



Royal Roads
UNIVERSITY

Royal Roads University Doctor of Business Administration (DBA)

Scholarly Outputs & Research Activity

For the period of January 1, 2025 to December 31, 2025

Forward

At Royal Roads University, our Doctor of Business Administration (DBA) students continue to redefine what it means to be a scholar-practitioner. Their work is rigorous, applied, and unapologetically interdisciplinary—because the challenges they are addressing do not fit neatly within a single discipline, theory, or methodological tradition.

The problems facing our organizations, communities, and planet do not care about the boundaries we have drawn between faculties, departments, or fields of study. Climate transition intersects with finance and governance. Reconciliation intersects with leadership and policy. Technological transformation intersects with ethics, strategy, and human systems. Our DBA scholars meet this reality head on. Their research integrates multiple perspectives, draws from diverse bodies of knowledge, and bridges theory and practice in ways that reflect the complexity of the world they seek to influence.

What distinguishes this body of work is not only its scholarly rigour, but its orientation toward consequence. These projects are not theoretical exercises removed from practice; they are grounded in real systems, real tensions, and real decisions. They expand knowledge while simultaneously informing action—challenging assumptions, reframing entrenched problems, and offering pathways forward that are both evidence-based and contextually aware.

As you explore this year's report, I invite you to see not just individual projects, but a collective demonstration of what interdisciplinary, practice-grounded scholarship can achieve. This is changemaking research—rooted in complexity, driven by purpose, and designed to make a difference.

Robert Mittelman, PhD

Dean, Faculty of Interdisciplinary Studies
Royal Roads University

Introduction

The Doctor of Business Administration (DBA) program at Royal Roads University is a research-intensive doctoral program. Its hybrid design combines the strengths of a professional doctorate with the rigor of a traditional PhD. DBA research highlights the value of integrating theory with practice, addressing critical issues of our time while challenging the assumptions that underpin dominant management theories and practices.

Our doctoral students are working professionals who balance the demands of their careers, family responsibilities, and rigorous academic study throughout their DBA journey. As leaders in their respective fields and industries, they engage with real-world management challenges while contributing to the advancement of both management research and practice.

We take great pride in showcasing the research contributions of our DBA students from January 1 to December 31, 2025. These scholarly outputs reflect the diversity of research within the program, as well as students' ability to communicate their work across a range of venues and to both academic and non-academic audiences. These contributions reflect the program's commitment to the university's mandate for knowledge-driven social change and highlight our students as critical thinkers, responsible leaders, and change agents. While nearly 25% of our doctoral students are in academic roles, the majority of DBA students are industry leaders whose research reflects a strong commitment to driving positive change in their organizations, industries, and broader sectors.

M. Hassan Wafai, PhD

Associate Professor & Program Head
Royal Roads University

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Contents

Forward	2
Introduction	3
Contributions to Refereed Publications.....	5
Presentations, Proceedings and Panels	5
Non-Refereed Publications, Professional and Other Activities	6
Media Features	7
RRU News Stories.....	7
Dissertations	8
Scholarships and Awards	9
Appendix I – DBA Scholarly Outputs 2020 - 2024.....	11

Contributions to Refereed Publications

- Blair, M.** (2025). Using digital technologies in social marketing. Encyclopedia entry submitted to The Palgrave Encyclopedia of Social Marketing (revised and resubmitted; under editorial review).
- Nasser, A.** (2025). Leadership deconstructed: Utilizing thematic analysis to explore how leadership is cultivated in Canadian law enforcement agencies. *The Police Journal: Theory, Practice and Principles*, 0(0). <https://doi.org/10.1177/0032258X251411117>
- Ramzan, S.** (2025). The Impact of Artificial Intelligence on Financial Ratios Indicating Financial Distress: Evidence from NYSE-Listed Companies. *International Journal of Management and Data Analytics*, 5(1), 47–59. <https://doi.org/10.5281/zenodo.14957212>
- Ramzan, S., & Lokanan, M.** (2025). Integrating criminological theories in accounting and finance fraud research: A systematic literature review. *Journal of Economic Criminology*, 9, 100179. <https://doi.org/10.1016/j.jeconc.2025.100179>

Presentations, Proceedings and Panels

- Blair, M.** (2025, December 8). *From insight to action: Using social marketing to drive collective impact* [Conference presentation]. Pacific Northwest Social Marketing Association SPARKS Conference 2025 (Virtual).
- Blair, M.** (2025, November). *Empowering collective impact and systems change with social marketing strategies* [Conference presentation]. World Social Marketing Conference 2025, Spain.
- Blair, M.** (2025, November). *Curriculum design for teaching social marketing to practitioners* [Conference presentation]. World Social Marketing Conference 2025, Spain.
- Enebeli, C.** (2025, June). Research proposal presentation on artificial intelligence implementation in procurement [presentation]. Canadian Sociological Association Conference.
- Ramzan, S.** (2025, June 13-14). *Exploring Trends and Methodologies in Financial Distress Prediction: A Systematic Review (2013-2023)*. Paper presented at the CAAA Annual Conference, Ted Rogers School of Management, Toronto, Canada.
- Ramzan, S.** (2025, December 13-14). *Exploring the Role of Strain Theory in Enhancing Financial Distress Prediction Models*. Paper presented at “72nd Global Conference on Accounting and Financial Management (GCAFM)”, Vancouver, Canada.

Reiffenstein, A. (2025, May 21). *Taming the brooms: PME, moral skills, and accountability* [Conference presentation]. Frontiers of Integrity Conference, Kingston, Ontario, Canada.

Reiffenstein, A. (2025, October 13). *Command rewired: AI, distributed cognition, and a reconfiguration of military leadership* [Conference presentation]. International Society of Military Sciences Conference, Amsterdam, Netherlands

Sansom, L. V. (2025, July 2-5). *The impact of feedback valence in the workplace: What might be the connections to employee trust, relatedness, and engagement?* [Conference presentation]. IPPA 2025 World Congress on Positive Psychology, Brisbane, Australia.

Non-Refereed Publications, Professional and Other Activities

Aqeel, M. (2025, February 9). Why purpose-driven employee engagement is mission critical for hospitality brands. *Hotel Business Review*. https://www.hotelexecutive.com/business_review/8176/why-purpose-driven-employee-engagement-is-mission-critical-for-hospitality-brands

Aqeel, M. (2025, April 27). How service quality and customer engagement influence brand loyalty. *Hotel Business Review*. https://www.hotelexecutive.com/business_review/8225/how-service-quality-and-customer-engagement-influence-brand-loyalty

Aqeel, M. (2025, July 6). Beyond the brochure: How social sustainability can reframe stakeholder engagement in hospitality. *Hotel Business Review*. https://www.hotelexecutive.com/business_review/8291/beyond-the-brochure-how-social-sustainability-can-reframe-stakeholder-engagement-in-hospitality

Aqeel, M. (2025, September 28). Operationalizing the United Nations sustainable development goals through a social purpose lens. *Hotel Business Review*. https://www.hotelexecutive.com/business_review/8359/operationalizing-the-united-nations-sustainable-development-goals-through-a-social-purpose-lens

Burry, A. (2025, May). Jill of all trades [Keynote address]. Centennial College.

Burry, A. (2025, July). Managing difficult organizational change [CPD webinar]. Chartered Governance Institute of Canada.

Reiffenstein, A. (forthcoming in 2026). *Before “Skynet”: Cultivating digital phronesis in Canadian military professional development programs*. In L. Fürst, U. Berkok, D. Last, & O.

Bartsch (Eds.), *Building defence capabilities for future uncertainty*. NATO Defence Education Enhancement Programme.

Media Features

Wafai, H., Navarro, J., & Tholl, K. (2025, February 6). [Canadian supply chains are at the epicentre of Trump's potential trade war](#). The Conversation.

Stawnychko, L., & Boyko, S. (2025, August 20). [Is it wrong to date a coworker? Not necessarily—but it can get complicated](#). The Conversation.

RRU News Stories



DBA Graduate: Tasha Brooks

Article: [International Women's Day: Women who accelerate action](#)



DBA Candidate: Nathan Banda

DBA Graduate: Edward Appiah-Brafoh

Article: [Honouring Black Excellence: Celebrating stories of achievement and community](#)



DBA Candidate: Christian Chiarimanni

Article: [International ED talks 2025](#)

Dissertations

Dr. Daniels, Ronald William (2025). [*Insider Threat: How Social Bonds May Mitigate Dark Triad Personality Traits.*](#) [Doctoral dissertation, Royal Roads University].

Supervisor: [Dr. Mark Lokanan](#)

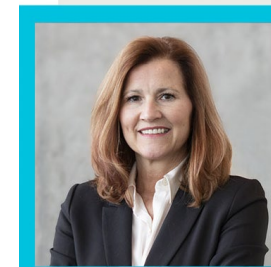
Committee: [Dr. William Holmes](#), [Dr. Hassan Wafai](#)



Dr. Legin, Shelley Lynn (2025). [*Understanding how impact investing can transform Canada's post-secondary sector: An intermediary typology.*](#) [Doctoral dissertation, Royal Roads University].

Supervisor: [Dr. Heather Hachigian](#)

Committee Members: [Dr. Tessa Hebb](#), [Dr. Ralph Nilson](#)



Dr. Lyons, Shelly Ann-Marie (2025). [*Adult Third Culture Kid's \(ATCK's\) Concept of Belonging and Identity Creation: Can Spiritual Self-Leadership Be a Solution?*](#) [Doctoral dissertation, Royal Roads University].

Supervisor: [Dr. Carolin Rekar Munro](#)

Committee: [Dr. Debora Linehan](#), [Dr. M. Hassan Wafai](#)



Dr. Williams, Elizabeth Suzanne Candler (2025). [*Building Manager Communication Competencies in Canadian MBA Programs.*](#) [Doctoral dissertation, Royal Roads University].

Supervisor: [Dr. Carolin Rekar Munro](#)

Committee Members: [Dr. Jennifer Walinga](#), [Dr. Charles Krusekopf](#), [Dr. Vivien Corwin](#)



Scholarships and Awards

Type of Award	Researcher
British Columbia Graduate Scholarship \$17,500	Michelle Everton Ndidi Uzo-Ojimadu Vonique Mason-Edwards
Doctoral Academic Excellence Award \$2,500 - \$4,000	Anshu Arora Denise Prindiville Elizabeth Nguyen Ipsita Peter James Reilly Juan Navarro Kimberly Tholl Nomathamsanqa Mtizira-Nondo Omoyajowo Omotubi
Doctoral Academic Excellence Award \$5,000 - \$6,000	Andrew Hughes Anne Reiffenstein Asha Burry Beth Barbour-Wetzel Christiana Enebeli Janna Gay Jean-Francois Dore Shawna Boyko Tokunbo Oladokun Wendy Nadon
Doctoral Academic Excellence Award \$7,000 - \$8,000	Elizabeth Nguyen Herjevan Saran Hillary Samson Matevhu Bajomo Ndidi Uzo-Ojimadu Olubanke Olujide Omotade Owodunni Sana Ramzan
Doctoral Entrance Award \$5,000	Doreen Arrowmaker Ipsita Peter Louise Traynor Manijeh Talieh-Noori Matevhu Bajomo Melissa Blair Mustansar Nadeem Omoyajowo Omotubi Sukanda Silpachai Thi Hanh Quyen Tran Wendy Nadon
Doctoral Entrance Award \$7,500	Beth Barbour-Wetzel

Type of Award	Researcher
Doctoral Entrance Award \$20,000; 2023 ongoing (3 years)	Sandra Walker Sariata Froko
Doctoral Research on Sustainability and Climate Action \$17,500; 2023 ongoing (3 years)	Kimberly Tholl
Doctoral Scholarship \$7,500	Ndidi Uzo-Ojimadu Omotade Owodunni
Doctoral Scholarship for Research on Equity, Diversity and Inclusion \$30,000; 2023 ongoing (3 years)	Moninder Sahota
Mitacs Accelerate \$90,000	Herjevan Saran Juan Navarro Michelle Everton Susan Whitney Rochefort
Mitacs Accelerate \$105,000	Amanda Davis
Mitacs Accelerate \$180,000	Andy-Dominic Dolar
Mitacs Research Training Award \$120,000; 2022 ongoing (5 years)	Shelly Lyons
Royal Roads University Student Experience Award \$500 and \$1,000	Kimberly Tholl
Women of National Association of Tower Erectors (NATE) Education Scholarship \$ 2,500 (USD)	Christy Enebeli

Appendix I – DBA Scholarly Outputs 2020 - 2024

Books

Obeidat, S. (2020). [The Artificial Intelligence Citizen Book](#). Printed by author.

Contribution to Refereed Publications

French, J., & Blair, M. (2023). How social media can influence group and individual behaviour: Practice implications. In A. House & C. Brennan (Eds.), *Social media and mental health* (pp. 33–44). Cambridge University Press.

Lokanan, M. E., & Ramzan, S. (2024). Predicting financial distress in TSX-listed firms using machine learning algorithms. *Frontiers in Artificial Intelligence*, 7, Article 1466321. <https://doi.org/10.3389/frai.2024.1466321>

Lyons, S., & Rekar Munro, C. (2022). Beyond a leap of faith: Fostering leadership spirituality in the workplace. In M. H. Wafai & M. Bernard (Eds.), *Socially Engaged Applied Doctoral Research in Canada: Approaches to Contemporary Social and Management Opportunities and Challenges: Approaches to Contemporary Social and Management Opportunities and Challenges* (pp. 114–127). Pressbooks. <https://doi.org/dx.doi.org/10.25316/IR-17109>

Lyons, S. (2022). Adult third culture kid's (ATCK's) journey to belonging through blogs and podcasts. *Journal of Education, Innovation and Communication*, 4(2). <https://doi.org/10.34097/jeicom-4-2-December2022-1>

Ramzan, S. (2023). Perception of Artificial Intelligence in the Auditing Industry of British Columbia. *International Journal of Scientific and Research Publications (IJSRP)*, 13(05). ISSN: 2250-3153. <http://dx.doi.org/10.29322/IJSRP.13.05.2023.p13733>

Ramzan, S., & Lokanan, M. (2024). The application of machine learning to study fraud in accounting literature. *Journal of Accounting Literature*. <https://doi.org/10.1108/JAL-11-2022-0112>

Williams, E., & Lyons, S. (in press). Communicating workplace spirituality: An employee recruitment strategy. *Journal of Education, Innovation and Communication*, 6(1).

Presentations, Proceedings and Panels

Banda, N. (2024, January 24). *Beyond the Rhetoric: Leading with Intentional Inclusion in Today's Healthcare Workplace* [Webinar]. Chartered Governance Institute of Canada. <https://www.cgiofcanada.ca/2024/01/02/cgic-webinar-0124-24/>

Banda, N. (2024, February 6). *Beyond the Rhetoric: Leading with Intentional Inclusion in Today's Healthcare Workplace* [Webinar]. Alberta Health Services North Zone Leadership.

Banda, N. (2024, March 1). *Factors That Affect Nurse Retention in Rural Canada: Strategies for Managing Nursing Shortages in Rural Alberta* [Presentation]. Sparks Conference – Rural & Northern Healthcare Conference. <https://sparkconferences.com/rural/2024-agenda/>

Banda, N. (2024, September 10). *Policy Paper Highlights: Factors That Affect Nurse Retention in Rural Canada: Strategies for Managing Nursing Shortages in Rural Alberta* [Webinar]. Alberta Health Services Health Workforce Action Committee.

Dolar, N. (2024, October 24-26). Designing Jobs for Knowledge Workers [Poster presentation]. Midwest Academy of Management 67th Annual Meeting, Moorhead, MN, USA: Midwest Academy of Management. <https://mwaom.org/wp-content/uploads/2024/11/Final-2024-MWAOM-Conference-Program.pdf>

- Eddine, C.** (2024, February 22). Mexico Day: Responsible Mining [Panel discussion]. The Prospectors & Developers Association of Canada (PDAC), Toronto, ON, Canada. <https://mexicobusiness.news/mining/news/mexico-returns-pdac-after-five-years-absence>
- Eddine, C.** (2024, March 3). Central America and Caribbean Day [Keynote Speaker]. The Prospectors & Developers Association of Canada (PDAC), Toronto, ON, Canada. https://www.linkedin.com/posts/orla-mining-ltd_chafika-eddine-our-chief-sustainability-activity-7162873703574228993-u4Ds/
- Enebeli, C.** (2024). Embracing Artificial Intelligence in Procurement [Presentation]. Nokia Strategic Sourcing Training Series.
- Fagan, C.** (2024, November 22). The Future of Work: Transitioning to a Green Workforce. [Presentation]. Mariano Marcos State University: International Business Conference - Decent Work and Economic Growth for a Sustainable Future. Ilocos Norte, Philippines. <https://www3.mmsu.edu.ph/article/news/2198/decent-work-and-economic-growth-tackled-in-mmsu-intl-biz-confab-2024>
- Legin, S. L.** (2023, September 6-9) Catalytic social impact investing intermediaries: mobilizing equitable post-secondary participation [Conference session]. ISIRC2023, Guimaraes, Portugal. <https://isirc2023.wixsite.com/isirc2023/>
- Lyons, S., & Williams, E.** (2023). Communicating workplace spirituality: An employee recruitment strategy. Paper presented at the 8th Annual International Conference on Communication and Management (ICCM2023).
- Lyons, S., & Rekar Munro, C.** (2021). Beyond a leap of faith: Fostering leadership spirituality in the workplace. Paper presented at Royal Roads Doctoral Conference on Socially Engaged Applied Doctoral Research in Canada.
- Lyons, S.** (2023). Adult third culture kid research in Canada. Presentation to Missionary Kid Caregivers Summit (MKCS Synergy 2023).
- Lyons, S.** (2022). Adult Third Culture Kid's (ATCK's) Journey to Belonging through Blogs and Podcasts. Paper presented at the 7th Annual International Conference on Communication and Management (ICCM2022).
- Nygaard-Petersen, K.** (2022, October 27). First and Last Smiles: Insights from an ethnographic e-scooter study [Conference Presentation]. North American Bikeshare and Scootershare Association Annual Conference.
- Nguyen, E.** (2024, June 24). Why EDI has become the new Voldemort in policing [Conference session]. The Canadian Association of Chiefs of Police EDI Conference, Enoch, AB, Canada. https://www.cacp.ca/cgi/page.cgi/CACP_Equity_Diversity_and_Inclusion_Conference.html
- Page, M. B., Schooler, D., & Etmanski, C.** (2024, January 5). *Story-weaving: The power of narrative in leadership and business education and research*. Experiential Workshop at the 22nd annual Hawai'i International Conference on Education (HICE). Kona, Big Island, January 3 to 6, 2024.
- Ramzan, S.** (2022). "The Use application of Machine Learning to Study Fraud in the Accounting Literature". Paper presented at the 9th Global Conference on Business Management and Economics, University of British Columbia, Vancouver, Canada. [Winner of best paper award.]
- Ramzan, S.** (2023, May 30). "Development of the Meso Perspective of Fraud Conceptualization: A Grounded Theory Approach". Paper presented at the 56th Annual Canadian Sociological Association Conference, York University.
- Ramzan, S.** (2023, March 30). "Perception of Artificial Intelligence in the Auditing Industry of British Columbia". Presentation at the Private Degree Granting Institutions Associations (PDGIA) Conference, Acsenda College, Vancouver.
- Ramzan, S.** (2023, November 17). "Comparison of Financial Prediction Models using Financial Variables". Paper presented at the International Conference of Electrical, Computers and Energy Technologies (ICECET).

- Ramzan, S.** (2024, September 21–22). The impact of artificial intelligence adoption on financial distress indicators: Evidence from TSX listed companies. Paper presented at AI and its applications: Transforming Industries and Society, IFERP, Dubai, UAE. <https://iferp-in-docs.s3.ap-south-1.amazonaws.com/conf-proceedings/2024/september/AI-2024-Dubai-Proceedings.pdf> (Winner of best paper presentation award)
- Sansom, L. V. & Soren, A.** (2023). *Just meaning: What's missing from meaningful work* [Conference presentation]. I4PL 2023 Annual Conference, Toronto, ON, Canada.
- Sansom, L. V.** (2023). Catch them doing things right: A research-based framework to address global challenges and tensions [Conference presentation]. 8th Annual International Conference on Communication and Management (ICCM2023), Athens, Greece.
- Sansom, L. V.** (2023). Catch them doing things right: A research-based framework to support pro-social learning and action in the classroom [Conference presentation]. 4th International Conference on Education (EDU2023), The future of education: inclusive and interdisciplinary responses to global challenges, Athens, Greece.
- Sansom, L. V.** (2023). Catch them doing things right - A research-based framework for the effective delivery of in-situ positive feedback in the workplace. [Conference presentation]. IPPA WCPP 2023 Congress, Vancouver, BC, Canada.
- Sansom, L. & Fraser, J.M.** (2023). "But I told them and they are still not doing it.": Deliver feedback that works [Conference presentation]. CAGS 2023 Annual Conference, Victoria, BC, Canada.
- Tholl, K.** (2023). The Intersection of Supply Chain Resilience and Sustainability [Conference presentation]. ASCM WC 2023 Supply Chain Summit, New Westminster, BC.
- Tholl, K.** (2024, September 9-11). The Intersection of Supply Chain Resilience and Sustainability [Conference presentation]. ASCM Connect North America, Austin, TX, USA. <https://connect.ascm.org/website/69864/>

Non-Refereed Publications, Professional and Other Activities

- Aqeel, M.** (2024, February) Harnessing the power of social purpose to influence customer engagement. *Hotel Business Review*. https://www.hotelexecutive.com/business_review/7825/harnessing-the-power-of-social-purpose-to-influence-customer-engagement
- Aqeel, M.** (2024, May) Creating guest experiences that amplify your brand's social impact. *Hotel Business Review*. https://www.hotelexecutive.com/business_review/7927/creating-guest-experiences-that-amplify-your-brands-social-impact
- Aqeel, M.** (2024, August) How online channels can influence customer engagement. *Hotel Business Review*. https://www.hotelexecutive.com/business_review/8008/how-online-channels-can-influence-customer-engagement
- Aqeel, M.** (2024, November) Show not tell: Sustainability storytelling beyond the numbers. *Hotel Business Review*. https://www.hotelexecutive.com/business_review/8098/show-not-tell-sustainability-storytelling-beyond-the-numbers
- Bhagwansingh, A.** (2024, March 4). *Decentralized health systems: efficient and equitable?*. Institute of Public Administration Canada, Victoria Regional Group. <https://ipac-victoria.ca/news/decentralized-health-systems-efficient-and-equitable>
- Fung, W.** (2024, June 14). *Contemporary Accounting Research and the Accounting Perspectives* [Discussant and moderator for one of the breakout sessions]. Canadian Academic Accounting Association (CAAA) Annual Conference. Halifax, Nova Scotia, Canada. <https://eaa-online.org/arc/events/2024-caaa-annual-conference/>
- Kajzer Mitchell, I., & **Nygaard-Petersen, K.** (2023, November 22). Out with the old: Marketers are reinventing themselves for a more sustainable future. The Conversation. <https://theconversation.com/out-with-the-old-marketers-are-reinventing-themselves-for-a-more-sustainable-future-209116>

- Legin, S. L., & Hachigian, H. M.** (2024, March 19). How 'social financing' could help fund higher education for under-represented students. *The Conversation*.
<https://theconversation.com/how-social-financing-could-help-fund-higher-education-for-under-represented-students-223423>
- Lokanan, M., & Ramzan, S.** (2023). The application of machine learning and artificial neural networks algorithms to predict financial distress. *Social Science Research Network (SSRN)*.
https://papers.ssrn.com/sol3/papers.cfm?abstract_id=4634855
- Lokanan, M., & Ramzan, S.** (2024). Evaluating the effectiveness of the COSO internal control framework in detecting financial statement fraud: A machine learning approach. *Social Science Research Network (SSRN)*. <https://doi.org/10.2139/ssrn.4984607>
- Navarro, J.** (2023, Jan 5). Why digital trade should be a cornerstone of Canada's Indo-Pacific Strategy. Trade Ready blog for international trade experts. <https://www.tradeready.ca/2023/featured-stories/why-digital-trade-should-be-a-cornerstone-of-canadas-indo-pacific-strategy/>
- Navarro, J.** (2023, November 7). Is Canadian Trade Policy under threat? The approval of Bill C-282 could have significant consequences for all Canadians. Open Canada by the Canadian International Council. <https://opencanada.org/is-canadian-trade-policy-under-threat/>
- Navarro, J.** (2024, May 6). Connecting People and Businesses for Trade and Investment. *Mexico Business News*. <https://mexicobusiness.news/professional-services/news/connecting-people-and-businesses-trade-and-investment>
- Navarro, J.** (2024, August 1). Taking Canada-Mexico Business Relationship to the Next Level. *Mexico Business News*. <https://mexicobusiness.news/professional-services/news/taking-canada-mexico-business-relationship-next-level>
- Nygaard-Petersen, K.** (2020). Book review: Alexandra Brewis and Amber Wutich Lazy, Crazy, and Disgusting: Stigma and the Undoing of Global Health. *Organization*, 30(4), 788–790. <https://doi.org/10.1177/1350508420966746>
- Obeidat, S.** (2022, October 21). Interview by S. Obeidat. The CNBC Africa Conversation. CNBC Africa.
<https://www.youtube.com/watch?v=OSM2t8HyBF8>
- Obeidat, S.** (2020). How Artificial Intelligence is Managing Investments?. The CEO Magazine. Retrieved from
<https://www.youtube.com/watch?v=ItNw1zF061g>
- Obeidat, S.** (2020). How Artificial Intelligence Is Helping Fight The COVID-19 Pandemic. *Entrepreneur*. Retrieved from
<https://www.entrepreneur.com/en-ae/growth-strategies/how-artificial-intelligence-is-helping-fight-the-covid-19/348368>
- Prasad, A., & Nygaard-Petersen, K.** (2020, September 9) An opt-out organ donor system could address Canada's shortage of organs for transplant. *The Conversation*. <https://theconversation.com/an-opt-out-organ-donor-system-could-address-canadas-shortage-of-organs-for-transplant-145088>

Media Features

- Burry, A.** (2023, October 25). Speaking of sustainability: Asha Burry, human resources leader. Yahoo Finance. [Speaking of Sustainability: Asha Burry, Human Resources Leader](#)
- Dal Monte, R.** (March 6, 2024). Royal Roads' innovative DBA program sees its first dissertation defence. Royal Roads University News. <https://www.royalroads.ca/news/royal-roads-innovative-dba-program-sees-its-first-dissertation-defence> (interview with **Edward Appiah-Brafah**)

- Duran, P. (2024). Mining: A Driver of Sustainable Development, Education. Mexico Business News. <https://mexicobusiness.news/mining/news/mining-driver-sustainable-development-education> (interview with **Chafika Eddine**)
- Lougovoy, A. (2023). First and last smiles: fun and micromobility adoption. Vulog. <https://www.vulog.com/blog/why-fun-encourages-micromobility-adoption/> (interview with **Karly Nygaard-Petersen**)
- McElroy, J. (2023, January 5). “Too fast for a sidewalk but too slow for the road”: E-scooters face bumpy roads during pilot project. CBC. <https://www.cbc.ca/news/canada/british-columbia/e-scooters-bc-pilot-project-update-1.6704180> (interview with **Karly Nygaard-Petersen**)
- Romphf, J. (2023, March 6). E-scooter uptake highlights role of fun in transportation: Royal Roads researcher. Victoria News. <https://vicnews.com/2023/03/06/e-scooter-uptake-highlights-role-of-fun-in-transportation-royal-roads-researcher/> (interview with **Karly Nygaard-Petersen**)
- Romphf, J. (2023b, March 6). E-scooter uptake highlights role of fun in transportation: Royal Roads researcher. Goldstream News Gazette. <https://goldstreamgazette.com/2023/03/06/e-scooter-uptake-highlights-role-of-fun-in-transportation-royal-roads-researcher/> (interview with **Karly Nygaard-Petersen**)
- Weighton, L. (2023, May 3). Passion, drive and learning to celebrate achievement. Royal Roads University News. <https://www.royalroads.ca/news/passion-drive-and-learning-celebrate-achievement> (interview with **Kim Tholl**)