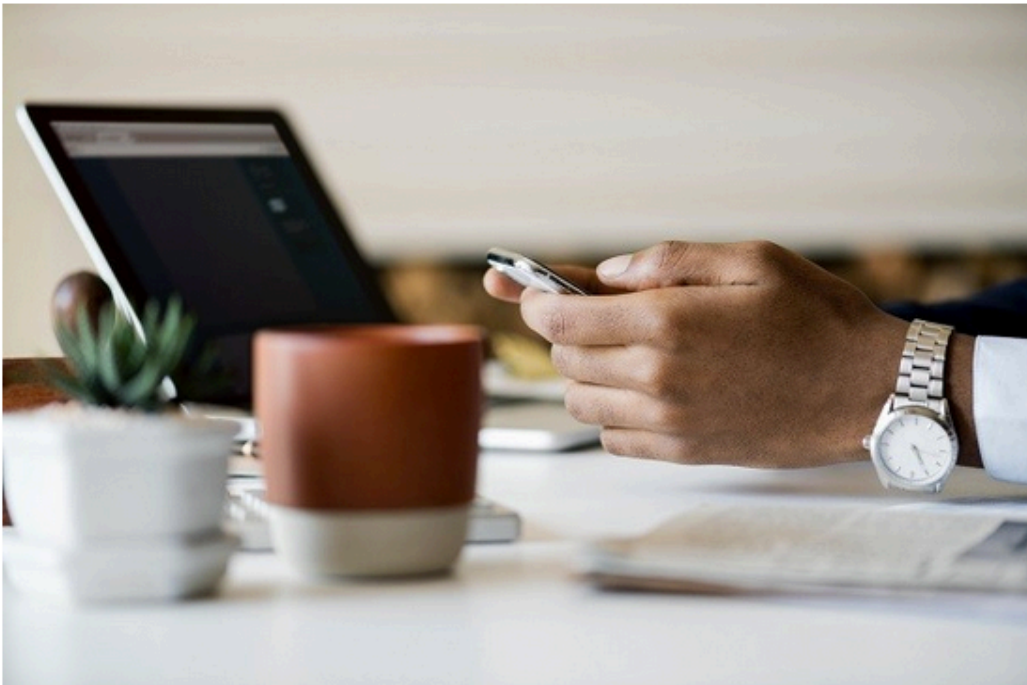
The Centre is present online; it is also preparing a literature review on the role of trust in organizational communications.

Web page

The Centre is present on the website of the John Molson School of Business. The Centre's site is regularly updated with information on the Centre and its activities.

[Concordia.ca](#) / [John Molson School of Business](#) / [Research](#) / [Research centres](#) / [Luc Beauregard](#)

Luc Beauregard Centre of Excellence in Communications Research




The Director of the Centre contributes blog posts to the website. In 2018-2019, she blogged about the Centre's activities: its research seminars and its conference.

Blog post

Jan 10: Rethinking Responsibility: What are the Roles of Agents and Structures?

On December 6 and 7 2018, we welcomed researchers to our first conference on responsibility (called "Rethinking Responsibility: Agents and Structures") at Concordia University. The researcher came from Canada, the US, Europe and Africa; they studied business, ethics, geography, labor, law, sociology and philosophy.

Oct 12: Benefits from investor relations are highest in countries without a shareholder tradition

This Friday, the Luc Beaugregard Centre of Excellence in Communications Research welcomed Professor [François Brochet](#) from Boston University who presented a [study](#)  on investor relations (IR).

Oct 5: Sexual harassment and how we talk about it in organizations

Today, the Luc Beaugregard Centre for Excellence in Communications Research at Concordia University welcomed [Professor Debbie Dougherty](#) from the University of Missouri, who gave a fascinating talk about sexual harassment in organizations and about the role of communication in sexual harassment.

Literature review on trust in organizational communications

Under the guidance of the Director of the Centre, research assistant Ksenia Sukhanova is preparing a literature review on trust in organizational communications by drawing on and summarizing studies published in reputable academic journals. The literature review is expected to be ready in the fall of 2019.

PAST FUNDING, 2012-2018

In the past, the Centre has awarded funds to faculty and students for targeted research in organizational communications. Moreover, it has given thesis awards to PhD students and MSc students, and it has funded one special prize the Annual Graduate Student Exposition at the John Molson School of Business. The Centre has funded the following individuals since its inception in 2012, up until 2018.

2012-2013

Targeted research award of \$9,500: Darlene Walsh (Professor, Marketing, John Molson School of Business), for “Are you a good corporate citizen? Understanding how firms can better manage their corporate social responsibility activities.” Contributed to a paper in the 2014 conference proceedings in the INFORMS Marketing Science Conference Proceedings.

PhD award of \$17,500: Mohammad Habibi (PhD student, Marketing, John Molson School of Business), for “The dark side of social media: Why do consumers disengage from companies’ social media efforts?” Contributed a working paper, presented at the 2017 Symposium for Emerging Marketing Scholars, Utah State University, US.

PhD award of \$17,500: Shirley Roburn (PhD student, Communication Studies, Faculty of Arts and Science), for “Shifting stories, changing places: Transformational narratives of climate change in northwestern Canada and Alaska”. Contributed to her 2015 PhD thesis, to a 2017 journal article in the International Journal of Communication (“Beyond Film Impact Assessment: Being Caribou Community Screenings as Activist Training Grounds”), and to a 2019 article in Interdisciplinary Studies in Literature and Environment (“Learning from Caribou People: Gwich’in and Inuvialuit Perspectives on the Being Caribou Project”).

2013-2014

Targeted research award of \$20,000: Yannick Farmer (Professor, UQAM), for “Vérité et conformisme dans la communication sur les réseaux socio-numériques”. Contributed to a 2015 research report and to a 2018 journal article in the Canadian Journal of

Communication (“Impacts of Authority and Unanimity on Social Conformity in On-line Chats”).

Targeted research award of \$13,000: JoAnne Labrecque (Professor, HEC Montreal), for “Stratégies de communication et la responsabilité sociale des entreprises face à des controverses alimentaires”.

Targeted research award of \$3,000: Aela Salman (MSc Student, Marketing, John Molson School of Business), along with Professors Michèle Paulin and Ronald Ferguson (John Molson School of Business), for “Fashionably connected: Social media and Millennial Women’s online and offline support of charitable causes” (with Professors Paulin and Ferguson). Contributed to a 2015 presentation at the 44th European Marketing Academic Conference and a 2016 journal article in the Journal of Global Fashion Marketing (“Gaining Millennial women’s support for a fashion show: Influence of fashion experiences, gender identity and cause-related Facebook appeals”).

PhD award of \$17,500: Azadeh Babaghaderi (PhD student, Finance, John Molson School of Business), for “Board attributes, Communication Quality and Firm Value”. Contributed to her ongoing PhD thesis and to a working paper (“Corporate Communication as a Governance Mechanism: Evidence from Substitution-Complementary Effect”) presented at international conferences (World Banking and Finance Annual Meeting 2017, International Corporate Governance Society Conference 2017, European Financial Management Association Annual Meeting 2016) and at internal expositions (Annual Meeting of Luc Beauregard Center of Excellence in Communication Research 2017, Annual Graduate Student Exposition 2017).

2014-2015

Targeted research award of \$11,300: Peter Jaskiewicz (Professor, John Molson School of Business), Sarah Burrows (BA, Concordia University), David Deephouse (Professor, University of Alberta), for “The dark side of favourable reputation - How stakeholders who identify strongly with a firm oppose change”. Contributed to a 2018 working paper currently under review.

PhD award of \$17,500: Sam Kolahgar (PhD student, Finance, John Molson School of Business), for “The impact of communications and public relations on firm’s risk and stock price volatility”. Contributed to a working paper (“Corporate Communication as a Governance Mechanism: Evidence from Substitution-Complementary Effect”) presented at international conferences (World Banking and Finance Annual Meeting 2017, International Corporate Governance Society Conference 2017, European Financial Management Association Annual Meeting 2016) and at internal expositions (Annual Meeting of Luc Beaugregard Center of Excellence in Communication Research 2017, Annual Graduate Student Exposition 2017).

PhD award of \$17,500: Laura Shine (PhD student, Humanities), for “From disgust to desire: Transforming negative perceptions and promoting behavioural change. The case of entomophagy”. Contributed to her ongoing PhD thesis (“*From Foe to Food: Entomophagy and the adoption of edible insects*”), to presentations at national and international conferences (2015 Canadian Association of Food Studies conference in Ottawa, 2016 McGill Institute for the Study of Canada, 2015 Ateliers de l’Honnête Volupté at UQAM, 2016 Thought for Food: Sustainable Living Starting with Food in Ottawa, 2016 Eating Insects Detroit conference in Detroit, 2017 Canadian Anthropology Society annual conference in Ottawa) and to media interventions (speaking at the 2016 Macleans’ Town Hall on the Future of Education at Concordia University, 2 television and 3 radio interviews/reports on Radio-Canada).

2015-2016

PhD award of \$17,500: Sam Kolahgar (PhD student, Finance, John Molson School of Business), for “The role of Communications and Public Relations in firm’s financing decisions”. Contributed to his ongoing PhD thesis and to a working paper (“Investor Relations and Stakeholder Communications (IRSC) and Cost of Capital”).

2016-2017

Annual Graduate Student Exposition Award of \$500: Megan Pepe (PhD student, Management, John Molson School of Business), for “The use of life cycle analysis to inform business strategy”.

2017-2018

MSc Award of \$5,000: Sophie Chiovitti (MSc Student Management, John Molson School of Business), for “Employer Branding”.

MSc Award of \$5,000: Ksenia Sukhanova (MSc Student Marketing, John Molson School of Business), for “Adoption and usage of social media in family firms”.

PAST EVENTS, 2012-2018

The Centre has organized the following events between its inception in 2012 and 2018.

2012-2013

April 19, 2013: The Centre hosted an event at the Ritz Carlton Hotel with international public relations commentator and head of the SABRE Awards, Paul Holmes (in partnership with Public Relations Without Borders).

2014-2015

November 21, 2014: The Centre hosted the members of Radio Canada's television show *Le Club des Ex*, which includes former Quebec government ministers and host Simon Durivage, on the subject of "evolution of media and electoral campaign communication" (in collaboration with the Quebec Society of Public Relations Professionals).

January 28, 2015: The Centre hosted Mohamed Kahlain, vice-president of Digital Marketing & Distribution at TC Media, and Charles Morgan, partner at McCarthy Tétrault, on the subject of "Data Confidentiality and the Legality of Marketing Actions" (in collaboration with the Quebec Society of Public Relations Professionals).

2015-2016

October 26, 2015: The Centre hosted Peter Georgescu, chairman emeritus of Young & Rubicam on the subject of "The Chairman's Perspective: Trust, Values and Reputation in an Era of Blurred Media".

April 26, 2016: The Centre hosted Adam Schlesinger, vice-president of Digital Strategy and Chief Data Officer at the National Bank.

2016-2017

October 4, 2016: The Centre hosted Dr. Frank Piller (Aachen University, Germany) on the subject of “How can communicators play an active role in the innovation and R&D process?” (in collaboration with the RBC Chair in Strategic Relationship Marketing).

June 13-14, 2017: The Centre hosted the CEO Communication Summit on the subject of “executive communication”. The Centre presented the results of CEO Communication Audit where 35 CEOs across Canada were interviewed on their communication challenges. The panel on June 13, 2017 was moderated by the Globe and Mail’s Nicolas Van Praet and the panellists were Andrew Molson (Chairman, RES PUBLICA), Roslind Hudnell (President, Intel Foundation), Danièle Henkel (President, Danièle Henkel Inc.), and Antoine Tayyar (Director, Communications & Public Affairs, Coca-Cola Canada). Panellists were asked to comment on the results of the CEO Communication Audit pertaining to the involvement of CEOs in public policy and social advocacy.

FINANCIAL REPORT 2018-2019

Amounts accrued are in Canadian dollars for the 2018-2019 academic year.

| Accounts | Funds at year start | Funds accrued | Funds at year end |
|---------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------|-------------------|-------------------|
| Student fellowship and awards | | | |
| PhD student fellowship | \$62,250 | | \$45,405 |
| <i>Award for one PhD student</i> | | (\$17,500) | |
| <i>Revenues (Pay out income and AAR top up)</i> | | \$654.17 | |
| MSc student award | \$20,000 | | \$10,000 |
| <i>Award for two MSc students, of \$5,000 each</i> | | (\$10,000) | |
| MBA student award | \$4,000 | | \$3,000 |
| <i>Award for one MBA student, of \$1,000</i> | | (\$1,000) | |
| Annual Graduate Research Exposition award | \$500 | | \$0 |
| <i>Award for one MSc student, of \$500</i> | | (\$500) | |
| Total, Student fellowship and awards | \$86,750 | (\$28,346) | \$45,404 |
| Director stipend & course release, speaker series & administrative/related expenses, targeted research in business communications | | | |
| Directors stipend and course release | \$20,000 | | \$0 |
| <i>Stipend and course release</i> | | (\$20,000) | |
| Speaker series & administrative/related expenses | \$20,000 | | \$16,525 |
| <i>Research seminars and conference</i> | | (\$3,475) | |
| Targeted research in business communications | \$25,000 | | \$8,272 |
| <i>Research projects from two professors funded at \$8,000 each and research assistance from K. Sukhanova of \$728</i> | | (\$16,728) | |
| Other | \$0 | | \$1,716.48 |
| <i>Revenues (Pay out income and AAR top up)</i> | | \$1,716.48 | |
| Unattributed | \$29,315 | | \$29,315 |
| Total, Director stipend & course release, speaker series & administrative/related expenses, targeted research in business communications | \$94,315 | (\$39,475) | \$55,829 |
| Grand total | \$181,066 | (\$66,832) | \$114,233 |