

A Message from the Director



The Monieson Centre continues to partner with communities, organizations, and academics to facilitate research on knowledge-based enterprises and the knowledge economy. Several regional projects are underway involving faculty and students at Queen's and other leading universities. In this newsletter, we highlight events involving regional partners—a recent QSB-PELA CFDC Business Plan Competition, upcoming and past creative rural economy conferences, the 2011 KIS Showcase, and a Monieson Ideas seminar series involving over 30 academic and community presenters. Please contact the Centre for details. We look forward to hearing from you.

Dr. Yolande Chan



In the Spotlight



QSB-PELA CFDC BUSINESS PLAN COMPETITION

This year, all students at Queen's University had a unique opportunity to investigate new venture concepts and pitch entrepreneurial ideas to a panel of business leaders, venture capitalists and academics. A panel of judges identified the top three teams. Each team received an interest-free, capitalization loan of \$150,000 to implement their plan in Prince Edward and/or Lennox & Addington Counties.

COMPETITION

The competition was intended to provide Queen's students with significant start-up capital for exceptional business ideas. The primary objective was local new venture creation - to encourage individuals, especially students, to act on their ideas and talent, and to create ground-breaking companies of the future.

The competition was sponsored by Queen's School of Business (QSB) and the Prince Edward/Lennox and Addington Community Futures Development Corporation (PELA CFDC). The money was provided by the Government of Canada's Economic Action Plan. The competition was officially launched on



October 2010 with a reception in the BMO Financial Group Atrium, Goodes Hall. In November 2010, one of CBC television's Dragons' Den judges made Queen's School of Business his own

personal den. Prominent businessman Robert Herjavec shared his experiences of life as an entrepreneur and his journey to the success he is today. Attendance was overwhelming with standing room only.

JUDGES



Derek Bailey



Dr. Kelley Packalen



Craig Desjardins



Dr. Elspeth Murray



Conrad Guziewicz



Renzo Silveri

WINNERS

Of the many excellent entries for the business plan competition, six finalists were chosen. The three winners were announced at a reception held in Goodes Hall on March 5th 2011.

Congratulations to the winning businesses:

- CIBO Systems – a restaurant management system using tablet computers and customers' smart phones. Led by Queen's MBA students Ricky Chandarana, Simon Hamilton and Chris Sinkinson.
- Foodscrooge.com – an on-line group-buy venture providing deep-discount grocery items through a network of independent grocers. CEO Tim Ray is a graduate of the Queen's AMBA program.
- Envirolitics, which will provide smart-phone applications for custom solutions to improve home energy efficiency. It is led by Patrick Leslie, who is undergoing dual undergraduate programs of mechanical engineering and economics.

We would like to thank everyone for making this competition a success!

Information on the judges can be found at:
<http://business.queensu.ca/centres/monieson/judges.php#judges>

PROJECT UPDATES

NEW PROJECTS

Agriculture & Agri-Food Canada—Rural Secretariat

The impact of knowledge mobilization on rural economic development

This project will assess the impact of the mobilization of academic knowledge on key gaps and barriers to rural Southern Ontario's economic development and growth.

As universities increase their efforts to mobilize academic knowledge so that it can be used by practitioners, measuring and improving the efficacy of these initiatives becomes even more important.

Eastern Ontario Regional Network (EORN)

Development of an evaluation methodology for assessing the social and economic impacts of provincial broadband investments

The Monieson Centre is partnering with the Ontario ministries of Agriculture, Food and Rural Affairs; Economic Development and Trade; and Northern Development, Mines and Forestry to develop an evaluation methodology to track the social and economic benefits of provincial investments in broadband services. Qualitative and quantitative methods will be used to assess the impacts of broadband deployment in rural Eastern Ontario.

Economic Developers Council of Ontario (EDCO)

Research to revitalize rural economies

The Centre is partnering with the Economic Developers Council of Ontario, on a project aimed at economic revitalization in rural Ontario. Funding for this project was received from the Ontario Ministry of Agriculture, Food and Rural Affairs. The research comprises five projects that address workforce attraction, entrepreneur development/business innovation, regional strategies for international competitiveness, and innovation and creativity.

Renfrew County Community Futures Development Corporation (RCCFDC)

Renewable energy (biomass) opportunities

The Centre and Renfrew County Community Futures Development Corporation are examining profitability models for biomass as a renewable energy source. The project analyzes input costs for a biomass-energy supply system.

ONGOING PROJECTS

Royal & Sun Alliance Insurance Company of Canada (RSA)

Entrepreneurs, insurance and business growth

The Centre and Royal & Sun Alliance are studying links between entrepreneurs, insurance, and business growth. RSA is one of Canada's leading property and casualty insurance companies. The firm sells home, car and business insurance through more than 800 brokers nationwide. This research project looks at the key factors that influence small business start-ups and how those factors affect the sustainability of new businesses.

Prince Edward/Lennox & Addington Community Futures Development Corporation (PELA CFDC)

Knowledge-based regional economic development

The Centre continues a multi-year memorandum of understanding with PELA CFDC to facilitate research on knowledge-based regional economic development. The project's multidisciplinary team has investigated topics including human capital challenges, business incubators, transportation models, and rural innovation.

Empire Life Insurance Company

Innovation and social computing

The Centre and Empire Life are examining innovation in the financial services industry. The research team is studying innovation through social computing/Web 2.0 and web conferencing technologies in order to enhance the interactions of financial services companies with their customers, employees, and partners.

Social Sciences and Humanities Research Council of Canada Knowledge Impact in Society (KIS)

Revitalizing rural economies by mobilizing academic knowledge

The KIS project is now in its final year. This past fall, the Centre partnered with Dr. Paul Roman to connect with MBA students with businesses across Eastern Ontario to provide free process management consulting. The final KIS Showcase is being held on April 12th at Goodes Hall. It highlights research conducted in partnership with almost 40 organizations across the region.

Social Sciences and Humanities Research Council of Canada Public Outreach Grant French Translation

Revitalizing rural economies by mobilizing academic knowledge

A one-year project is creating French translations of academic rural economic development resources currently available in English only. These documents, developed through the Centre's KIS project, inform rural economic development practice and policy for almost 100,000 Francophones in rural Eastern Ontario.

RECENTLY COMPLETED PROJECTS

The Prince Edward County Community Care for Seniors

Examining social enterprise by nonprofit organizations

This project explored how nonprofit organizations establish social enterprise entities in order to enhance organizational capacity, provide a greater variety of services, maintain organizational autonomy, and generate more revenue to subsidize nonprofit services.

North Hastings Living and Wellness Centre

Innovative investment models for sustainable "green" housing

The Centre worked with the North Hastings Supported Housing Committee to investigate innovative methods to establish accessible, supported housing and multi-use complexes showcasing sustainable "green" design and construction technologies. Investment models include private investment, public funding, private/public partnerships (PPPs), and local not-for-profit opportunities.

CONFERENCE AND SEMINAR UPDATES

Monieson Ideas



Sponsored by The Monieson Centre, in conjunction with Queen's Office of the Vice Principal (Research), Office of Research Services, and the Prince Edward/Lennox & Addington CFDC.

Our Winter 2011 seminars had a variety of themes and brought together academics, business leaders, and members of the community to spark innovation. Each luncheon seminar featured five speakers, and focused on lively, panel and audience member interaction and discussion. The goal was to bring together individuals who would not normally collaborate, and to generate important new ideas and partnerships.

Medical Innovation - From the Bench to a Business	Arts and Culture—Increasing Regional Marketability	Social Leadership in Research and Business
Wednesday January 19th	Tuesday February 15th	Wednesday April 27th
<p>Presenters: Dr. Elspeth Murray, Queen's School of Business, Queen's University; Dr. John Rudan, Professor and Head of Department of Surgery, KGH; Dr. Stephen Scott, Department of Anatomy and Cell Biology, Queen's University; Mr. Paul St. John, President and CEO - iGO Technologies, and Ms. Anne Vivian-Scott, PARTEQ/ Pres. & CEO of BKIN Technologies Ltd.</p>	<p>Presenters: Ms. Janet Brooke, Director, Agnes Etherington Art Centre; Dr. John Burge, Dept. of Music, Queen's University; Mr. Dan Taylor, Prince Edward County Economic Development Officer; Mr. Greg Wanless, Drama Department, Queen's University/Artistic Director & General Manager, Thousand Islands Playhouse, and Professor Ken Wong, Queen's School of Business, Queen's University.</p>	<p>Presenters: Ms. Mary Beshai, Chair of Niagara Orthopaedics Worldwide, Dr. Tim Bryant, Dept Mechanical & Materials Eng, Queen's University; Dr. Tina Dacin Queen's School of Business, Queen's University; Ms. Djenana Jalovcic, International Centre for the Advancement of Community Based Rehabilitation, Queen's University, and Mr. Robert Laporte, Neutopia EcoSolutions Inc.</p>
Time: 12 - 1 pm	Time: 12 - 1 pm	Time: 12 - 1 pm

For information on upcoming 2011 seminars: http://business.queensu.ca/centres/monieson/events/Monieson_Ideas.php

CONFERENCE - *Fostering Entrepreneurship in the Creative Economy*

The Monieson Centre is studying the creative rural economy and its links to regional revitalization. Creative economic activities comprising professional contributions such as art, advertising, design, film, publishing, education, R&D, software, and media have the potential to contribute to the vitality of 21st century rural Canadian communities.



The conference was held on November 19, 2010. Opening remarks were provided by **Dr. Steven Liss**, Vice-Principal, Queen's University and **Craig Desjardins**, Prince Edward/Lennox & Addington

CFDC. Presenters included: **Dr. Elspeth Murray**, **Dr. Tina Dacin**, and **Dr. Veikko Thiele**, Queen's School of Business and academics from Cape Breton University, Dalhousie University, University of Toronto, University of Guelph, and University of Waterloo. Closing remarks were provided by **Dr. Yolande Chan**, Queen's School of Business and **Dan Taylor**, Ontario East Economic Development Commission.



This event was sponsored by [Social Sciences and Humanities Research Council of Canada](#), [Ontario East Economic Development](#), [Prince Edward/Lennox & Addington CFDC](#) and [Tourism Kingston](#).



UPCOMING EVENTS

KIS Showcase—New Horizons in Rural Economic Development

April 12, 2011

The Monieson Centre is hosting the third annual KIS Showcase. This day of learning and discussion will celebrate the many successes of the research partnership between the Centre and the communities of rural Eastern Ontario. Included in the program will be examples of rural business best practices, discussion of the future of rural entrepreneurialism, and lessons learned in building university-community partnerships.

Free registration

Study of Business and Knowledge Workshop

May 16-18, 2011

The 21st century has brought with it many innovations in business. An important development has been competition based on knowledge capital resulting from the expertise related to individuals, teams, organizational units and computer-based systems. Topics such as governance, corporate reporting, culture, human resource management, systems development and economics are being studied from a “knowledge” perspective. The goal of this workshop is to foster an understanding of knowledge-based enterprises and the knowledge economy, and to equip graduate students to do research on knowledge - the essence of business today and in the future. Dr. Scott Erickson, 2010-11 Queen’s School of Business Fulbright Research Chair, Dr. Jay Liebowitz, Orkand Endowed Chair of Management and Technology, University of Maryland, and Dr. Helen Rothberg, co-author of “From Knowledge to Intelligence” will be invited to make presentations.

Creative Rural Economy: From Theory to Practice Conference

June 14-16, 2011

The Monieson Centre is partnering with Ontario East Economic Development Commission, Prince Edward/Lennox & Addington CFDC and the Rural Ontario Institute to hold a follow-up conference to our recent 2010 conference on creative entrepreneurship. Topics included in the program are:

- ◀ The Creative Rural Economy and Local Food
- ◀ The Creative Rural Economy: Experiences from Australian, New Zealand and South African Rural Communities
- ◀ Creative Rural Economy Sector Analysis: A Practical Analytical Tool for Community Action
- ◀ The Role of Universities and Community Colleges in Stimulating the Creative Rural Economy through Education and Commercialization
- ◀ Clustering and Regional Economic Development Principles and Experiences in Nurturing the Creative Rural Economy
- ◀ Challenges and Solutions for Creative Economy Business Growth

SAVE THE DATE
June 14, 15 and 16, 2011
Please circulate to any of your colleagues who may also be interested.
Creative Rural Economy: From Theory to Practice
June 14, 2011 - Queen's University
June 15-16, 2011 - Prince Edward County

2010/11 D.D. MONIESON AWARDS

D.D. Monieson Doctoral Fellowship

Recipient: Jacqueline Corbett

Established in honour of Professor Emeritus D.D. Monieson. Post-comprehensive examination Ph.D. students in the School of Business are eligible for this award which is based on high academic standing and a thesis topic of significant interest in the study of knowledge-based enterprises. Students must be nominated by their thesis supervisors.



D.D. Monieson Graduate Business Scholarship

Recipient: Christie Hayne

Established in November 2003 in honour of Professor Emeritus D.D. Monieson. Awarded on the basis of academic excellence to a student at the beginning of the Ph.D. in Management program at Queen’s University, who graduated in the previous term from the M.Sc. in Management program in the School of Business at Queen’s University.



PUBLICATIONS

New Centre-Related Publications/Conference Presentations

R. Brander, M. Paterson, Y. Chan, M. Ruffolo, Considering the culture of customer service in a public hospital. Abstract for the Interprofessional Education Conference, Toronto, January 2011.

R. Brander, M. Paterson, Y. Chan, M. Ruffolo, Customer service: Impacting cultural change in a public hospital. Abstract for the Ontario Physiotherapy Association Conference, Ottawa, April 2011.

R. Brander, M. Paterson, Y. Chan, M. Ruffolo, Impacting change in customer service in a public hospital. Submitted abstract for the World Confederation of Physiotherapy, Amsterdam, June 2011.

W. Caldwell, J. Ball, Y. Chan, J. Dixon, H. Flaming, S. Ainley, S. Thomson, Key research interests in rural Ontario. *Ontario Professional Planners Institute Journal*, Volume 25 (6), pp. 12, 2010.

A. Cram (MSc), K. Brohman, Aligning organizational values in systems development projects: An empirical study. Forty-fourth Hawaii International Conference on System Sciences (HICSS), Kauai, Hawaii, 2011.

T. Jenkin, J. Webster, L. McShane, An agenda for ‘Green’ information technology and systems research. *Information and Organization*, Volume 21, Issue 1, pp 17-40, 2011.

VISIT OUR WEBSITES!

www.business.queensu.ca/knowledge
<http://easternontarioknowledge.ca>



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