



MONA SCHOOL OF BUSINESS & MANAGEMENT

Departmental Report August 2020 - July 2021

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WORK OF THE DEPARTMENT

This report is a synopsis of the Mona School of Business and Management's (MSBM's) accomplishments for the 2020/2021 academic year. The following pages detail the works of our faculty who continue to provide outreach & service to the community, and conduct research to pass on new knowledge, both to our students, to enhance their learning experience, and to the wider community, to aid in the discovery of new principles and ways of working. The year was once again marked by the continuing impact of the Covid-19 pandemic and resulted in the first full year of online/remote delivery of teaching and learning. Our faculty and staff all rallied together to ensure that despite the challenges, MSBM was able to fulfil our mission to "advance learning, create knowledge and foster innovation" and honoured our commitment to our students and other stakeholders. In all of this, we placed a high priority on safeguarding our staff and students and continued to implement various measures to do so. Unfortunately, a few members of staff tested positive for the COVID-19 virus, however through a coordinated effort led by our HR Unit, we were able to arrange for the sanitization of our facilities as well as testing for exposed team members and so were able to cauterize any possible outbreak. As part of our efforts to assist our students to deal with the effects of the pandemic, we offered a 5% discount on tuition fees for our graduate students for the 2020/21 summer term. In that light we would also like to thank corporate sponsors JMMB Group and the ICAJ - the inaugural Kenneth Chung Memorial Scholarship - who offered scholarships to our graduate students which greatly assisted them.

As we contended with the challenges brought on by the pandemic, we also sought to leverage the opportunities that were presented and so many of our activities outside of Teaching and Learning were also conducted virtually and enabled us to reach a wider audience and add value to our offerings while being cost effective. As part of the efforts to internationalize some of our programmes, we were able to contract at least two overseas adjunct lecturers who are UWI alumni for courses in our graduate programmes and the feedback from students has been very good. We have been able to include overseas presenters and attract international students for some of our Executive Education programmes. In terms of our Graduate Application Campaign for example, we were able to host several online Information Sessions thereby significantly expanding our reach to the target market. In terms of our Brown Bag Sessions, we were able to engage with a wide cross section of international presenters and similarly we were able to expose our faculty to training in best practices for Online Delivery by engaging with an expert from the United States for a series of training sessions. Additionally, for our Public Fora and UWIVC webinars, we were able to include the participation of international presenters which enhanced our regular offerings. We are mindful that there are many more opportunities to be leveraged and therefore for us at MSBM, Digital Transformation is a strategic imperative as we move forward, to not only survive, but thrive, in this new environment. To that end, we have developed a road map which includes a holistic, integrated approach to digitalization that involves strategic leadership, organizational processes & talent, digital technology capabilities and the right culture and mindset and this will be implemented in the next academic year. The year has been challenging for our staff, students and stakeholders but through grit and teamwork we have been able to meet our goals. I would therefore like to place on record, my sincere thanks to the members of the Board and our faculty and staff whose continued interest and support have been significant towards the progress that we have made this year under extremely trying circumstances. We remain committed to serving with excellence as our hallmark as we seek to achieve our mission and vision.

ACCESS

STUDENTS

The Mona School of Business & Management (MSBM) continues to provide critical support to our Faculty and vulnerable students in what has become an extremely challenging time for all. We offered a 5% tuition discount to graduate students in the Summer Semester, and Semester 1 - 2021/22. Digital transformation of the School has taken on more

importance, as it is clear that – in the foreseeable future - we may no longer be exclusively face to face, and engagement with our customers will be online or blended. To prepare us for this, we have begun intensive training of our academics to go online. Other efforts to support the development and growth of our students, include the following: The Vincent HoSang Entrepreneurship Programme (VHEP) team held free webinars for students in lieu of competition participation with presentations by industry experts in the field.

- The National Commercial Bank (NCB) collaborated with UWI (MSBM and Department of Computing) to facilitate the 4th cohort of the NCB Agile (Career) Lab. The project involves training 15 final year students from the Department of Computing as interns.
- The MSBM GLOSS (Growth and Development Skills for Success) Series was introduced to expose all MSc students (new and returning) to sessions to enhance their personal development and life skills.
- The 2021 JMMB/Joan Duncan Memorial Scholarships were awarded to four full-time MSBM students. The awards were dispersed as follows: two scholarships at \$500,000 each for MSc Accounting Programme students – Annika Peters and Shamar Robinson; two scholarships for \$362,500 to Daniela Watson and Jodie-Ann Ebanks of the MSc Corporate Finance Programme.
- We continued with the popular Reasoning with CEOs series on November 19, 2020 which featured Kimala Bennett, CEO, Film-maker, strategist, creative thinker, author, entrepreneurial visionary in the creative space, and founder of the advertising and production company, The L.A.B. Ltd - a fully integrated creative agency.

Marketing efforts to increase enrolment in MSBM Programmes included the hosting of several Virtual Lunch & Learn Sessions, where information about our graduate programmes was shared with registrants. Additionally, the School's multimedia marketing campaign dubbed "Leading the Future; Leading the Change", enabled us to extend our online On-Demand Graduate Programmes Information Session for interested persons who can access at their own convenience. Despite the challenging times, our students have put their best forward and made us proud. We list some of their achievements below:

- The annual Vincent HoSang UWI Venture Competition (UWIVC) administered by the MSBM, open to entry by any UWI student, and which seeks to encourage and facilitate the development of student entrepreneurial ideas into full-fledged businesses, saw a record number of 67 teams entering the competition.
- Two MSBM 2nd year MSc Accounting students - Leshell Francis and Orane Wint were awarded the inaugural Kenneth Chung Memorial MSc Accounting Scholarship of \$250,000 each.
- MSBM participated in the UWI Mona 2019-2020 FSS Awards Ceremony. Fifteen MSBM

undergraduate students who performed at the top of their class for the academic year 2019/2020 received faculty prizes.

- In addition, 109 graduate students earned Distinctions and were recognized at the FSS Awards Ceremony, with 39 special course and programme awards bestowed for Outstanding Academic Performance in the various MSBM graduate programmes.
- Two Doctorate in Business Administration (DBA) students were successful in their Proposal Defence in the period under review: Suzanne Palmer presented on “The study of the role of cultural diversity on team performance in Caribbean healthcare organization” and Andrew Edie’s presentation was titled “Succession and finance in family business – Exploring how family businesses’ access to and sources of financing change over time with approaching succession”.
- MSc Marketing and Data Analytics Student - Mr Gerron Thomas and Ms Joelle Lodenquai, MBA student, were selected and successfully completed the 2021-2022 Center for Leadership and Organizational Effectiveness (CLOE) Global Leadership Programme – School of Management, University at Buffalo.

PUBLICATIONS

Refereed Journal Articles

- Smith, T. A. (2020). The role of customer personality in satisfaction, attitude-to-brand and loyalty in mobile services. Spanish Journal of Marketing-ESIC. ISSN: 2444-9709. Publication date July 15, 2020
- Smith, J. & **Spencer A.** (2020). No one will be left behind? Taino Indigenous communities in the Caribbean and the road to SDGs 2030. Worldwide Hospitality and Tourism Themes, 12 (3) pp. 305-320. <https://doi.org/10.1108/WHATT-02-2020-0011>.
- **Spencer, A.J.** & McBean, L.M. (2020). Alignment of tourism investment to the SDGs in Jamaica: an exploratory study, Worldwide Hospitality and Tourism Themes, Vol. 12 No. 3, pp. 261-274. <https://doi.org/10.1108/WHATT-02-2020-0010>

Book Chapters

- **Smith, T.** & Haughton, S. (2020). “Marketing a crime prone destination: Lessons from Montego Bay, Jamaica”. Caribbean Perspectives on Criminology and Criminal Justice. Westphalia Press.

Book

- **Spencer, A** and Tarlow, P (2021). Tourism Safety and Security for the Caribbean. Emerald Publishing Limited; February 2021, ISBN: 9781800713185. 208 pages.

Non-Refereed Presentations

- Chevers, D. (2020). Presentation to the executives at JAMPRO regarding software process improvement programs in the English-speaking Caribbean on September 14, 2020.
- Chevers, D. (2021). Member of a Panel on the topic "Publication is power", at a publication seminar held by The Mona Office for Research and Innovation (MORI), on April 15, 2021.
- Chevers, D. (2021). Presented "The publication process and tips on improving publication" at the Mona Office of Research and Innovation (MORI) Training Seminar on April 15, 2021.
- Chevers, D. (2021). Member of a panel on the topic "How to be successful at research in spite of...", at FSS Panel Discussion held on May 20, 2021.
- Minto-Coy, I.D. (2020). Session Chair of MSBM Brown Bag Research Seminar entitled "No place like home: The effect of exporting to country-of-origin on the financial performance of immigrant-owned SMEs", held October 8, 2020.
- Nicholson, L. (2020). Presentation on "The 4th Industrial Revolution – Implications for the teaching-learning experience", at Anchovy High School Staff Development, October 15, 2020.
- Rao, L. (2020). Presented "Big data capabilities, attitudes and value opportunities – How organizations can work in collaboration with academia to exploit their big data assets: The case of Jamaica's public and private sector organizations", at The Big Data 2020 Forum held in Trinidad and Tobago from December 1-2, 2020.
- **Rao, L. and McNaughton, M** (2021). Presented a webinar on Data Capacity-Building to the IDRC-convened Data-4-Development and Open Data for Development International Groups on March 25, 2021. This was based on intermediate findings and insights from a research project analyzing emerging best practices of 24 data for development projects across the Global south.
- **Rao, L. and McNaughton, M.** (2021) Presented at the TechCon 2021 on the topic "Business Intelligence for Small and Medium-Sized Enterprises: An agile roadmap towards business sustainability", on May 18, 2021.
- Spencer, A. (2021). Member of a panel on the topic "How to be successful at research in spite of...", at FSS Panel Discussion held on May 20, 2021.
- Thomas, R. (2021). Presented "Opportunities and threats for nations, industries and businesses in the current and changing global environment", webinar hosted by UWI Alumni Relations – IAD Soft & Life Skills Series on May 27, 2021.
- Watson, B. (2020). Presentation on "Re-imagining paradise: A post-colonial examination of the tensions within contemporary Caribbean tourism", at MSBM Brown Bag Research Seminar series, held on November 12, 2020.

ALIGNMENT

MSBM continues to support its faculty research efforts through the hosting of Brown Bag Research Seminars for faculty – via Zoom - to facilitate an exchange of ideas, to present their research and get feedback from their peers. These were held on October 8, 2020; November 12, 2020; February 11, 2021; March 11, 2021; and April 22, 2021. Faculty research papers were presented at the following conferences:

PAPERS /ABSTRACTS PRESENTED – REFEREED CONFERENCES

- Crick, A. (2021). “Nannies, laissez-faire & somewhere in between: P2P hosts in Jamaica”. 4th International Conference on Tourism Research, ICTR2021. Virtual Conference held on May 20, 2021.
- M. Gomez-Valencia, M. de la Hoz, M.A. Gonzalez-Perez, **I.D. Minto-Coy**, M. Cordova, K.M. Nava-Aguirre, F. Monje-Cueto, C.V. Calixto Casnici (2021). “Looking back to look forward: Learnings from the past to achieve sustainable recovery after upcoming global crises”, **Academy of International Business Latin America and the Caribbean (AIB-LAC)**, May 26, 2021.
- Minto-Coy, I.D. (2021). Competitive Panel Presentation entitled: “The implementation of agenda 2030 in Latin America and the Caribbean: Perception of practitioners and academia on the SDGs”, **AIB-LAC**, May 27, 2021.
- C.V. Calixto Casnici, M.A. Gonzalez-Perez, M. Cordova, M. Gomez-Valencia, M.C. de la Hoz, **I.D. Minto-Coy**, K.M. Nava-Aguirre, F. Monje-Cueto (2021). Competitive Panel Presentation entitled: “Multi-stakeholder perspective on restructuring business in order to avoid a climate crisis after covid-19: the Latin America and Caribbean case”, **AIB-LAC**, May 27, 2021
- Minto-Coy, I.D. (2021). “Caribbean diaspora contributions to homeland and regional development”, Can Diasporas Contribute to Socio-Economic Transformations in Emerging Countries? **International Meeting of CEDIMES Institute**, the CEDIMES Institute and the State University of New York, May 28, 2021.

FACULTY AWARDS

Members of the MSBM faculty were recognized and received awards (for their contributions to academic research):

- Dr Delroy Chevers, Associate Dean and Senior Lecturer, was awarded for **Excellence in Teaching & Learning** at the Vice Chancellor’s Award Ceremony held on November 19, 2020.
- Dr Charlette Donaldson, Lecturer and Unit Head, Decision Sciences and Information

Systems (DS&IS) Unit, was awarded the **Principal's Award for Best Research Publication for 2020**.

- Dr Indianna Minto-Coy, Academic Director for MScs, Senior Research Fellow & Co-Head MIBES Academic Unit, was awarded the **Principal's Research Day 2020 for the Most Outstanding Researcher for 2020**.

PROGRAMME RANKINGS

Nine MSBM Graduate Programmes ranked among top Masters Programmes in Latin America, and are included in the Eduniversal Best Masters & MBA Ranking 2021: Master of Business Administration - Part Time; Master of Business Administration - Full Time; Master of Science in Accounting; Computer Based Management Information System (CBMIS); Enterprise Risk Management; Master in Business Management; MSc Marketing and Data Analytics; MSc in Procurement Management; and MSc Corporate Finance. The 1000 business schools in the Official Eduniversal Selection are selected by the International Scientific Committee, composed of nine independent academic experts recognized in their geographical zone, with the objective of establishing a global mapping that considers the international influence and reputation of each selected institution.

ACCREDITATION

MSBM's Undergraduate Accounting Programme received ACCA Accreditation for the period 2021 to 2025 (5 years). Course exemptions were received for 5 of the 9 courses for which applications were made, namely: Business and Technology, Management Accounting, Financial Accounting, Corporate and Business Law and Taxation. Exemption accreditation enables ACCA to award a specific level of exemption to graduates of an educational programme after conducting a full assessment of the programme's regulations, syllabus and assessments. This will allow students another route to ACCA membership.

PUBLIC SERVICE

As part of its advocacy role to the nation, the School hosted several free webinars, podcasts and public fora on topical issues. Speakers and special guest presenters were experts in the subject matter and provided pertinent and thoughtful insight into issues. Some of the events are listed below:

- Public Fora - "Powered Up - Electric Vehicles in Jamaica: Are we ready?" July 7, 2021; Virtual session hosting the "World's Most Influential Mathematician (2018)" Dr Nira Chamberlain on July 29, 2021; and MSBM Alumni Professional Development Seminar – "Does your brand tell your story?" - June 30, 2021.

In addition, the following is indicative of the public service activities undertaken by MSBM faculty and staff:

Dr Olivene Burke:

- Member, Academic Board of Studies, School of the Performing Arts, Excelsior Community College
- Member, British Educational Research Association
- Member, American Education Research Association
- Member, Anchor Institution Task Force, NY, USA
- Board of Directors, Centre for Leadership and Governance
- Member, Caribbean Area Network for Quality Assurance in Tertiary Education (CANQATE).
- Member, Violence Prevention Alliance
- 2nd Vice President, Lions Club of Mona and Chair Special Projects and Fundraising Committee
- Board Member, Trafalgar Christian Preparatory School
- Justice of the Peace

Dr Anne Crick:

- Director, Board of the JMMB Group of companies and Chair, JMMB Corporate Governance Sub-Committee
- Deputy Chairman, College of Insurance of Professional Studies (CIPS) Board and Chair, Lecturer Evaluations Sub-Committee

Dr Charlette Donalds:

- Attended validation workshop (on request of the Principal) – review of the 2015 National Cybersecurity Strategy on February 16, 2021.
- Attended stakeholder consultation workshops (on request of the Principal) – development of the 2021 National Cybersecurity strategy on March 15 & 17, 2021.

Ms Shirley-Ann Eaton:

- Member of the Supervisory Committee under the Banking Services Act.

Ms Deborah Falconer:

- Appointed to the PSOJ Corporate Governance Index Review Committee

Dr K'Adamawe K'nIfe:

- Consultancy with the Ministry of National Security to engage Youths in Juvenile Centres
- Conduct Training and Develop Social Enterprise Portfolio for CBOs in 20 Communities Across Jamaica for the Digicel Foundation
- Conduct Research for UN Women on ENGENDER Programme
- Consultancy on Climate Smart Agricultural Practices for Small Scale Women and Youth Farmers in the Caribbean (Jamaica, Guyana, Dominica, St Lucia and Grenada) for World

University Services of Canada

- Team member: ESSEX Valley Consultancy, CDB
- Developing Resettlement Action Plan for Guyana Lethem Airport Development Project
- Working on Grenada Gender Responsive National Determined Contribution for UNFCCC
- Developing Renewable Energy Matrix for Guyana
- Member, Board of Directors of the National Integrity Action.
- Member, Board of Directors, Ministry of Culture, Gender, Entertainment & Sport
- Member of the Jamaica Social Stock Exchange Selection Committee
- Member of the National Social Enterprise Steering Committee for Implementing the MSME Policy

Mrs Vanda Levy-McMillan:

- Member, Business & Management Standards Committee, University Council of Jamaica
- Assessor/Accreditation Officer, University Council of Jamaica

Dr David McBean:

- Executive Chairman, Supreme Ventures Foundation
- Non-Executive Director, Mayberry Investments Limited
- Member of the University Hospital of the West Indies (UHWI) Board. He also serves on the Enterprise Risk Management, Procurement and the Strategic Development Committees.
- Member of the Infrastructure and Technology Sub-Committee of the Jamaica Education Transformation Commission 2020.
- Director of the Jamaica Chamber of Commerce (JCC)

Dr Maurice McNaughton:

- Member, National ICT Advisory Council (NICTAC)
- Member, Overseas Examination Commission (OEC) & Chair of Operations Committee
- Member, Victoria Mutual Building Society (VMBS) Board
- Chairman of the National Information Systems for Health (NIS4H) Steering Committee.
- Member of the National COVID-19 Research Agenda Committee convened by the Ministry of Health and Wellness (MOHW) in collaboration with STATIN.

Dr Indianna Minto Coy:

- Research Team Co-Lead: "Assessing the Recovery Experience from the COVID 19 Pandemic – Snapshot of 2020 and 2021 for CDEMA"
- Caribbean Countries Director, Academy of International Business, Latin America and the Caribbean, July 1, 2021- June 30, 2024

Dr Indianna Minto-Coy:

- Member, Scientific Committee of the Joint International Conference of CEDIMES, IPAGEF (The Pan-African Institute of Financial and Economic Governance) & Africa Business & Entrepreneurship Research Society, CEDIMES Institute USA, School of Business and Economics, State University of New York, Campus of Plattsburgh.
- Member, Jamaica Stock Exchange (JSE) Best Practices Investor Relations Sub-Committee
- Member, Board of Directors, GraceKennedy Company Limited
- Board Member of Springer Nature Business & Economics Journal
- Bentham Science Ambassador for the Journal Technology Transfer and Entrepreneurship
- Director of GraceKennedy Remittance Services (GKRS)
- Member of Board University of Guyana Press

- Member of Board Transformation Journal (University of Guyana)

- Member of the Evaluation Committee for the Green Climate Fund Readiness Grant, Green Climate Fund Readiness Programme, Climate Change Division, Ministry of Economic Growth and Job Creation, September 28, 2020

Dr Lila Rao:

- Research Coordinator (Caribbean) for the Global Data Barometer (<https://globaldatabarometer.org/>) – the GDB will fill critical knowledge gaps on how data policy and practice are unfolding in different sectors, regions, and countries around the world.

Dr Lawrence Nicholson:

- Chairman, Board for Broadcasting for the RJR-Gleaner Communications Group.
- Deputy Chairman of the Board for the RJR-Gleaner Communications Group – this is the corporate board for the group
- Co-Chair of the Dominic James Foundation – a foundation established in 2018 to support high school students involved in sports, while balancing academics
- Director of the Honey Bun Foundation (foundation established in 2018 to support the MSME sector, with focus on the Entertainment sector).
- Member of the Sector Committee for Services - a sub-committee of the Public Procurement Commissioner (PPC)

Dr Lila Rao:

- A member of the Caribbean Maritime University (CMU) and sub-committees for Management Information Systems (MIS) Steering Committee.
- Member of the Data Management & Documentation Working Group (2020) of the Ministry of Health and Wellness (MOHW).

Mr Michael Roofe:

- Director, Kingston Legal Aid Clinic and Chair of Finance Committee.

Dr Trevor Smith:

- Chairman, National Conservation Trust Fund of Jamaica (NCTFJ)

Dr Andrew Spencer:

- Chair of Governance Committee & Director - University Council of Jamaica
- Appointed Board Chairman, National Education Trust
- Director of Board of eGov Jamaica
- Director of the Board of Montego Bay Convention Centre

Ms Beienetch Watson:

- Member, International Council on Hotel, Restaurant, and Institutional Education (ICHRIE)
- Affiliated member, Jamaica Hotel and Tourism Association (JHTA)
- Member, Community Tourism Policy Committee (Ministry of Tourism)

Mr Michael Williams:

- Member, Jamaica Chamber of Commerce (JCC) Conference Committee Board

AGILITY

INCOME GENERATION

Grants

- FLOW Foundation in partnership with the Caribbean School of Data (CSOD) launched a Skills for the Future Programme on March 16, 2021. With a goal of graduating 4,000 students over the next year, the Programme provides a foundational curriculum in digital and data literacy, and is being executed through an MOU between Flow Foundation and MSBM. Since the launch in March, several cohorts of students have begun in partnership with Jamaica Chamber of Commerce/Sameer Younis Foundation; University of Guyana (approximately 150 persons); C3TEc in Puerto Rico; and RSc International in Trinidad & Tobago and the Bahamas.
- The CoE continued activities on the project “Design and development of a Digital Literacy Skills Framework for Jamaica” in collaboration with the Broadcasting Commission. An inception workshop was held in March 2021 with key stakeholders in the digital and

media landscape, which included representatives of JAMPRO, Mico University College, the Ministry of Education, the National Library of Jamaica, the Institute for Caribbean Studies (UWI, Mona), the Department of Computing (UWI, Mona), the UWI Campus Library and UNICEF. The development of a proposed integrated model for Digital, Media and Information Literacy Competences was completed and will be a key component of the national framework for digital literacy.

