



Upcoming Events

**DBA Defence
Presentation: Claire
Grant**

“An exploration of the association between cultural context congruency and advertising effectiveness for television audiences in a small open emerging economy”

September 28, 2016 |
MSBM, 10:00a.m.

**MSBM's Alumni
Association Student &
Alumni Mixer**

September 30, 2016 |
MSBM, 6:00p.m.

**Book Launch:
“Understanding the
Caribbean Enterprise:
Insights from MSMEs
and Family Owned
Businesses” by
Lawrence A. Nicholson
and Jonathan G. Lashley**

October 6, 2016 | Faculty
of Medical Sciences,
6:30p.m.

**MSBM/Ernst & Young
Forum for Accounting
Students**

October 10, 2016 |
Faculty of Law, 6:00p.m.

**HRMAJ/MSBM Annual
Lecture**

October 12, 2016 |
MSBM, 6:00p.m.

**MSBM Reasoning
Series with CEOs**

October 27, 2016 |
Faculty of Social
Sciences, 3:00p.m.

Welcome to Mona School of Business and Management's e-Newsletter.

In this issue we highlight the activities of the School during the period April - September 2016. During this period, the School made significant strides through a range of initiatives and programmes. As you read through this interactive issue of MSBM e-News, click the links for more information.

News Highlights



[READ MORE](#)

7th Annual MSBM Roundtable 2016: MSBM Researchers Agree Stock Market Good for SMEs

Researchers at Mona School of Business and Management are convinced that small and medium enterprises (SMEs) can transform their financial performance by listing on the stock exchange. Dr. William Lawrence, Director, Professional Services Unit and Dr. Twila-Mae Logan, Lecturer and Head - Finance and Accounting Unit examined the performance of 19 Companies that listed on the Junior Market of the Jamaica Stock Exchange (JSE).



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MSBM Logistics Symposium: "Becoming a Global Logistics Gateway: Opportunities for Jamaica Businesses"

More than 200 Jamaicans and members of the Diaspora benefitted from a one day logistics symposium held Saturday, July 23, 2016 at the University of the West Indies Regional Headquarters, Mona. The event entitled, "Becoming a Global Logistics Gateway: Opportunities for Jamaica Businesses", was hosted by Mona School of Business and Management in partnership with the Caribbean Maritime Institute, Port Authority of Jamaica, Ministry of Economic Growth and Job Creation, Planning Institute of Jamaica and the Jamaica Logistics Task Force.

MSBM Business & Management Conference

November 9-11, 2016 |
The Pegasus, Kingston

UWI VC Finals and Awards Ceremony

November 18, 2016 |
MSBM, 6:00p.m.

Staff Updates

MSBM WELCOMES:

- **Ralph Riley**, *Driver*
- **Petri-Ann Watson**, *Programme Coordinator*
- **Arnaldo Brown**, *Lecturer*
- **Odish Thorpe**, *Handy Man*
- **Kamesha Robinson**, *Receptionist/ Secretary*
- **Tricia Murray**, *Business Development Associate*
- **Stephanie Williams**, *Accounting Clerk*
- **Katryn Graham**, *Accounting Clerk*

Returning Staff:

- **Damion Crawford**, *Lecturer*
- **Ralph Thomas**, *Senior Teaching Fellow*

MSBM extends a warm welcome to our team, we are pleased to have you with us!

MSBM FAREWELL:

- Judith Richardson
- Mario Smith
- Lisa Lee
- Calver Harvey
- Emslie Jamieson
- Kamique Stewart
- Dr. Winston Butler

MSBM wishes them all the best in their new endeavours and thanks them for their years of dedication, enthusiasm and team spirit.

Calling All MSBM Alumni!



[READ MORE](#)

UWI Vincent HoSang Venture Competition 2016 Launched

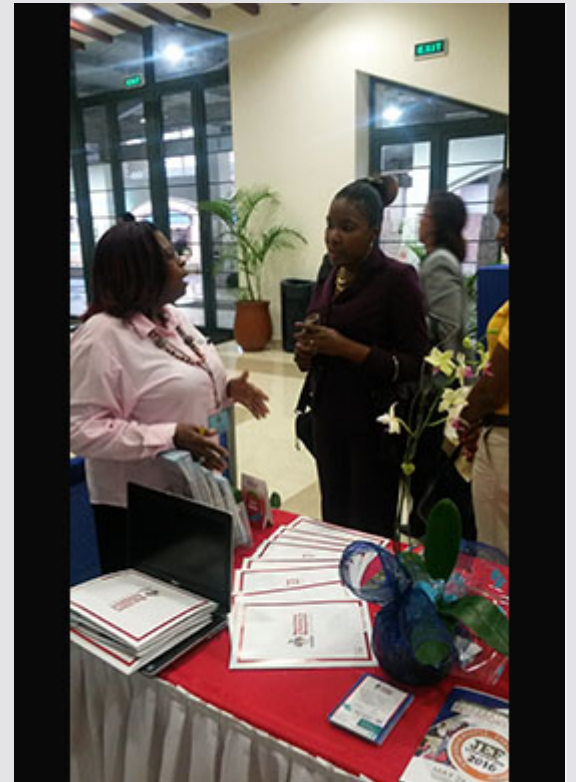
The 2016 staging of the Vincent HoSang UWI Venture Competition (UWIVC) was launched on Wednesday, September 14, 2016 at Mona School of Business and Management (MSBM). The programme now in its 14th year is designed to encourage members of the University community to use their talents and skills to harness ideas that can be grown into full-fledged operating businesses.

Partnerships



WEF Global Competitiveness Report

Since 2001, Mona School of Business and Management has been a partner institute of the World Economic Forum (WEF), in Switzerland, a non-profit organization that compiles the annual Global Competitiveness Report. As a partner institute the School - through its Professional Services Unit - undertakes the administration of the yearly Economic Opinion Survey data collection that runs from February - April each year. For 2016,



JEF Convention 2016

Mona School of Business and Management participated as an associate sponsor of the JEF Convention 2016 held in Montego Bay from May 26-29. The annual event themed "Empower people... Energize Business" saw MSBM engaging with members of the public and the business community - showcasing its academic programmes and professional services. The Convention explored issues that impact business and the world of work, technology, innovation and creativity to build



Click the link to find out more or Contact us:

Mona Campus

Tel: 977-6976
Fax: 977-4622

Tel: 977-3775
Fax: 977-3829

Western Jamaica Campus

Tel: 940-5561
Fax: 979-3758

Email:
msbm@uwimona.edu.jm

Website:
<https://www.mona.uwi.edu/msbm>

Connect with MSBM



73 surveys were submitted to the WEF which will then analyse the data that results in the forthcoming Global Competitiveness Report 2016-2017.

out on knowledge and skills which will improve competitiveness and productivity.

[See Photos](#)



5th Annual Developing the Caribbean Conference and Code Sprint - DevCa 2016

The region could earn in excess of US\$272 million dollars through the on-going release of open data. This was revealed during the 5th annual Developing the Caribbean Conference and Codesprint (DevCa) - the 4th staging of the initiative by Mona School of Business and Management and the Slashroots Foundation from May 5-6, 2016 at the University of the West Indies, Mona.



PitchIT Caribbean Tech-Entrepreneurship Competition

Local mobile app developers SameLogic and Bookfusion were among the five teams which scored big at the Caribbean Mobile Innovation Project's (CMIP) PitchIT Caribbean tech-entrepreneurship competition - hosted June 3-4, 2016. The project, which is part of the Entrepreneurship Programme for Innovation in the Caribbean (EPIC), was executed by the CMIP Consortium of which Mona School of Business and Management is a member represented by Craig Perue, Project Manager Training and Dr. Maurice McNaughton, Director, Centre of Excellence.



Caribbean Youth #HackZika

With a call for all sections of society to join the fight against the Zika Virus and other vector borne diseases, and following the launch of Jamaica's open data portal, local Civic Tech Organization, Slashroots Foundation in collaboration with the Caribbean Open Institute, Mona School of Business Management, the Ministry of Health and other international partners hosted a successful Zika Hackathon from June 25-26 in Kingston, Jamaica.



TSL/MSBM Public Forum on Exports

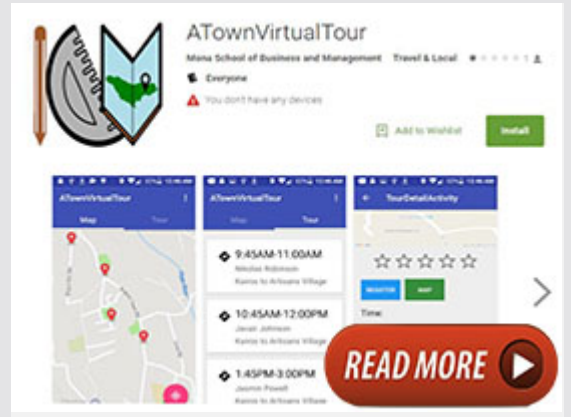
June 29th saw the staging of a public forum entitled "Achieving Prosperity Through Export-Led Growth" jointly hosted by Technological Solutions Limited and Mona School of Business Management. The event which was held at The Faculty of Law - UWI Mona was aimed at exploring the importance of exports to the survival of Jamaica's economy and saw experts in the field of business, marketing, science and technology sharing their knowledge on the subject.



MSBM Executive Seminar: “Big Data and Business Intelligence”

The first seminar in the MSBM Policy, Governance & Regulatory (PGR) programme series entitled: “Big data and business intelligence: What your board needs to know” was held on April 9, 2016 in the Council Room of the UWI Regional Headquarters. The seminar saw over 20 participants, from both private and public sector entities including Lasco Financial Services, JMMB, DBJ, VMBS and NHT, participating in a 3-hour interactive and insightful conversation to gain a clearer appreciation for why Big Data is not just the latest technology hype, but a strategic imperative for business.

[See Photos](#)



August Town 178th Celebration Community Tour

Mona School of Business and Management launched a new mobile application aimed at boosting community tourism in August Town located in Kingston. The app was launched simultaneously with a tour on August 31, 2016 during the 178th Celebration of the establishment of August Town. It connects to the August Town map, points of interest and tour route in OpenStreetMaps, to provide a virtual tour companion to the physical August Town Tour. The mobile App is one demonstration of how the digital assets created by interactive community mapping and Open geoData can enhance community tourism products and services.

Advocacy & Outreach



MSBM Outreach Day 2016

The School embarked on its major outreach initiative - dubbed “MSBM Outreach Day” - on April 21, 2016 at the Fort George Early Childhood Institute, Fort George, Annotto Bay, St Mary. MSBM staff from both the Mona and Western Jamaica campuses - turned out in support of the initiative. The school’s staff members and friends donated: educational toys and school supplies; educational devices; utensils and small appliances for use in the preparation of meals for the children; toiletries; an 800 gallon water tank, paint, painting supplies, and a face basin. There was a formal hand-over of the gifts to the School’s Principal - Mrs. Barbara Bhansi. Staff members engaged in a work day and painted the classrooms, erected the water tank with assistance from members of the UWI

Maintenance Department and provided early learning stimulation to the students through organized games and reading.

[See Photos](#)

Student News



[READ MORE](#)

MSBM Graduate Student shines at ISKA World Champs

Mona School of Business and Management's Master in Business Management (MBM) student, Adrian Moore, medalled in the light heavyweight division at the International Sports Kickboxing Association (ISKA) World Championships in Stuttgart, Germany in May.



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Undergraduate Students Gain International Work Experience

Mona School of Business and Management in collaboration with Ernst and Young and other private sector companies, continue to create job opportunities for its undergraduate students through its Co-operative in Accounting Education Programme.



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Three UWI Teams Win Top Awards at National Business Model Competition

The University of the West Indies, Mona (UWI) copped second, third and fourth place awards in the 3rd annual National Business Model Competition (NBMC), with three out of its four student-entrepreneur teams securing a combined cash prize of J\$1.75 million. Mona School of Business and Management, with the support of the Faculty of Science and Technology, led the coordination of UWI's participation in the competition, providing the teams with mentorship, training and support.

Student Engagement



MSBM Seminar: “Strategies for Test Taking”

MSBM’s Student Engagement and Enrichment (SEE) Committee held an examination preparation seminar entitled “Strategies for Test Taking” on April 7, 2016 at the UWI Mona Campus. Fifty-nine students benefited from the session which provided them with techniques to, among other things: manage the stress and pressures of upcoming final examinations; and answer questions - true and false, multiple-choice, short answer and essay.



MSBM welcomes over 1300 new students

The period July 21st - August 31st saw Mona School of Business and Management opening its doors to over 200 post graduate students and 1100 undergraduates. Students were engaged in a range of orientation, team building and academic advising activities. Notably, the new MBA Cohort will be the first to experience the revised programme - following a revision of the curriculum - which is now offered on a 16 month accelerated track or 24 month regular track featuring several new courses and a compulsory field project. MSBM proudly welcomes all its new students and wishes them well.

[See Photos](#)

Alumni News



New Executive elected at MSBM Alumni Association's AGM

Wednesday June 15, 2016 saw a new 7-member executive being appointed for the School's Alumni Association during the MSBM Alumni Association's AGM & Executive Election. The following persons represent the new Executive: (1) President - Chrevaughn Legister, (2) Vice President - Neville Graham, (3) Secretary - Kadian Malcolm, (4) Treasurer - Maricia Hawes, (5) Assistant Secretary/Treasurer - Dean Palmer, (6) Public Relations Officer - Cherine Forbes, (7) Social Media Facilitator - Craig Williams. The Executive will serve for two years.



This Land is my Land: JCDC's Stephen Davidson cherishes his front-row seat in the island culture he adores

Inside Stephen Davidson's office at the Jamaica Cultural Development Commission (JCDC) premises on Phoenix Avenue in Kingston, you find a plethora of striking visuals, including a well-positioned wall photo of sprint icon Veronica Campbell-Brown (his all-time favourite athlete), a few pieces of inspired artistic imagery and a fascinating pencil sketch of Stephen himself, done by a budding young artist, we presume. MSBM alum Davidson has an MBA with a specialization in Marketing.



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Craig Williams - Man With a Plan

When it comes to serious business, Craig R. Williams is the man to know. Currently the Group Research Analyst at Seprod, the 37-year-old manages the corporate communications and digital marketing for Seprod's 18 consumer brands. MSBM alum Williams has an MBA with a specialization in International Business and currently serves as Social Media Facilitator on the MSBM Alumni Association's Executive.



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Keisha Forbes: JMMB's Ball Of Fire

Who would believe that a good ol' country girl could conquer and be a major influence in a male-dominated industry? From riding bicycles, climbing trees and spending days at the beach, Keisha Forbes had big dreams, but copping the position of chief executive officer of Jamaica Money Market Brokers (JMMB) Limited was not one of them. MSBM alum Forbes has an MBA with a specialization in Banking and Finance.

Staff/Faculty Happenings



[READ MORE](#)

MSBM takes part in 'Girls in ICT' Seminar & Exhibition

Deputy Executive Director and Senior Lecturer at the Mona School of Business and Management, University of the West Indies, Dr. Lila Rao-Graham, featured as a speaker at a Girls in Information and Communication Technology Day seminar and exhibition, held in April at the Knutsford Court Hotel in Kingston. The aim of the seminar was to promote opportunities and careers that can be pursued at the OUR and other agencies in the field on ICT by young women.



[READ MORE](#)

MSBM participates in Superweek Jamaica 2016

Dr. Maurice McNaughton, Director of the Centre of Excellence at MSBM, participated as a conference speaker at Superweek Jamaica 2016 – a Data Analytics Conference themed “Analytics You Will Live” held May 2016. Dr. McNaughton’s presentation entitled, “Agile BI in Higher Education: A Case Study from the University of the West Indies, Mona Campus, Jamaica” described an “Agile Approach to Strategic Business Intelligence” currently being implemented at UWI that includes the application of an Information Maturity Assessment instrument that enabled the rapid development of a strategic BI Roadmap and proof of concept Analytics Applications for the Institution.



MSBM's Prof. Densil Williams contributes at PSOJ Annual Economic Forum

Professor Densil Williams, Executive Director of MSBM, made his contribution alongside four other presenters at the tenth annual PSOJ Economic Forum staged by the PSOJ and the JMMB on 12th of July under the theme "Developing Beyond the IMF". Presenters put forward recommendations for growing the Jamaican economy and maintaining a sustainable path of development after the IMF programme concludes at end March 2017.

MSBM Staff Member receives Chevening Scholarship

MSBM wishes to extend heartiest congratulations to Kethania Griffiths who is among the 23 Jamaicans awarded a Chevening Scholarship this year. Kethania is a Research Assistant in the Office of Social Entrepreneurship, Mona School of Business and Management, UWI. She will be pursuing a MA in Social Entrepreneurship at Goldsmith's University of London.



MSBM members of Staff honoured at Star Awards Ceremony

On Thursday, August 25, 2016 three staff members of MSBM were honoured for their contributions to the School at the MSBM/Spur Tree Spices Star Awards Ceremony during MSBM's General Staff Retreat 2016 held at the Alhambra Inn in Kingston. They are: MSBM/Spur Spices Star Award for Best Researcher 2016 - Dr Michelle McLeod, MSBM/Spur Spices Star Award for Most Effective Administrator - Customer Service 2016 - Ms Annick Brissett and MSBM/Spur Spices Star Award for Most Innovative Administrator 2016 - Mr Carlos Gordon.

[See Photos](#)

