

LAURIE GEORGE BUSUTTIL, ASSOCIATE PROFESSOR, TENURED

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EDUCATION

McMaster University

Master of Theological Studies 2017

Master of Business Administration 2011

Redeemer University College

Certificate of General Studies (Business) 2006

EMPLOYMENT HISTORY

Redeemer University

Associate Professor, Tenured 2021-Present

Associate Professor and Chair, Tenured 2018-2021

Assistant Professor, Full-Time, Tenure-Track 2012-2018

Lecturer, Business 2011-2012

Compass Point Bible Church

Operations Manager 2007-2012

Finance Manager 2000-2007

Brant Bible Church

Finance Manager 2000-2007

Self Employed

Marketing and Management Consultant 1984-2000

ACADEMIC AWARDS

Dean's Honour List 2010 – 2011

PROFESSIONAL DESIGNATIONS

Chartered Professional Marketer 2017

COURSES TAUGHT

2012/13 to 2022/23

BUS 341, Human Resource Management

BUS 350, Integrated Marketing Communications

BUS 430, Business Ethics

2012/13 to 2018/19, 2020/21, 2022/23

2021/22 (2 sections)

BUS 121, Introduction to Business

2015/16 to 2019/20**2020/21 to 2022/23 (2 sections)**

BUS 122, Decision-Making for Managers

2021/22

BUS 365, Not-for-Profit Marketing

2020/21

BUS 464, Program Design and Evaluation (2 independent studies)

2019/20

BUS 466, NFP Strategy

CTS 410, Core Capstone

2016/17, 2018/19

BUS 462, Social Entrepreneurship

2013/14, 2015/16, 2017/18 to 2022/23

BUS 440/330, Not-for-Profit Management

2012/13, 2014/15, 2016/17, 2018/19, 2020/21, 2022/23

BUS 355/455, Marketing Management

2012/13, 2014/15

BUS 225, Management Information Systems

2011/12, 2014/15, 2017/18

BUS 480, Business Internship

2011-2012, 2014-2015

BUS 353, Personal Finance

BUS 241, Organizational Behaviour

INTERNAL RESEARCH FUNDING**Internal Research Grant**

2017

The grant of \$1,606 enabled me to research and co-author a case study for publication.

Internal Development Grant

2017

The grant of \$1,500 funded a two-day workshop with Ivey Publishing, focused on teaching using the case method. It better prepared me to use the case method and to author cases.

PUBLICATIONS

“International Needs Canada: Transforming Child Sponsorship”, co-authored with Susan J. Van Weelden, Erica Costin, Samuel Dyck, Elizabeth Hordyk, and Michael DiStefano. Ivey Publishing, 2022.

“The Business of Mission”, co-authored with Susan J. Van Weelden. Chapter in *The Present and Future of Evangelical Mission: Academy, Agency, Assembly, and Agora Perspectives from Canada*, edited by Narry F. Santos and Xenia Ling-Yee Chan. Wipf and Stock.

“Homeland Foods: Fruit to be Shared”, co-authored with Vahagn Asatryan, Susan J. Van Weelden, and Grace de Gelder Vanderlaan. Ivey Publishing, 2022.

“Scenic Floral Inc.: Go North Young Man?”, co-authored with Susan J. Van Weelden and Emma Vander Ploeg. Ivey Publishing, 2021.

“Scenic Floral Inc.: Growing a Start-Up”, co-authored with Susan J. Van Weelden and Emma Vander Ploeg. Ivey Publishing, 2021.

“Eagles Nest Association of Waterdown: To Hire or Not?”, co-authored with Susan J. Van Weelden and Erica Costin. Ivey Publishing, 2020.

“Eagles Nest Association of Waterdown: Decision at the Crossroads”, co-authored with Susan J. Van Weelden and Erica Costin. Ivey Publishing, 2020.

“Homeland Foods: The Sweet Fruit of Growth”, co-authored with Vahagn Asatryan, Susan J. Van Weelden, and Grace de Gelder. Ivey Publishing, 2020.

“Nuway Software: Making the New Way Sustainable”, co-authored with Susan J. Van Weelden. Ivey Publishing, 2020.

“Imago Dei: How Accountants Glorify God”, co-authored with Susan J. Van Weelden. *Christian Business Review*, Fall 2019.

“Banff Aspen Lodge: Staffing for Success”, co-authored with Susan J. Van Weelden. Ivey Publishing, 2019.

“Banff Aspen Lodge: Evolving the Business Strategy”, co-authored with Susan J. Van Weelden. Ivey Publishing, 08/31/2018.

“Student Guide to the Case Method”, co-authored with Susan J. Van Weelden. Ivey Publishing, 2018. (Product Number 9B1M128; also published in individual chapters).

“Student Guide to the Case Method” Notes 2, 5, 6, and 7 co-authored with Susan J. Van Weelden. Published in Simplified Chinese. Ivey Publishing, 2018.

“Imago Dei and Human Resource Management: How our Understanding of the Breath of God’s Spirit shapes the Way We Manage People” co-authored with Susan J. Van Weelden in *JBIB 21:1*, 09/17.

“Toward a Practical Theology of Marketing: A Five Ps Approach to the Business of Persuasion” in *JBIB 20:2*, 12/17.

PUBLICATIONS – INVITED SUBMISSIONS

“*Imago Dei* and Human Resource Management: How Our Understanding of the Breath of God’s Spirit Shapes the Way We Manage People” in The DeVoe Report, Indiana Wesleyan University, forthcoming. With Susan J. Van Weelden, Co-author.

“Marketing: Exchanging What Is for What Should Be” in The DeVoe Report, Indiana Wesleyan University, Spring 2018.

“The Ethics Tsunami” in Faith Today, January 2017.

PAPERS READ AT CONFERENCES

“Imago Dei: The Business of Mission” at Passion Talks, August 13-14, 2021.

“The Business of Mission” at the Evangelical Missiological Society, International Annual Conference. October 9-11, 2020.

“The Business of Mission” at the Evangelical Missiological Society, Canada Region, Annual Conference. March 6, 2020.

OTHER PROFESSIONAL ACTIVITIES

SERVICE TO THE UNIVERSITY

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|---|------------------------------------|
| Member, Faculty Status Committee | 2022 – Present |
| CIM Accreditation of Management concentration | 2021 |
| Webinar and coaching of individual faculty, Discovery Quizzes | 2020 |
| CIMMO Accreditation of Marketing concentration | 2019 – 2020 |
| Chair, Business Program | 2018 – 2021 |
| Personal Respect Advisor | 2017 – Present |
| Women in Business Program | 2017 - Present |
| Business Peer Mentoring Program | 2015 – Present |
| Faculty Adjudicator, Social Sciences Division | 2019 – 2020 |
| CTS 410 Design Team | 2017 – 2019 |
| Member, IQAP Music Department External Review Committee | 2018 – 2019 |
| Member, Academic Quality Assurance Committee | 2016 – 2018, and 2021 - Present |
| Member, Research Ethics Review Committee | 2013 – 2017 |
| Business Learning Community Committee | 2015 – 2016 |

Author, Business Department webpages through RESIM 2014 – 2015
 Author, Case Study, *All God's Children, Inc.* Winter 2014

SERVICE TO THE COMMUNITY

Faculty Business, Accounting, & Finance Advisory Panel, Wiley Publishing 2020 – Present
 BAM Canada Academic Round Table, Co-Champion 2021 – Present
 BAM Canada Academic Panel Discussion August, 2021

Lausanne Canada, Our Common Calling

Focus Group, Faith at Work Group 2020 – Present

Faith at Work Network

Advisor 2019 – Present

Kutoa

Provide marketing and accounting policy advice to the Executive Director and to the Board of Directors of the not-for-profit foundation. 2011 – 2018

The Arms of Jesus Children's Mission Inc.

Founding Director and Secretary, Board of Directors 1990 – 2002

Conference Speaker

Women's Retreat, Ancaster 2007

Workshop Speaker

Compass Point Bible Church Staff Retreat 2007
 EQUIP Conference 2007– 2008

PROFESSIONAL DEVELOPMENT

Indigenous Canada, University of Alberta 2021
 Dealing with Unethical People and Situations 2020
 Improving your Bottom Line Using KPIs 2020
 Collaborative Strategy Development Lab 2019
 Strategy 2019
 Conflict Management 2019
 Foundations of Data Science webinar 2018
 Ethics of Data Science webinar 2018
 Ivey Publishing Case Teaching and Writing Conference 2017
 Great Teacher Seminar 2013, 2016
 Eagle's Flight Leadership Seminars
 EDIA Workshop 2021
 King Kahufu 2021
 Quetzal Recovery 2021

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| Panda Path | 2021 |
| Elk Manor | 2020 |
| Rescuing Orion | 2020 |
| Arctic Adventure | 2017 |
| Council of the Marble Star | 2013, 2016 |
| Windjammer | 2013 |
| Dr. Inno's Innovation Lab | 2012 |
| Front Line Leadership (CIBC) | 1999 |
| Project Management Principles | 1999 |
| Criterion Referenced Instruction | 1998 |