

Personal Data

Offices:

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Google Scholar Link:

<https://scholar.google.com/citations?user=BN3djb4AAAAJ&hl=en>

Teaching

Teaching Focus:

I am passionate about putting the business into business education with a teaching focus in business strategy and management information systems alignment. Included in this passion is the use of case-based teaching and a passion for preparing students for case competitions.

Specific areas of interest include data and information systems planning, management, and application development e-business strategy and application development web-based communication planning information systems planning and the management of technology to enable business strategy project management and leadership.

Graduate Courses and Topics

Management Information Systems (MGIS 601)
 Database Management Systems (MGIS 737)
 Strategic Business Analysis – JMMBAICC Case
 Team Preparation (MGST 615)
 JMMBAICC Case Team Preparation (MGST 667)
 IT for Value Innovation (BTMA 674)

Undergraduate Courses and Topics

Introduction to Business Analysis (MGST 217)
 Introduction to Management Systems (MGIS 317,
 MGIS 321)
 Database Management Systems (MGIS 331)
 E-commerce / E-Business (MGIS 467)
 Visual Basic for Applications for Excel (OPMA 413)
 Using VBA in Decision Making (MGIS 559.01/MGIS
 459/BTMA 459)

Management Issues in MIS (MGIS 463)
 Enterprise Systems (MGIS 465/BTMA 465)
 MGIS Field Project (MGIS 455)
 Business Case Analysis (MGST 559/MGST 359)

Directed Studies

Building a Case Comp Curriculum (Winter 2019)
 Peer Mentoring in the Classroom (Winter 2017)
 Strategy and Ethical Leadership (Fall 2014)
 Project Management at OOC (Fall 2012)
 Mantrip Project Management (Fall 2012)
 Software Training Lesson Plans (Fall 2010)
 E-business Classifieds in Japan (Spring / Summer
 2009)
 Enabling Learning through IS (Fall 2008)
 MIS Project Management (Fall 2007)

Education

Degrees

1994	Master of Business Administration	University of Calgary, Calgary
1990	Bachelor of Arts in Psychology	University of Calgary, Calgary
1986	Bachelor of Science in Zoology	University of Calgary, Calgary

Certificates

2009	ISW Facilitator Development Workshop	University of Calgary, Calgary
2009	Faculty Teaching Certificate	University of Calgary, Calgary
2008	Instructional Skills Workshop	University of Calgary, Calgary

Professional Experience

Haskayne School of Business, University of Calgary

Senior Instructor (2017 to Present)

Instructor (2007 to 2017)

Co-Director Co-Curricular Peer Mentoring Network (2014-2015)

Haskayne Teaching Fellowship (2014-2017)

MGIS Area Chair (2012 to 2013)

Sessional Instructor (1999 to 2007)

I have taught both undergraduate and graduate students data management, database development, e-commerce, and information systems management issues as a sessional instructor and full-time instructor in the business technology management area. Specific topics include introductory management information systems, database technology and application development, e-commerce applications, e-business strategy, enterprise systems, information systems strategy, management issues and the management of information technology along with technical topics like Visual Basic for Applications and SQL. Additionally, I have coached approximately 200 case teams and taught several business case analysis courses.

Scouts Canada – Chinook Council

Senior Deputy Council Commissioner – Camps and Facilities (Sept 2014- Sept 2017)

Deputy Council Commissioner – Camps and Outdoor Programs (March 2014- Sept 2014)

These roles were focused in first developing and then implementing a strategic plan for the Chinook Council's camps at both Camp Gardiner and Camp Impeesa. The new senior role is aimed at allowing me to a member of the Management of Advisor Council as the role of the camps and programs are seen as critical to the Chinook Council's overall strategic plan and growth goals.

Treadsoftly: An Environmental Education Company Inc.

Founder/ Director/ CEO (1996 to Present)

Treadsoftly An Environmental Education Company's mission is to provide educational experiences related to the natural, cultural, historical, and social environment of southwestern Alberta. The company offers adventure programs, corporate and professional development programs in leadership, team building and information systems, and school programs.

The company is also a consultative resource in the areas of environmental performance communication, environmental planning, and environmental management system development and web-based communications. Current day to day activities include strategic planning, marketing, web-based communications, information systems development, accounting, program development, and consultation with clients.

Faculty of Management, University of Calgary (1995 to 1999)

The teaching, preparation of materials, and coordination of multiple lab sessions for MGIS 321 and a variety of other introductory level courses or seminars in both the undergraduate and graduate programs.

Professional Projects

Technical Advisor Crowsnest Pass Ecomuseum Trust Society – Mantrip Project (2009 to 2016)

My role is now that of an advisor to the Board of Directors and executive director of the Society and the managers of the Mantrip Project. This role revolves around issues in the development of the databases required for their project data collection and their current plans for moving the data to a publicly accessible web site for further data collection and to enable the data to become available to the public and researchers.

Database Advisor Olympic Oval Organizing Committee (2010 to 2013)

The Olympic Oval Organizing Committee organizes high quality national and international speed skating championships at the Olympic Oval in Calgary. My role has been that of advising the committee's database developer on technical elements of the Committee's World Championship and World Cup Accreditation databases as they undergo re-development over the next few years. This started with the redevelopment of the 2011 World All Round Speed Skating Championship's accreditation database and will see further re-development and documentation of this database and the database used for World Cups.

Web Site Advisor: John Pundyk - Royal LePage South Country Real Estate Services (2006 to 2016)

This original web site project has been turned over to John and his team, but I remain involved in assisting the team with technical issues that arise and in help in them with their search engine optimization and maintaining a top spot in Google searches.

Web Site Advisor: Villager Real Estate (2009 to 2016)

This project will be turned over to the employees of Villager Real Estate in the summer of 2011 for continued web site maintenance and my role will become that solely of an advisor as it has in many of my previous web site development projects.

"Education in a Box" Advisor to Board of Eco-Village of Hope Society (2010 to 2012)

This society is working with groups in China to help leprosy communities develop both economically, through micro-finance and also to help children in the communities get a basic education. My role with the board has been to advise them on a project that is called "education in a box". This program will allow for remote education within the target communities. My current efforts along with a few other advisors are assisting the board and their executive directors develop a business plan and technology plan that will allow the program to be sustainable in China.

Web Site Advisor: A Safe Haven Bed and Breakfast (2004-2011)

My role was that of advising this small but growing company on its web site development over the past number of years. Included in this role has been a great deal of the web development. As of early 2011 the web site will be fully turned over to the owners of the company. My role now will be that solely of an advisor on web site strategy to the company.

Alberta Pacific Forest Industries Inc. (2009)

This project saw the further development of the socio-economic criteria and indicators work with as focus on the development of the strategic connections between the criteria and indicators and the company's forest management strategy. This project answered the question from the Forest Stewardship Council auditors about how the socio-economic factors influence the company's forest management strategic plan.

Alberta Pacific Forest Industries Inc. (2007)

This project involved the development of company specific socio-economic criteria and indicators for its goal of obtaining Forest Stewardship Council certification. This project identified 3000 potential indicators that were then cut down to about 50 indicators that the company now uses to measure its economic and social impacts.

Crowsnest Pass Ecomuseum Trust Society (2006 to 2008)

This project saw the creation and implementation of a database to collection historical archival information during the research phase of the Ecomuseum's Mantrip project. This project will continue with the development of a fully transactional database driven website that will make the data collection widely available to the research community.

CrowsnestGuide (2005 to 2009)

I was the lead entrepreneur in the development, planning, and production of the CrowsnestGuide Visitors Guidebook. This project was a community marketing-based initiative for the southwestern Alberta. Involvement includes developing the initial edition from scratch and the publication of subsequent editions. This guidebook was tied to the CrowsnestGuide.com web portal. This project was discontinued as it was combined with other community and Southwest Alberta tourism marketing efforts.

Website & Communication Plan Development (1998 to 2016)

The planning, development and implementation of several effective communication plans and websites for a variety of profit and non-profit organizations, all but one of which have been turned over to the clients for ongoing operation and maintenance.

- The Villager Real Estate Company – villagerrealestate.ca
- The Counting Sheep Inn – countingsheep.com
- Crowsnest Pass Adult Education Association -- crowsnsteducation.com
- A Safe Haven Bed and Breakfast -- asafehavenbb.ca
- Dreamwoods B&B -- dreamwoods.ca
- Lonesome Pine Ranch -- sierrawest-777.com
- Bellevue Underground Mine Tour -- bellevuemine.ca
- Crowsnest Pass Cross-Country Ski Association -- allisonwonderlands.ca
- Yeti Adventures -- yetiadventures.ca
- Crowsnest Museum -- crowsnestmuseum.ca
- Coleman IDA Pharmacy -- Website
- CrowWorks Laser Engraving -- crowworks.ca
- Crowsnest Forest Stewardship Society -- crowsnestforest.com
- Sharon Thirkettle -- sharonthirkettle.com
- Northern Trails Leather Works -- northerntrailsleatherworks.ca
- Crowsnest Centre -- crowsnestcentre.ca
- John Pundyk at Royal LePage South Country Real Estate Services – johnpundyk.com
- Saddle Mountain Self-Healing Centre -- self-healing-centre.com

Alberta-Pacific Forest Industries Inc. (2001-2002)

The researching and writing of a third-party effectiveness study of Al-Pac's initial Stewardship Document.

Petroleum Communication Foundation (2000)

The researching and writing of a third-party readership review of foundation's re-written Sour Gas and Flaring booklets.

Crowsnest Historical Society (1999-2000 to 2016)

Design, programming, and construction of website for the Historical Society and Crowsnest Museum that includes on-going training of society volunteers and employees as well as on-going support to maintain website.

Environmental Reporting (1999-2000)

Survey of Canadian resource sector firms to examine the reasons behind and the hurdles encounter in producing an environmental report and look at how companies evaluate the effectiveness of their reports.

University of Calgary Environmental Management Committee (1999)

Development of web-based survey instrument for survey of University environmental management systems across North America.

Partners of the Crowsnest Pass Area Sustainable Tourism Product Club (1999)

Wrote and developed the Partners of the Crowsnest Pass Area Sustainable Tourism Product Club Funding Proposal to the Canadian Tourism Commission.

Crowsnest Pass Historical Society and Museum (1998-99 and 2005)

Acted as an expert resource during the writing of several of the society's successful funding applications. The funding applications have included the selection of information systems components, information systems development, and web site development projects.

Amoco Petroleum Canada Ltd. (1997)

The researching and writing of a third-party evaluation of the effectiveness the company's 1996 Environmental and Safety Report.

Treadsoftly Projects**Land Use Proposal**

Successful application to use public land for adventure tours in the Crowsnest Forest District. Application was based on the Treadsoftly's extensive environmental policy and practices planning. Approval conditions are to follow policies and practices as laid out in proposal.

Environmental and Sustainable Development Policy and Environmental Management System (EMS)

Development of a comprehensive environmental and sustainable development policy complete with a code of practice. Current work involves the structuring of policies and practices into an EMS, EMS database, and performance indicators.

CrowsnestGuide.com

Planned, developed, and maintain CrowsnestGuide.com which is an advertising supported information portal for the Crowsnest Pass and the surrounding areas in southwest Alberta.

Other Projects**Environment Canada and the Faculty of Management, University of Calgary (1995-96)**

Work as an integral part of a team of research in the development of environmental performance indicators and benchmarks for Alberta's oil and gas sector.

Millican-Ogden Community Association (1995)

Successfully developed and wrote grant proposals and a business plan for the Millican-Ogden Community Association's LINCK project.

Hot Springs Enterprise Unit, Canadian Heritage, Kootenay National Park (1994)

This was a two-part project that produced a business plan and a customer service control and audit plan for the National Parks Services' first enterprise business unit. The initial business planning project was followed with the development of a marketing plan to increase attendance at the Hot Springs with a focus on tour groups. Created performance standards and goals based on the marketing plan that included the development of standards and measures of excellence for guest satisfaction, health, safety, and employee empowerment.

Calberta Delivery and Maintenance (1994)

Developed and wrote a successful response to a request for information from Telus for a telephone book delivery system.

Master of Business Administration Projects (1992-1994)

The Role of Environmental Audits and Codes of Practice in Ecotourism and Environmentally Sensitive Tourism.
Market research for a market feasibility study and business plan for service opportunities in Calgary's running market.

Financial plan for Triple E Precast Systems Limited.

Market feasibility study for the Quadriceps Strap.

Strategic Audit of Telephony Development Options for Northern Telecom's Norstar Applications Group.

Market survey and marketing plan for an oil and gas information system for Litan Information Management.

Advertising plan for charitable activities for the Canadian Paraplegic Association.

Haskayne School of Business and University of Calgary Activities

Committees

HSB Student Experiences Fund Committee – Member (2020–Present)
 University of Calgary Learning Technologies Advisory Committee – Member (2019-Present)
 HSB Case Competition Committee - Member (2017–Present)
 Co-Curricular Peer Mentoring Network – Member (2009-2016)
 HSB Assurance of Learning Committee – Member (2012-2015)
 HSB BComm Review Committee- Member (2011- 2012)
 HSB Undergraduate Research Committee (2013)
 CCAL Instructor Hiring Committee – Chair (2013)
 HSB Undergraduate Review Committee - Member (2012-2013)
 Haskayne Alumni Advisory Council – Member (2013)
 MGIS Industry Advisory Council – Member (2012-2013)
 Organizational Effectiveness Committee - Working Group Participant (2013)
 Academic Workload Committee - Working Group Participant (2013)
 University of Calgary Co-Curricular Peer Mentoring Network - Leader (2009 -2013)
 HSB IT Task Force (2011)
 HSB BComm Core Committee - MGIS Representative (2008 -present)
 Review of the Transportation and Logistics (TLOG) concentration curriculum at the Haskayne School of Business (2006)
 Study of the Usage of Excel and VBA by Haskayne Undergraduate Students (2006)

Additional Teaching Activities

Directed Studies

Tom Agate, Michael Martinovich, Paolo Marroro MGST 667.04 JMMBAICC Case Team Preparation (Winter 2021)
 Graeme Climie, Shreya Khanna, Byron Holcek, Jennifer Jang – MGST 597 Building a Case Comp curriculum (Winter 2019)
 James Baggs – MGST 597 Peer Mentoring in the Classroom (Fall 2017)
 Jasmine Chitroda – MGST 597.11 Strategy and Ethical Leadership (Fall 2014)
 Haley MacLeod -- MGST 597.61 Mantrip Project Management (Fall 2012)
 Jack Guo Xuan Liu -- MGST597.53 Project Management at OOC (Fall 2012)
 Roy Justus – MGST 597.26 Software Training Lesson Plans (Fall 2010)
 Ajeet Kalsi -- MGST 597.23 E-business Classifieds in Japan (Spring / Summer 2009)
 Wayne Chen -- MGST 597.67 Enabling Learning through IS (Fall 2008)
 Melissa Henke -- MGST 597.46 MIS Project Management (Fall 2007)

Course Development

Created the content for BTMA 674
 Created the content for MGST 559 / MGST 359
 Created the content for MGST 217 with Sherry Weaver

Course Coordination and Administration

MGST 217 Course Coordinator (Fall 2013 to Winter 2021)
 MGIS Area Chair (2012 to 2013)
 MGIS 317 Course Coordinator (Winter 2012 to Winter 2014)
 MGIS 317 Course Coordinator (Winter 2009-Winter 2011)
 MGIS 317 Course Coordinator (Winter 2008)

Other Teaching

MGIS 317 -- Database consultation with students (Fall 2003 through Winter 2006)
 MGIS 331 -- Lab Instruction (Fall 2004)

MGIS 467 -- Lab Instruction and project consultation with students (Fall 2004)
 MGIS 725 -- E-commerce technology lecture (Winter 2004 Block Week)
 MGIS 601 -- Software instructional labs (Fall 1998 through Fall 2004)
 EMBA – Excel Instructional Labs (Winter 1999 through Winter 2001)
 EMBA – Finance Tutoring (Winter 1999 through Winter 2001)
 Guest speaker presentations for Irene Herremans in undergraduate tourism, accounting, and graduate environmental management (accounting) courses.

Student Involvement

Case Teams

I have coached approximately 200 Haskayne and University of Calgary case teams since 2010. Since October 2015, I have directly coached approximately 130 teams with 77 podiums, finals, or pool runner-up placing including 51 international teams with 41 podiums, finals, or pool runner-up placings.

Global Circularity Challenge in Fashion, 2021, Faculty Advisor and Coach
 Virtual Case Competition Universidad Panamericana, 2020, Faculty Advisor and Coach
 CBS Global Case Competition, 2020-2021, Coach
 Central European Case Competition, 2019, 2021, Faculty Advisor and Coach
 McDonough Business Strategy Challenge, 2019-2021, Faculty Advisor and Coach
 Templeton Business Ethics Case Competition, 2018-2021, Faculty Advisor and Coach
 Global Retail Challenge, 2018-2020, Faculty Advisor and Coach
 John Molson MBA International Case Competition, 2017-2022, Faculty Advisor and Coach
 Milgard Invitational Case Competition on Social Responsibility, 2017-2021, Faculty Advisor and Coach
 Rotterdam School of Management Case Competition, 2017-2019, 2021, Faculty Advisor and Coach
 Engineering Commerce Case Competition, 2016-2021, Faculty Advisor and Coach
 Eller Intercollegiate Ethics Case Competition, 2015-2020, Faculty Advisor and Coach
 CaseIT, 2010, 2016-2021, Faculty Advisor and Coach
 Ted Rogers Ethical Leadership Case Competition, 2016-2021, Faculty Advisor and Coach
 JDC West Case Competition, 2011-2022, Faculty Advisor and Coach of multiple teams
 CMA / CPA Board Governance Case Competition, 2011 - 2016, Faculty Advisor and Coach
 Alberta Not for Profit Case Competition, 2016, 2021 Faculty Advisor and Coach

Case Competition Programs

HSBC Workplace Digital Innovation Case Competition, 2021, Organizing Committee and Academic Director
 EY Leadership Development Program, 2011-2021, Case Competition Judge and Guest Lecturer
 Strategic Management Association Case Competition, 2014, Judge
 Host First HSB Student Success Celebration, March 27, 2013
 Accounting Students Association Case Competition, 2012, Judge
 Enterprize Canada National Business Plan Competition, 2009, Western Regional Competition Judge
 CaseIT Case Team, 2008, Guest Judge

Student Clubs

Association for the Management of Information and Operations (AMIO), Faculty Advisor (Fall 2007 to 2016)
 Alpha Kappa Psi, Faculty Advisor (2014-2016)
 Strategic Management Association, Faculty Advisor (2012-2015)
 Management Information Systems Association (MISA), Faculty Advisor (Winter 2006)

Publications

Books

Baltzan, P, and Cameron Welsh (2015). Business Driven Information Systems, 4th Canadian Edition, McGraw-Hill Ryerson, Whitby, ON.
 Baltzan, P, Brian Detlor, and Cameron Welsh (2012). Business Driven Information Systems, 3rd Canadian Edition, McGraw-Hill Ryerson, Whitby, ON.

Book Chapters

Welsh, Cameron. (2006) Treadsoftly – An Environmental Education Company Inc. – The Environment and the Business of Backcountry Tours, Part 1 Understanding Stakeholder Issues in Herremans, I.M., Cases in Sustainable Tourism An Experiential Approach to Decision Making, Haworth Press, Binghamton, NY.

Welsh, Cameron and Robin E Reid. (2006) Treadsoftly – An Environmental Education Company Inc. – The Environment and the Business of Backcountry Tours, Part 2 Creating Environmental Controls in Herremans, I.M., Cases in Sustainable Tourism An Experiential Approach to Decision Making, Haworth Press, Binghamton, NY.

Referred Academic Articles and Cases

Fernanda Lorenzetti Alves, HengXing Ma, Cameron Welsh, and Irene Herremans (2016) Enbridge: Looking Towards the Future. Ivey Publishing.

Welsh, Cameron and Irene M. Herremans. (2001) Developing and Implementing the Company's Ecotourism Mission Statement: Treadsoftly Revisited. *Journal of Sustainable Tourism*. 9(1).

Welsh, Cameron and Irene M. Herremans. (1999) Developing and Implementing the Company's Ecotourism Mission Statement. *Journal of Sustainable Tourism*. 7(1).

Herremans, Irene M., Cameron Welsh, Robert D. Bott, and Dan Kane. (1998) How an Environmental Report Can Help a Company "Learn" About its Own Environmental Performance. *Eco-management and Auditing*. 6(4)

Welsh, Cameron and Irene M. Herremans. (1998) Treadsoftly: Adopting Environmental Management in the Start-up Phase. *The Journal of Organizational Change Management*. 11(2).

Authored Supplementary Academic Materials

Cases and Canadian Materials for Baltzan, P, *Business Driven Information Systems* (2020) McGraw-Hill Ryerson, Whitby ON.

Instructor's Manual for *Business Driven Information Systems*, 4th Canadian Edition (2015) McGraw-Hill Ryerson, Whitby ON.

Instructor's Manual for *Business Driven Information Systems*, 3rd Canadian Edition (2012) McGraw-Hill Ryerson, Whitby ON.

Instructor's Manual for *Business Driven Information Systems*, 2nd Canadian Edition (2011) McGraw-Hill Ryerson, Whitby ON.

Testbank for *Experiencing MIS*, Kronke, 2nd Canadian Edition (2010)

Other Publications

Pyasi, Nishant, Irene Herremans, Cameron Welsh (2011) Developing Resources for Sustainability Performance: The Role of Values, Beliefs and Motivators. IABS 2010 Conference Proceedings.

Herremans, Irene M., Cameron Welsh. (1999) A Model for Regulatory Reform in Canada: From "Command-and-Control to Compliance". *Journal of Corporate Environmental Strategies*. 6(2).

Welsh, Cameron, Irene M. Herremans, Robert D. Bott, and Dan Kane. (1998) Regulatory Reform in Alberta: The Effects of Reputation and Actual Performance on Amoco Canada in a New Regulatory Environment.

Welsh, Cameron and Irene M. Herremans. (1997) Addressing Diverse Stakeholder Needs by Measuring the Company's Mission. 14th Annual Conference of the Canadian Council for Small Business and Entrepreneurship Proceedings.

Welsh, Cameron. (1997) Environmental Audits: A Tool for Going Beyond Leaving Only Footsteps. *Environmental Ethics and Practices in Backcountry Recreation: Proceedings of a Conference*. Alpine Club of Canada.

Contribution to: Reid, Robin. (1997) Ecotourism: A Buzzword in Need of a Direction. *Environmental Ethics and Practices in Backcountry Recreation: Proceedings of a Conference*. Alpine Club of Canada.

Welsh, Cameron and Irene M. Herremans. (1997) Regulatory Reform in Alberta: The Structuring of a New Regulatory Environment in the Oil and Gas Industry. Presented to the ASAC Case Track Competition 1997.

Welsh, Cameron and Irene M. Herremans. (1996) Determining the Value-Added of Amoco Canada's Environmental and Safety Report (ESR): A Research Project Prepared for Amoco Canada. Presented to Amoco Petroleum Canada Ltd. June 19.

Herremans, Irene M, Kathryn Pedwell, Keith Pedwell, Robin Reid, Cameron Welsh. (1995) Performance Indicators and Economic Instruments: Developing Benchmarks for the Alberta Energy Sector.

Welsh, Cameron. (1994) Environmentally Responsible Tourism: The Role of Environmental Audits in Backcountry Bicycle Touring. Ecotourism Society's Special Collection, George Washington University, Washington, D.C.

Conferences & Presentations

Areti T. Vogel, James R. Beasley, John Tichenor, Michelle Darnell, Paul Melendez, Cameron Welsh, Gretchen A. Winter. The Role of Business Ethics Case Competitions: Questions and Answers. Society for Business Ethics 2020 August, Virtual.

Sarah Wright, Cameron Welsh, Kathi Lovelace, Kathy Lund Dean. The Ideal Team: Connecting Implicit Notions with Explicit Experiences. RMLE Unconference 2019 July, Dubrovnik, Croatia.

Cameron Welsh. Building High-Performance Student Teams. RMLE Unconference 2018 July, St. Andrews, Scotland.

Cameron Welsh, Brent Snider. Management Education Journals or Management Entertainment Journals? RMLE Unconference 2017 June, New York, USA.

Cameron Welsh and Sherry Weaver. Student Perceptions of an Introductory Blended Learning Business Course. 2016 COHERE Conference, 2016 October – Whitehorse, YK.

Cameron Welsh Questions, Issues, and Concerns Surrounding Blended Learning. RMLE Unconference 2016 July, Fontainebleau, France.

RMLE Unconference 2015 July, Lima, Peru.

Sherry Weaver and Cameron Welsh. Students in Transition: Preliminary Results of Our Study of Blended Learning and Student Engagement. 2015 Symposium on Scholarship of Teaching and Learning, 2015 November, Banff, AB

Cameron Welsh and Sherry Weaver. Using a Flipped Classroom to Facilitate Guided Problem Based Learning (PBL). 2015 University of Calgary Conference on Postsecondary Learning and Teaching, 2015 May – Calgary, AB

Sherry Weaver, Cameron Welsh, and Wallace Lockhart. Students in Transition: Collaborative Research Between Universities, Poster Presentation. 2014 Symposium on the Scholarship of Teaching and Learning, 2014 November, Banff, AB

Fernanda Lorenzetti Alves, HengXing Ma, Cameron Welsh, and Irene Herremans (2013) Petrobras: Planning for the Future. Presented at ASAC 2013 (Calgary)

Education in a Box. Stepping Up, Calgary (2011)

Education in a Box. Eco Village of Hope Society Annual Fundraiser, Calgary (2011)

Using Clickers (CPS) in the Classroom, University of Calgary (2010)

CPS Information Session, University of Calgary (2010)

Peer Mentoring Works!: Enhancing your Undergraduate Class through Peer Assisted Learning Panel Discussion, University of Calgary (2010)

Developing Resources for Sustainability Performance: The Role of Values, Beliefs, and Motivators. International Association for Business and Society, Banff (2010)

Peer Mentoring in Project-Based Courses: Is It Really Worth It? 4th International Blended Learning Conference - "Engaging Students in the Curriculum" - Parallel Sessions Programme. (2009)

Managing your business for long-term success. Momentum, Calgary (2007)

Are You There? Using Elluminate to Hold Virtual Office Hours. Innovative E-Learning Practices at the University of Calgary (2007)

Creating Effective Websites. Presented to Crowsnest Pass Chamber of Commerce Networking at Noon. (2004)

Adventure Tourism and Community Marketing. Presented to Canadian Futures Eco-tourism Club. (2004)

Dealing with Business Data. Presented to The China National Petroleum Company. (2002)

Developing and Implementing the Company's Eco-tourism Mission Statement. Presented to Summit on Eco-tourism and Adventure Travel III., Vermillion, AB. (2000)

Addressing Diverse Stakeholder Needs by Measuring the Company's Mission. Presented to 14th Annual Conference of the Canadian Council for Small Business and Entrepreneurship Proceedings. (1997)

Measuring the Effectiveness of Amoco Canada's Environmental and Safety Report. Presented to the Northwest Accounting Research Group Meeting Portland, Oregon. (1996)

Environmental Audits: A Tool for Going Beyond Leaving Only Footsteps. Presented to Environmental Ethics and Practices in Backcountry Recreation Conference. Alpine Club of Canada. (1995)

Ecotourism: A Buzzword in Need of a Direction. Presentation to Environmental Ethics and Practices in Backcountry Recreation Conference. Alpine Club of Canada. (1995)

Book / Chapter Reviews

Pearson and Saunders (2013), *Managing and Using Information Systems*, Wiley, Hoboken, NJ. Review for 5th edition.

Laudon, Laudon and Brabston, (2011) Management Information Systems: Managing the Digital Firm, Pearson, Toronto, ON. Review of chapters 5-8 for 5th Canadian Edition.

Kronke, Gemino and Tingling, (2011) Experiencing MIS, Pearson, Toronto, ON. Review in preparation of 2nd Canadian Edition.

Laudon, Laudon and Brabston, (2011) Management Information Systems: Managing the Digital Firm, Pearson, Toronto, ON. Review in preparation of the 5th Canadian Edition.

Kaplan, Andreas, "User Participation within Virtual Worlds" Mass Customization: Engineering and Managing Global Operations. (2011) Eds: Giovanni J.C. da Silveira and Flavio Fogliatto, Springer Series in Advanced Manufacturing. Chapter review.

Kronke, Gemino and Tingling (2009) Experiencing MIS, Pearson, Toronto, ON. Review of chapters 1 and 3 for New Canadian Edition, Pearson Education Canada, Toronto, ON. (2007)

Laudon, Laudon and Brabston, (2009) Management Information Systems: Managing the Digital Firm, Pearson, Toronto, ON. Review of chapters 6 through 11 for Fourth Canadian edition.

Laudon, Laudon and Brabston, (2009) Management Information Systems: Managing the Digital Firm, Pearson, Toronto, ON. Review of third Canadian edition for fourth Canadian edition, Pearson Education Canada, Toronto, ON. (2006)

Featured Articles

Using no-contact boardroom style setup to facilitate online presentations. Taylor Institute for Teaching and Learning. April 28, 2020. <https://taylorinstitute.ucalgary.ca/resources/managing-student-presentations-when-teaching-remotely>

No MIS jobs since the dot-com bust? Think again. Haskayne School of Business News Archives, February 2010. <http://haskayne.uclagary.ca/news/archieve2010>.

Illuminate offers new possibilities for teachers and learners, Teaching and Learning Centre Issue 1, Volume 1 Spring 2008.

Awards

Faculty Advisor of the Year, JDC West 2021.

Faculty Advisor of the Year, JDC West 2018.

Commerce Undergraduate Society Faculty Member Superior Service Award 2017-2018.

Best Coach Engineering Commerce Case Competition 2017.

Best Coach Engineering Commerce Case Competition 2016.

Dean's Award for Outstanding Service Leadership - Faculty 2011-2013 (February 2014)

Commerce Undergraduate Society Faculty Member Superior Service Award 2012-2013.

Faculty Advisor of the Year, JDC West 2012.

Commerce Undergraduate Society Faculty Member Superior Service Award 2010-2011.

Best Paper in Entrepreneurial Theory at the 14th Annual Conference of the Canadian Council for Small Business and Entrepreneurship. Welsh, Cameron and Irene M. Herremans. (1997) Addressing Diverse Stakeholder Needs by Measuring the Company's Mission. 14th Annual Conference of the Canadian Council for Small Business and Entrepreneurship Proceedings.

Organization Involvement

Vice-President and Director, Crowsnest Forest Stewardship Society

Member, International Institute of Business Analysis