

JORDYN HRENYK

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RESEARCH INTERESTS AND SELF LOCATION

I am a Michif researcher and PhD Candidate in the area of Business and Society at the Beedie School of Business. My primary research interests are: Indigenous entrepreneurship and values-aligned organizing, research ethics and Indigenous research methodologies, and inclusive business education. I am a member of Métis Nation Saskatchewan, Local #7. My Michif family comes from Treaty 6 territory, most recently Prince Albert, Saskatchewan, and I am grateful to live on Musqueam, Squamish, and Tsleil-Waututh Territory in Vancouver today.

EDUCATION

PhD Candidate in Business Administration | Segal Graduate School of Business, Simon Fraser University

2019 – Present

- **Supervisors:** Dr. Stephanie Bertels and Dr. Dara Kelly
- **Area:** Business and Society
- **Dissertation (in-progress):** “*Pe-kīwēwin*: Relational Effectuation and Indigenous Entrepreneurship.”

Master of Science in Management | Smith School of Business, Queen’s University

2018 – 2019

- **Supervisor:** Dr. Tina Dacin
- **Area:** Strategy
- **Thesis:** “‘When the Tide Goes out, the Table is Set’: Authenticity Arguments and the Invisible Entrepreneurs Who Make Them.”

Bachelor of Commerce | Gustavson School of Business, University of Victoria

2011 – 2015

- **Research Project Supervisors:** Dr. Stacey Fitzsimmons; Dr. Rebecca Grant
- **Major Research Projects:** “Understanding multicultural individuals as ethical global leaders.” And “An Exploration of Crowdfunding on Kickstarter Canada.”

SCHOLARLY PUBLICATIONS

Published and Forthcoming

Hrenyk, Jordyn. (Forthcoming). “Data Mining in Indigenous Virtual Communities: The Case for Indigenous Internet Research Protocols.” Accepted for forthcoming edited volume. Eds.: Jeffrey Ansloos, Ashley Caranto Morford, and Dave Gaertner.

Duran, Serasu, Jordyn Hrenyk, Feyza G. Sahinyazan, and Emily Salmon. (2024). "Re-righting renewable energy research with Indigenous communities in Canada." *Journal of Cleaner Production*. 141264.

Hrenyk, Jordyn, and Emily Salmon. (2024). The Unstated Ontology of the Business Case Study: Listening for Indigenous Voices in Business School Curricula. *Academy of Management Learning & Education*, (ja), amle-2023.

Hrenyk, Jordyn, Mike Szymanski, Anirban Kar, and Stacey R. Fitzsimmons. (2016). "Understanding multicultural individuals as ethical global leaders." In *Advances in global leadership*, pp. 57-78. Emerald Group Publishing Limited.

Hrenyk, Jordyn and Rebecca Grant. (2016). "Is 35 Million a Crowd?: An Exploration of Crowdfunding on Kickstarter Canada." *Journal of Strategic Innovation & Sustainability* 11 (2): 38-58.

Works in Progress

Hrenyk, Jordyn. "Supplanting the Core: Indigenous Beading Analysis as Arts-Based Research". (Readying for submission).

Hrenyk, Jordyn. February 2024. "*Pe-kīwēwin*: Relational Effectuation and Indigenous Entrepreneurship". (Theoretical development stage).

Hrenyk, Jordyn and Kam Phung. "More than Meets the Eye: Collateral Stigma and the Stigmatization of the Seal Hunting Industry in Canada, 1970-2020." (Theoretical development stage).

Hrenyk, Jordyn and Emily Salmon. "Ethical Use of Secondary Data in Indigenous Management Research". (Conceptual development stage).

KNOWLEDGE SHARING AND OTHER PUBLICATIONS

Appelt, Kirstin (Host) and Jordyn Hrenyk (Guest). (2024, February 21). "Questioning Assumptions to Understand Values & Behaviour (Episode 75)." In *Calling DIBS*. <https://open.spotify.com/episode/4fAqgYyz5v6PKAmk86lm1L?si=e5fe6cfd4d09489e>.

Hrenyk, Jordyn, Magnolia Perron, Montana Forgie, Kimberly Gorgichuk, Michael Barriault, and Summer Wabasse. (2023). "Indigenous Youth Entrepreneurship in Canada." *NACCA* <https://nacca.ca/indigenous-youth-entrepreneurs-project/>.

Duran, Serasu., Feyza. G. Sahinyazan, Jordyn Hrenyk, and Emily Salmon. (2023, March 8). Energy transitions: away from diesel, or towards sovereignty? *The Hill Times*. <https://www.hilltimes.com/story/2023/03/08/energy-transitions-away-from-diesel-or-towards-sovereignty/380446/>.

Hrenyk, Jordyn and Emily Salmon. (December 2021). “Complicating the Stories We Tell in Business Schools About Indigenous Peoples.” *UNPRME.org*.
<https://primetime.unprme.org/2021/12/16/complicating-the-stories-we-tell-in-business-schools-about-indigenous-peoples/>.

Kelly, Dara and Jordyn Hrenyk. (October 2020). “A call to decolonize business schools, including our own.” *The Conversation*.
<https://theconversation.com/a-call-to-decolonize-business-schools-including-our-own-145915>.

OTHER RESEARCH EXPERIENCE

Case Study Lead | Indigenous Business Stories Project (RADIUS SFU and Beedie School of Business) **2021 – Present**

- Guides the development of a decolonized approach to business case study writing and facilitation.
- Facilitates research interviews and supports case writer in developing business stories from interviews.
- Leads creation of case teaching notes.

Research Assistant | Beedie School of Business **2021 – 2023**

- “Fostering Community in Rural Energy Development”: an interdisciplinary research project exploring issues of Indigenous community decision-making and ownership of off-grid and clean energy projects.
- Led development of research design and methodology design.
- Facilitated Sharing Circle with research participants at industry gathering.

Research Lead | National Aboriginal Capital Corporations Association **2021 – 2023**

- Led mixed-method, national research inquiry into experiences of young Indigenous entrepreneurs in Canada.
- Guided development of study, facilitated research interviews and survey development, and analysed qualitative and quantitative findings.
- Led team of Indigenous researchers in development of research report.

TEACHING EXPERIENCE

Sessional Instructor | Beedie School of Business, BUS 303: Business, Society and Ethics

- Developed curriculum based on: integration of historically marginalized business perspectives, practically-relevant business case studies, and recent research developments in sustainable and ethical business design. **Summer 2023**
- Integrated feminist, African, and Indigenous perspectives into course.
- Managed workload of Teaching Assistant throughout the course.

Teaching Assistantships:

Beedie School of Business, BUS 633: Topics in Sustainability (Indigenous Business and Leadership EMBA)	Summer 2021
Beedie School of Business, BUS 681: Leadership and Teamwork (Indigenous Business and Leadership EMBA)	Fall 2020
Smith School of Business, MGBL 807: Global Social Impact (Masters of Global Business and Leadership)	Winter 2019
Gustavson School of Business, COM 321: Leading People and Organizations (Bachelors of Commerce)	Spring 2015
Gustavson School of Business, COM 402: Legal Issues in Management (Bachelors of Commerce)	Fall 2015

Guest Lectures:

University of British Columbia Okanagan, MGMT 380: Sustainability and Business (Bachelors of Management)	March 2024
Beedie School of Business, BUS 489: Management Practices for Sustainability (Bachelors of Business Administration)	March 2023
Gustavson School of Business, COM 425: Taxation for Managers (Bachelors of Commerce)	Dec 2022
Shannon School of Business, MBAC 6211: Dynamics of CED in Urban and Rural First Nations (MBA in Community Economic Development)	Oct 2022, Feb 2022
Gustavson School of Business, COM 400: Strategic Management (Bachelors of Commerce)	May, Jul 2022
Beedie School of Business, BUS 633: Topics in Sustainability (Indigenous Business and Leadership EMBA)	May 2021
Coordinator Aboriginal Canadian Entrepreneurs Program	2015 – 2016
<ul style="list-style-type: none">• Provided instruction on business planning and on garnering funding for startup businesses.• Worked one-on-one with ACE alumni to complete business plans and to apply for business loans and grants.	

ACADEMIC CONFERENCE PRESENTATIONS

Hrenyk, Jordyn. September 2023. "Nurturing Indigenous Community in the Business School". Research Presentation at **Amiskwaciy Business PhD Student Gathering**.

Edmonton, Canada.

Hrenyk, Jordyn. 2023. “Coming Home to Our Values: Cocreating Indigenous Entrepreneurship through Effectual Networks”. Research presentation at **5th Annual PhD Project Baruch College Research Symposium**. New York, USA.

Hrenyk, Jordyn and Emily Salmon. 2022. “Complicating the Stories We Tell in Business Schools About Indigenous Peoples.” Paper presented at the **32nd Annual Meeting of the International Association of Business and Society**. San Francisco, USA.

Kelly, Dara, Magnolia Perron, and Jordyn Hrenyk. 2021. “Decolonizing the Business Case Study.” Paper presented at the **81st Annual Meeting of the Academy of Management** (Management Education and Development Division). Virtual Conference.

Hrenyk, Jordyn. 2020. “How to Stigmatize: Inside the Fight for the Rhetorical History of the Seal Hunt.” Paper presented at the **80th Annual Meeting of the Academy of Management** (Management History Division). Virtual Conference.

Hrenyk, Jordyn and Tina Dacin. 2019. “Challenging Dual Stigmas: The Case of Inuit Seal Hunting.” Paper presented at **IÉSEG Organizational Sigma Paper Development Workshop**. Paris, France.

Hrenyk, Jordyn. 2019. “Understanding Custodianship: How Indigenous Entrepreneurs Protect Traditions Through Organizations.” Paper presented at **Rising Up: Graduate Students’ Conference on Indigenous Knowledges and Research in Indigenous Studies**. Winnipeg, Canada.

Hrenyk, Jordyn and Rebecca Grant. 2015. “Is 35 Million a Crowd?: An Exploration of Crowdfunding on Kickstarter Canada.” Paper presented at **Annual Meeting of Decision Sciences Institute**. Seattle, USA.

INVITED PRESENTATIONS

Hrenyk, Jordyn. March 2024. “Supplanting the Core: Indigenous Beading Analysis as Arts-Based Research”. Seminar at **Institute for Community Engaged Research (University of British Columbia Okanagan)**. Kelowna, Canada.

Hrenyk, Jordyn. February 2024. “*Pe-kīwēwin*: Relational Effectuation and Indigenous Entrepreneurship”. Seminar at **Auckland Business School**. Auckland, Aotearoa New Zealand.

Hrenyk, Jordyn. September 2023. “Community Over Competition: Building Supportive Networks of Indigenous Entrepreneurs”. Workshop at **INDIGENOMICS SHE: Indigenous Entrepreneurship Conference**. Winnipeg, Canada.

Hrenyk, Jordyn and Emily Salmon. October 2022. “The Unstated Ontology of the Business Case Study.” **Peter P. Dhillon Centre for Business Ethics' (University of**

British Columbia Sauder School of Business) Seminar Series on Justice, Equity, Diversity, Decolonization, and Inclusion. Vancouver, Canada

Hrenyk, Jordyn and Emily Salmon. December 2022. “The Unstated Ontology of the Business Case Study.” **Canadian Academic Accounting Association, Accounting Chairs Forum.** Virtual Presentation.

Stuart, Doug, Emily Salmon, and Jordyn Hrenyk. August 2022. “Course Indigenization in Practice: COM 425 Taxation for Managers.” **UVic’s Let’s Talk About Teaching 2022.** Victoria, Canada.

Hrenyk, Jordyn, Doug Stuart and Emily Salmon. April 2022. “Course Indigenization in Practice: Integrating Indigenous Perspectives into Tax Curricula.” **SFU Teaching and Learning Symposium 2022.** Vancouver, Canada.

Kelly, Dara, Candice Day, Jordyn Hrenyk, Magnolia Perron, and Carnation Zhuwaki. March 2022. “Indigenous Research Methods in Action: Activating Storywork to Share Indigenous Business Stories.” **SFU Library Commons’ Indigenous Research Methods Workshop Series.** Virtual Workshop.

Kelly, Dara and Jordyn Hrenyk. March 2021. “Starting Today: Decolonizing the Business School and Implications for PRME. **UN PRME (UN Principles for Responsible Management Education Seminar Series).** Virtual Series.

Hrenyk, Jordyn. 2017. “How to Drive Positive Change with Indigenous Entrepreneurship.” **Vision Quest Conference.** Winnipeg, Canada.

Hrenyk, Jordyn. 2016. “Living the Values of Indigenous Social Enterprise.” **Indigenous Innovation Summit.** Edmonton, Canada.

GRANTS AND AWARDS

Irving K. Barber Foundation BC Indigenous Award	2020 – 2023
Provincial competition (\$20,000, multi-year award)	
Joseph-Armand Bombardier Canada Graduate Scholarship (Social Sciences and Humanities Research Council)	2019 – 2022
<ul style="list-style-type: none">• Doctoral student scholarship (\$105,000, multi-year award)• National competition	
Outstanding Reviewer Award Administrative Sciences Association of Canada (Annual Conference)	2022
<ul style="list-style-type: none">• Case division	
British Columbia Graduate Scholarship	2019 – 2021
<ul style="list-style-type: none">• Provincial competition (\$30,000, multi-year award)	

SFU Provost Prize of Distinction

- Institutional competition (\$5,000)

2019

SERVICE AND ACADEMIC COMMUNITY-BUILDING

Scholarly Event Organizer | Academy of Management Annual Meeting

Proposed PDW: “Stigmatization and Belonging: Exploring the Dis/Associating Facets of Organizational Stigma” with co-organizers (Kam Phung, Wesley Helms, Karen Patterson) for **84th Annual Meeting of the Academy of Management**. Chicago, USA.

2024

Proposed Panel Symposium: “Defining, Designing and Deploying Indigenous Research Methodologies in Management Research” with co-organizers (Teddy Carter, Katelynn Carter-Rogers, Mary Beth Doucette, Mick Elliot, Tim Isnana, Emily Salmon) for **84th Annual Meeting of the Academy of Management**. Chicago, USA.

2023

“Expanding the Tainted Tent: Bringing New Perspectives and Theory to Organizational Stigma Research” with co-organizers (Kam Phung, Wesley Helms, Karen Patterson) for **83rd Annual Meeting of the Academy of Management**. Boston, USA.

Editorial Board Member | UN PRME (Principles of Responsible Management Education) Blog

- Contribute to publication of timely articles for broad audiences, based on research related to responsible management education.

2021 – Present

Reviewer | Administrative Sciences Association of Canada Annual Meeting

- Case Study track

2022

Reviewer | International Association of Business and Society (Annual Conference)

2022

Co-Lead | National Indigenous Business PhD Student Gathering

- Collaborated to finance, coordinate, and schedule the first ever National Indigenous Business PhD Student Gathering in Canada.
- Secured partnership with Beedie’s Indigenous Business Leadership EMBA Program to hold gathering in July 2022 in Whistler, Canada.

2022

Organizer | Indigenous Research Showcase 2019, Centre for Social Impact, Smith School of Business (Queen’s University)

- Organized and co-ordinated research event to highlight ongoing work by Indigenous scholars around Queen’s University.

2019

Co-Organizer | Reconciliation on Bay Street – Indigenous Business and Law Student Conference, Smith School of Business (Queen’s University) **February 2019**

- Organized and co-ordinated conference open to all Indigenous and non-Indigenous business and law students at Queen’s University.
- Invited in expert speakers and panelists, whose work highlights the importance of economic reconciliation in Canada.

Reviewer | Academy of Management Annual Meeting **2018 – 2021**

PROFESSIONAL EXPERIENCE

Producer | Animikii Indigenous Technology **2016 – 2018**

- Managed community and client relations with Indigenous for-profit, non-profit, and charitable organizations.
- Prepared annual social impact reports.
- Co-founded Songhees Innovation Centre.