Laurie George Busuttil, Associate Professor, Tenured

18 – 375 Book Road, Grimsby, ON L3M 2M8 | 905-945-1411 | lbusuttil@redeemer.ca

**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 and Chair, Tenured 2018-Present

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

Business Program

**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 2019/20**

BUS 341, Human Resource Management

BUS 350, Integrated Marketing Communications

BUS 430, Business Ethics

**2019/20**

BUS 466, NFP Strategy

CTS 410, Core Capstone

**2012/13 to 2018/19, 2020/21**

BUS 121, Introduction to Business

**2015/16 to 2019/20**

**2020/21, 2 sections**

BUS 122, Decision-Making for Managers

**2016/17, 2018/19**

BUS 462, Social Entrepreneurship

**2020/21**

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

**2013/14, 2015/16, 2017/18 to 2020/21**  
BUS 440/330, Not-for-Profit Management

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

“The Business of Mission”, co-authored with Susan J. Van Weelden. Chapter in *The Present and Future of Evangelical Mission,* edited by Narry F. Santos and Xenia Ling-Yee Chan. Wipf and Stock, 2021 (in press).

“Scenic Floral Inc.: Growing a Start-Up”, co-authored with Susan J. Van Weelden and Emma Vander Ploeg. Ivey Publishing, 2020.

“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, 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**

Chair, Business Program 2018 - 2021

CIM Accreditation of Management stream 2021

CIMMO Accreditation of Marketing stream 2019 – 2020

Webinar and coaching of individual faculty, Discovery Quizzes 2020

Personal Respect Advisor 2017 - Present

Women in Business Program 2017 - Present

Business Peer Mentoring Program 2015 - Present

Workshop, Creating Quizzes in Discovery 2020

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

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**

**Wiley Publishing**

Faculty Advisory Panel 2020 – Present

**Faith at Work Network**

Advisor 2019 – Present

Kutoa 2011 – 2018

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

**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**

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

King Kahufu 2021

Quetzal Recovery 2021

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