

# Annual Report 2024





# Director's Letter

Dear Friends,

As we reflect on 2024, we celebrate nearly a decade of pushing boundaries, challenging assumptions, and equipping changemakers with knowledge and tools to build a more inclusive economy. From students and researchers to policymakers and industry leaders, our community is at the forefront of understanding and addressing how gender and its intersections shape economic experiences.

This past year at GATE has been one of growth, impact, and momentum. We funded **16 interdisciplinary research projects** that explore pressing issues at the intersection of gender and the economy, supporting an exceptional group of emerging and established scholars. At our **9th Annual Research Roundtable**, GATE-funded researchers shared critical findings on topics including workplace hostility, gendered beliefs about competition, and the troubling phenomenon of "DEI U-Turns"—when former supporters of diversity initiatives shift to resisting them. Additionally, we developed **10 new research briefs** offering practical insights on equity and economic inclusion and published **9 case studies** showcasing organizations leading systemic change.

We also reached a significant milestone with our **100th public event**, Layered Lives: Gender Identities in Focus. This powerful screening of short films illuminated the complex intersections of gender with other key aspects of identity, such as culture, race, disability, and indigeneity—highlighting the role of storytelling in advancing inclusion. Meanwhile, our partnership with the School of Cities brought together leading experts for **Feminist City 5.0: Cities as Safe Havens**, an event that reimaged urban spaces and resources through a feminist lens. We also expanded our reach through the third season of our podcast, **Busted**—made possible by BMO—which explored urgent issues such as accessibility, AI, and care work.

Another landmark achievement this year was the launch of **Lavender Ceiling: LGBTQ+ Board Directors in Canada**, the first study of its kind in the country. Conducted in partnership with LGBTQ+ Corporate Directors Canada Association and the 2SLGBTQI+ Entrepreneurship Knowledge Hub, this report examines the underrepresentation of LGBTQ+ individuals on corporate boards and offers a roadmap for organizations seeking to foster truly inclusive leadership.

As we step into 2025, our 10th year (!), we do so with deep gratitude for our supporters. Your engagement—whether through attending events, amplifying our work, reading our newsletter, or contributing financially—fuels everything we do. With the continued support of our donors, including our Power Circle and individual sponsors, as well as the transformational \$1.5 million gift from BMO, we remain committed to our \$10 million campaign to drive lasting change.

Thank you for being part of this journey. We look forward to sharing this milestone year with you and continuing to push forward—together.

*Sonia*

Sonia Kang  
Academic Director, Institute for Gender and the Economy (GATE)  
Rotman School of Management, University of Toronto

# Our Mission

The Institute for Gender and the Economy (GATE) is using rigorous research to change the conversation on gender equality.

We achieve our mission by:

- Creating New Insights
- Training Leaders
- Shaping Practice
- Building Community



# Supporting Innovative Research

Interest in our research grants program continues to grow, fostering new and exciting cross-disciplinary collaborations.

We funded **16** projects this year, awarding a total of **\$56,342** in research support.

1. *Understanding and Addressing the Mental Health Impact of Unpaid Care Work Through Bogotá, Colombia's District Care System*; **Kayla Benjamin**; Institute for Health Policy, Management and Evaluation.
2. *Revisiting Racial Stereotypes in Canada*; **Caren Colaco**; Organizational Behaviour & Human Resources.
3. *The Double Child Penalty*; **Carmen Andrea Quezada Hernandez**; Economic Analysis and Policy.
4. *Knitting Matrilineal Lines: Understanding the Economic and Cultural Values of Cowichan Sweaters*; **Jordyn Hrenyk & Emily Salmon**; Strategy.
5. *The Impact of Patient-Physician Sex Concordance on Health Outcomes: Evidence From Ontario's Emergency Departments*; **Niketana Kannan**; Economics.
6. *Gender Recognition in Science*; **Marlène Koffi**; Economics.
7. *Neither Here nor There: Balancing Work, Life and Professional Identity for Skilled Immigrant Women*; **Laura Lam**; Centre for Industrial Relations and Human Resources.
8. *Who's It for Anyway? Non-Black Consumers' Perceptions of Black Atypicality for Racialized Cosmetic Products*; **Tosen Nwadei**; Organizational Behaviour & Human Resources.
9. *Skill-Based Hiring: Enhancing Matching Efficiency and Diversity in the Workforce?*; **Mariana Oseguera**; Strategy.
10. *A Warm Welcome or a Cold Connotation? Welcoming Language Reduces Belonging*; **Kuan Su & Katherine DeCelles**; Organizational Behaviour and Human Resource Management.
11. *The Valuation of Work in the Care Economy: Examining the Impact of Government Subsidized Child Care on the Labour Market of Providers*; **Xiner Xu & Kourtney Koebel**; Economics.
12. *Understanding and Mitigating AI-Facilitated Image-Based Sexual Abuse*; **Jia Xue**; Social Work & Information.
13. *Highlighting Disadvantaged Over Advantaged Identities in DEI Communication*; **Minwen Yang, Ying Zeng, & Xilin Li**; Marketing.
14. *Breaking Apart the "Bamboo Ceiling" in Canada*; **Odilia Yim**; Psychology.
15. *Knowledge Sourcing and Gender: Are Women More Likely to Be Sourced?*; **Laura Lam & Shannon Potter**; Industrial Relations and Human Resources.
16. *The Intergenerational Effects of Trade*; **Hani Mansour, Pamela Medina, & Andrea Velasquez**; Economics.

[Learn more about our 2024 grant recipients](#)



## Knitting Matrilineal Lines: Understanding the Economic and Cultural Values of Cowichan Sweaters

Jordyn Hrenyk & Emily Salmon

Cowichan knitting is a traditional form of arts-entrepreneurship that evolved from historic weaving practices of the Cowichan People, whose traditional territory extends from the Southeast of what is now known as Vancouver Island, through the San Juan Islands, to what is now known as Washington State. The Cowichan Sweater was developed by Cowichan women at a time when Indigenous Peoples in Canada – particularly Indigenous women – were restricted in the types of work they could do. Now, the Cowichan Sweater has become an iconic symbol of Indigenous arts in Canada. However, the innovative Cowichan Knitters who developed this artform are often left out of the stories that we tell about it. In this project, we seek to listen to and to learn from the stories of Cowichan Knitters who have helped to develop the historic market for the Cowichan Sweater and those who are working in this market today. We expect to learn more about how traditional Cowichan Knitters are sharing stories and cultural teachings through their work, and how they are innovating to create products that are relevant for Cowichan and non-Cowichan customers. We also expect to learn more about the importance of flexible self-employment to some Indigenous women, and the importance of working in a cultural medium to the well-being of the Knitters and of their communities. In this project, we seek to honour the Cowichan Knitters who have developed such an important cultural artform, which ties together the stories and teachings from the past with current and future generations.



Creating New Insights

# Rainbow Entrepreneurship Knowledge Hub (REKH)

GATE published the first-ever report on LGBTQ+ representation on Canadian corporate boards, offering key insights into the barriers preventing LGBTQ+ individuals from attaining leadership and board positions. The report also outlines actionable strategies for corporations to foster greater inclusivity at the highest levels.

In 2024, GATE became an academic partner of the Canada-wide 2SLGBTQI+ Knowledge Hub, also known as the Rainbow Entrepreneurship Knowledge Hub (REKH).



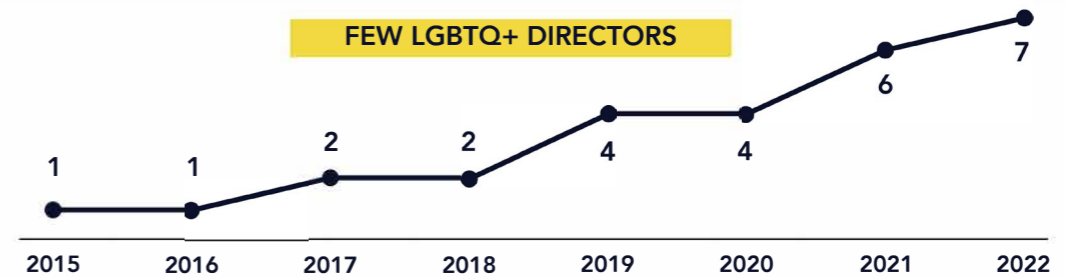
Read the full report on LGBTQ+ representation on Canadian corporate boards, the first of its kind!

We are grateful for the support from LGBTQ+ Corporate Directors Canada for this research.

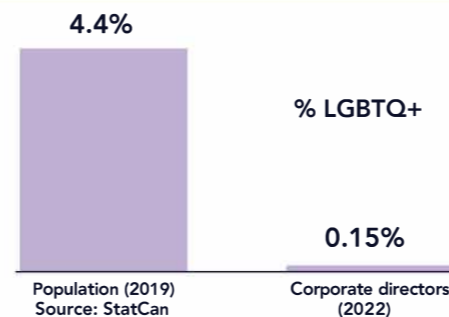


## CANADA'S LAVENDER CEILING

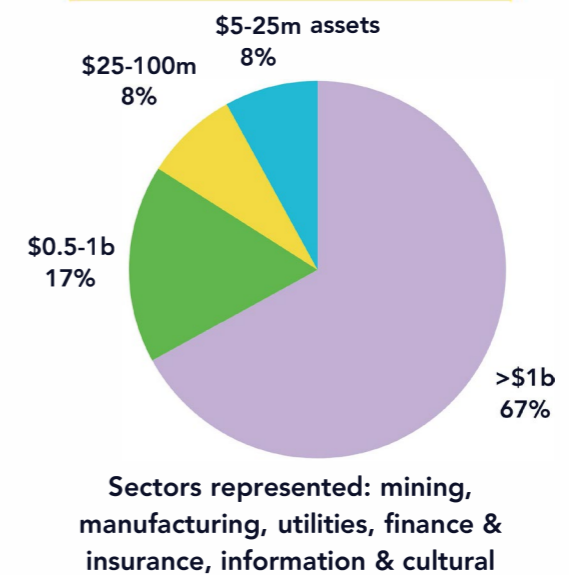
### LGBTQ+ Corporate Directors on TSX-listed Companies



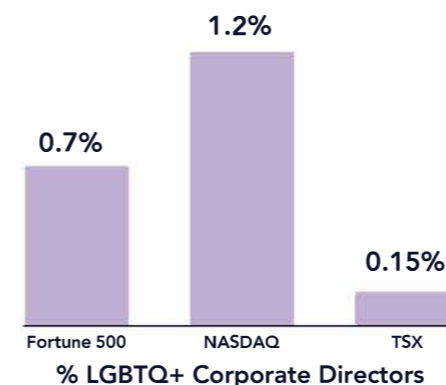
### UNDERREPRESENTED COMPARED TO THE POPULATION IN CANADA



### MAINLY IN LARGE COMPANIES



### CANADA UNDERPERFORMING COMPARED TO THE US (2022)



### OUR RESEARCH

- Conducted by Institute for Gender and the Economy (GATE) at the University of Toronto
- All TSX-listed companies (n=1,110) subject to Ontario Securities Commission disclosure regulations for women on boards 2015-2022
- Collected names of all directors 2015-2022 (n=9,396) and searched bios, LinkedIn, QueerBio, public sources for mention of LGBTQ+ identity
- Because we only had access to public data, this is likely an under count of LGBTQ+ directors, where some may have not been comfortable disclosing their identity publicly

*"LGBTQ+ employees can be agents for change by both normalizing LGBTQ+ identities and disrupting existing norms in organizations. But the burden of change should not rest only or mainly on the shoulders of these employees."*



Creating New Insights

# 9th Annual Research Roundtable

We brought together a multidisciplinary group of established and emerging scholars from across the University of Toronto who have received GATE research grants to support their work. The roundtable provided a platform for scholars to share their latest research, receive valuable feedback, and build connections.

## GATE'S 9<sup>TH</sup> ANNUAL RESEARCH ROUNDTABLE

13 insights from GATE-funded researchers

Both men and women value hostility-free workplaces; women additionally value inclusive workplaces that are free of sexual harassment. Having the option to work remotely mitigates concerns about **workplace hostility**, especially among women who work in environments where sexual harassment is more frequent.



DEI supporters can sometimes turn into DEI resisters, a novel phenomenon known as a **"DEI U-Turn"**. DEI U-Turns among marginalized group members are often driven by negative encounters with DEI programs that cast doubt on their abilities and merit, like being discounted as a "diversity hire" in a company that has diversity-based hiring initiatives.



Gender-specific beliefs about competition lead women to apply for lower-paying jobs because they perceive them as less competitive, challenging the myth that women simply prefer lower-paying jobs, and instead suggesting that women's application choices are **strategic responses to perceived competition**. Changing these beliefs could help to mitigate gender disparities in earnings.



Regulations aimed at eliminating the **"pink tax"**—the higher price tag for products marketed towards women and girls compared to equivalent products marketed towards men and boys—successfully reduce the cost of "female" goods but have the **unintended consequence** of increasing the price of gender-neutral and "male" goods. This ultimately means that all consumers end up spending more than they did before the legislation was introduced.



Federal **fair lending regulations** designed to combat widespread sexual orientation discrimination in US mortgage markets effectively lower mortgage rates offered to **same-sex co-borrowers**. These regulations were most effective in states that lack state-level protections for same-sex borrowers and in counties where lenders have previously complied with anti-discrimination laws.



Analysis of a Swedish dataset reveals that **immigrants** who live in neighbourhoods with a higher proportion of non-immigrant inhabitants are more likely and quicker to **participate in the stock market**. Their interactions with natives may help overcome the informational and cultural barriers that typically block the path to this aspect of financial health.



Personal interactions, or **"touchpoints,"** have the potential to both alleviate and exacerbate inequalities in markets.



Racialized migrant women in Canada confront challenges such as poor housing and joblessness that damage their sense of agency and autonomy and have long-term consequences such as marital strife and delayed family reunification. These women often turn to **community-based organizations as a haven** from which to navigate and overcome these challenges.



Gender (in)equality impacts car ownership in China's auto market; higher levels of gender-equality as well as policy that reduced the gender-gap in education increased the market share of cars preferred by women and **women's car ownership** overall.



Resource constraints (e.g., wealth, land) have traditionally been understood to drive key decisions in micro-entrepreneurial contexts, however, sociocognitive and cultural factors also influence **microentrepreneurs' decisions** about what they produce.



When exposed to ineffective teaching, girls spend less time exploring and more time imitating than boys, making them less likely to discover the correct solution to a problem. **Gender socialization** might be to blame—girls are typically socialized to be "people-pleasers" who value relationships over independence and achievement.



In traditional elections with single-choice voting (SCV), women and underrepresented minorities have lower chances of winning because voters worry about "throwing away" their vote. An alternative form of voting, **ranked-choice voting** (RCV), boosts their chances of winning by allowing voters to rank candidates in order of preference, empowering them to support candidates who seem unelectable under SCV.



There is **gender homophily in expert endorsements** in mental health care such that therapists predominantly endorse other therapists who share their gender identity. More cross-gender endorsements can lead to greater take-up of therapy, especially among populations that underutilize therapy.



Creating New Insights

# GATE PhD and Postdoctoral Fellows

We are proud to support a diverse and talented group of emerging scholars conducting rigorous, innovative, and intersectional research related to gender and the economy.

## PhD Fellows



Grusha Agarwal

Gender Differences in Accusations and Believability



Alice Choe

Organizational and Leadership Solutions for Promoting Employee Authenticity and Inclusion at Work



Manuela Collis

The Role of Gender in Knowledge Contribution and Patenting



Laura Lam

Wage Penalties among Highly Educated Temporary Workers in Canada



Kuan Su

A Warm Welcome or A Cold Connotation? Nuanced Diversity Language Reduces Anticipated Belonging

## Postdoctoral Fellows



Jordyn Hrenyk

Indigenous Entrepreneurship and Values-Aligned Business



Moyosore Sogaolu

Economic Well-being, Policy, and Equity in Aging and Care

*"It's so important to find community in the academy, and I am very grateful to have joined such a vibrant and diverse community of researchers here at GATE. Many of us care about and are developing research-backed solutions for similar sorts of challenges in our workplaces and larger societies, yet we often approach these issues in unique and useful ways. What I love about the GATE community is the clear shared commitment among our members to making our workplaces better, safer places for more of us to be our full selves."*

*- Jordyn Hrenyk, Postdoctoral Fellow*

# BMO GATE MBA Student Fellows

Inspiring new ways of thinking

Thanks to generous support from BMO, we were able to award five \$10,000 research fellowships to MBA students pursuing research projects aligned with GATE's mission.



The inaugural BMO GATE MBA Student Fellows presented their projects to business leaders and mentors at BMO in early April, receiving enthusiastic feedback and recognition for their work.

[Learn more about BMO GATE MBA Student Fellow projects](#)

*"As a third-year MBA student, receiving this fellowship has been an incredible honour and a transformative part of my academic journey. It has enabled me to dedicate myself fully to my studies while advancing my research on the adaptation of female immigrants in remote teams."*

— Natasha Kvitka, BMO GATE MBA Fellow

## 2024-2025 BMO GATE MBA Fellows

Momoko Ishida



Childfree Women: A Missed Opportunity for Businesses

Sanchahta Kohli



Understanding Gender Dysphoria

Natasha Kvitka



Bridging Cultural Gaps in Remote Teams

Kerstie Logar



Inclusive Workplace for Women on the Autism Spectrum

Bidisha Sarkar



AI-Powered Solutions for Advancing LGBTQ+ Inclusion

+ Training Leaders



# Professional Training

Inspiring new ways of thinking

## Inclusive Business Innovation

This new micro-credential equips leaders to unlock a competitive edge through inclusive analytics.

## Inclusion by Design Executive Program

This executive program combines the latest in research, behavioural insights, design, and data analysis to help learners build inclusive workplaces.

## Gender Analytics: Gender Equity through Inclusive Design Specialization A 5-Course Series on Coursera

25,000+ learners enrolled worldwide

12,434 learners completed at least 1 course

[Click here to learn more about our professional development programs](#)

*"I thoroughly enjoyed this training! It's refreshing to explore DEI in a context beyond human resources. I'm leaving with a wealth of ideas and potential research projects. The remote and asynchronous format provided great flexibility, which was crucial for me as a full-time working mother of young children. I wouldn't have been able to take this course if it had been offered in another format."*

— Learner testimonial

+ Training Leaders

# Latner GATE MBA Interns

Inspiring new ways of thinking

Three Latner GATE MBA Student Interns authored ten compelling cases that examine how organizations can gain a competitive advantage and drive social impact by leveraging inclusive analytic insights to develop innovative products and services.

Check out the case studies we published this year!

1. **Mila's AI4Humanity and Biasly:** Best Practices to Develop Socially Responsible AI

2. **Freshco:** Redefining the Blue-Collar Sector

3. **Adasina:** Reimagining Finance for Social Justice

4. **Coralus:** A Collective Economy for Perpetual Investment in Women and Non-binary Ventures

5. **Toyota x UBC:** Closing the Safety Gap for Pregnant People in Automotive Design

6. **Adasina:** Reimagining Finance for Social Justice

7. **2X Global:** The Gender Lens Investing Approach to Systemic Change

8. **Fred Victor's** Multifaceted Approach to Sustainable Solutions in Toronto: Navigating the Complexities of Homelessness

9. **YWCA Metro Vancouver:** Creating Affordable Homes for Single Women and Their Children

10. **The Daniels Corporation** Accessible Designs Strategy: Removing Barriers for Inclusive Living



Momoko Ishida, Zachary Meager, and Tanmay Padhye

+ Training Leaders

# GATE's 2024 in Highlights

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- 12,966** Newsletter subscribers
- 5,800** LinkedIn followers
- 5,707** Podcast listeners
- 925** YouTube subscribers
- 34** Features in TV, radio, and print media
- 16** Research projects funded
- 10** Case studies
- 9** Public events
- 9** Research briefs



*"Whether through microaggressions, unconscious bias, or overt discrimination, male-dominated office cultures can contribute to women being excluded from valuable networking opportunities."*

*— Carmina Ravanera, GATE Senior Research Associate for Human Resources Director, 2024*

# An Eventful Year

In 2024, we hosted **9** thought-provoking events with **1,451** attendees and celebrated reaching an important milestone - our **100<sup>th</sup>** public event!



Shaping Practice

[Click here to view our events!](#)

# Expanding Our Reach

## BUSTED

In 2024, we launched the **third season** of our signature podcast series, **BUSTED**.

**6**

episodes

**15**

expert guests

**2,000+**

total unique downloads

**212**

average downloads per episode

**57%**

of listeners are from outside Canada

**68**

countries represented by our listeners

Busted is made possible thanks to generous support from BMO.

Season 4 is coming soon! Follow the GATE playlist on Spotify and Apple Podcasts to hear new episodes as soon as they're released.

## New on LinkedIn

### Research Reflections: A Monthly Newsletter Sharing the Latest Insights

We gained **1,207** subscribers in the first month after launch.

We piloted two LinkedIn Live events, which generated **800+** impressions and **200+** video views.

Follow us on [LinkedIn](#) to receive exciting updates.

# Growing Our Network

GATE partners with government, nonprofit, and corporate leaders to change the conversation on a wide range of issues, including diverse representation on corporate boards, women's entrepreneurship, pay equity, diversity and inclusion in small and medium enterprises, and transgender inclusion.

## Corporate Supporters



## Academic Partners



*"The best part of working with GATE has been connecting with a thoughtful and generative group that is deeply committed to changing conversations and policies to advance equality and fight for justice through rigorous research."  
- Laura Lam, GATE PhD Fellow*

# Our Supporters

Individual sponsors are passionate about creating, leading, and managing change.

- |   |   |
|---|---|
| Cara L. Allaway                             | Jennifer A. Molluso (MBA '05)           |
| Sarah Albo (MBA '18)                        | Carolyn Morris                          |
| Hugh J. Arnold                              | Bonnie Gar-Kay Lam                      |
| Craig Barlow                                | Jennifer Lancaster and Blaine Padgett   |
| Andrea Vasquez Camargo                      | Elizabeth Lee                           |
| Heather Campbell (MBA '19)                  | Ruth Mandel – WHO GIVES Fund            |
| Tiziana Casciaro                            | Tushar Mathur                           |
| Teresa Catalano                             | Nancy Martin                            |
| Anna Y. Chau (MBA '17)                      | Mary H. Mullens (MBA '02)               |
| Jillian E. Darroch Chown (MBA '06, PhD '16) | Ashley Nagi (MBA '20)                   |
| Darlene E. Clover (BA '94, PhD '99)         | Pablo L. Nazé (MBA '20)                 |
| Linda Dudek                                 | Chinedum Nwaogwugwu (MBA '20)           |
| Kathryn A. Djordjevic (MBA '17)             | Narjis Premjee (MBA '19)                |
| The Evangelist Family                       | Rebecca Reuber                          |
| Kecen K. Fan                                | Alicia Riolino (MBA '19)                |
| Kimberely Fletcher                          | Katie R. Rock                           |
| Delee Fromm                                 | Adil Sethi (MBA '19)                    |
| Jingqi Guo                                  | Kim Shannon (MBA '93)                   |
| Bilal Habib                                 | Neha Shrivastava (MBA, 2022)            |
| Dr. Wei He (PhD '01)                        | Dilip Soman                             |
| Rocca Morra Hodge                           | Brian Silverman                         |
| Verónica Hernandez Herrera (MBA '19)        | Camille Simardone (BCOMM '14)           |
| Janet Hudgins                               | Marilyn Spink                           |
| Farah Huq                                   | The Mehta-Rahim Foundation              |
| Celeste Jalbert (MBA '17)                   | Geoffrey and Kenya Thompson-Leonardelli |
| Gillian Jazzar and Anaya Jazzar             | Myha Truong-Regan                       |
| Dilek Karasoy (MBA '20)                     | Helen Vavougios (MBA '16)               |
| Dolores Keating-Mallen                      | Rosemary Williamson (MBA '20)           |
| Latner Family                               | Stacy Zosky                             |
| Lindsay Manning                             | Anonymous                               |

Donate to GATE to support research

## We are making change—The \$10 million goal

Our research is creating impact. With BMO's gift, we are closer to achieving our \$10 million fundraising goal.

With more visionary support, we will amplify and expand this impact. Together, we can build a robust program for research, education, and community outreach that shapes the future of gender equality in our economy — both in Canada and globally.

However, we can't do it without continued support from GATE allies like you. Your sponsorship can drive our research, policy briefs, digital storytelling, student engagement, and so much more!

If you are considering making a major gift to support GATE's mission, please contact Lindsay Manning, Senior Director, Advancement at:  
[Lindsay.Manning@Rotman.Utoronto.ca](mailto:Lindsay.Manning@Rotman.Utoronto.ca)

Power Circle members pledge \$50,000 or more to support GATE in making disruptive change to promote gender equality.

### The M. Bonham Charitable Foundation

Sarah Kaplan (Distinguished Professor of Gender & the Economy and GATE Founding Director)

### Latner Family

Jonathan Lister (B.A. '94, MBA '00)

Kevin Lobo (MBA '95)

Kerrie MacPherson (BCOM '86, MBA '91)

Anita McGahan (George E. Connell Chair in Organizations & Society)

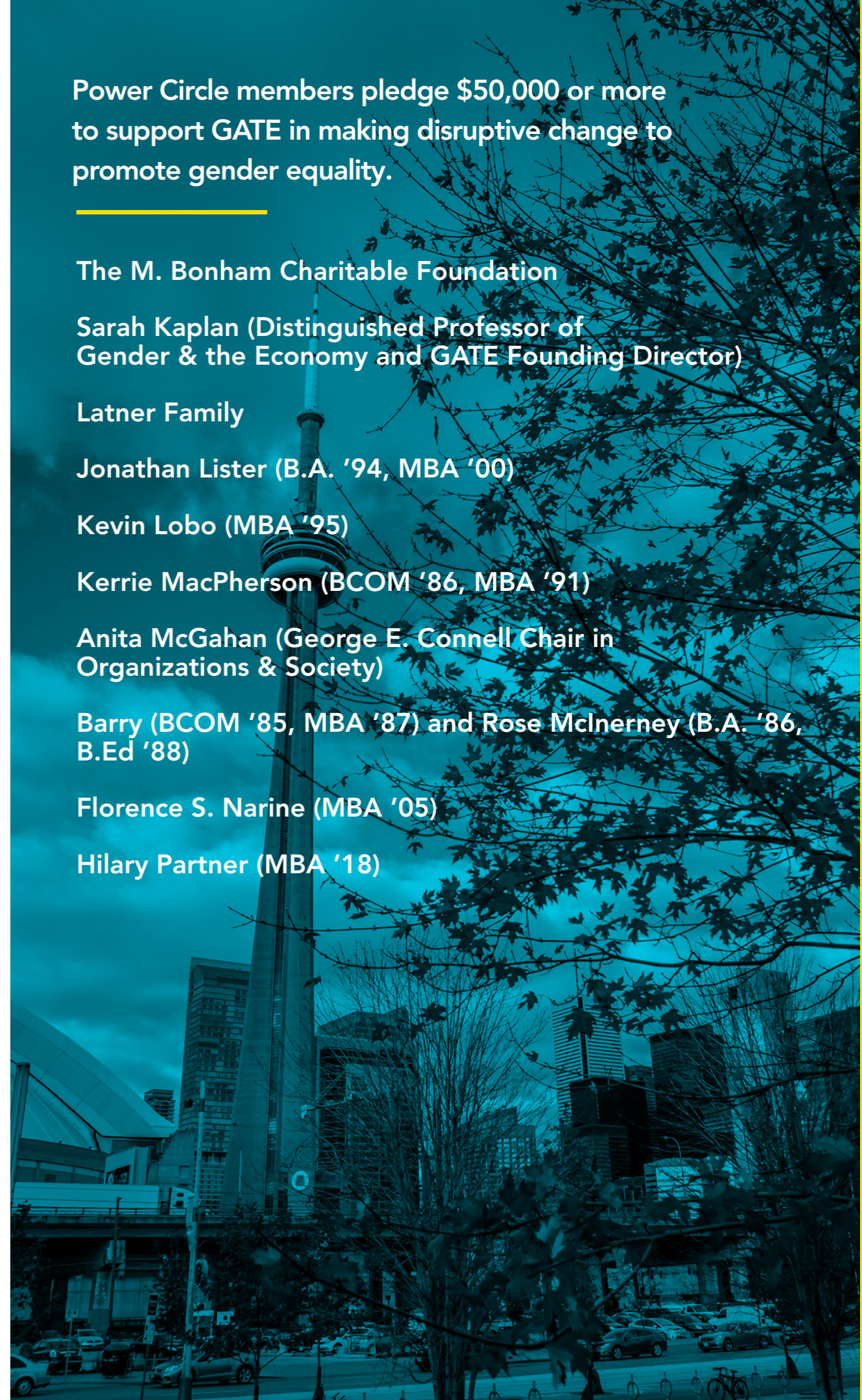
Barry (BCOM '85, MBA '87) and Rose McInerney (B.A. '86, B.Ed '88)

Florence S. Narine (MBA '05)

Hilary Partner (MBA '18)



Building Community



[Click here to learn more about supporting GATE](#)



# Meet the GATE Team



**Sonia Kang**  
Academic Director



**Lechin Lu**  
Associate Director



**Salwa Iqbal**  
Digital Storyteller



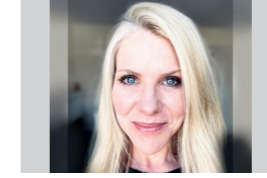
**Carmina Ravanera**  
Senior Research Associate



**Grusha Agarwal**  
PhD Fellow



**Nouman Ashraf**  
Faculty Teaching Fellow



**Kate Bezanson**  
Faculty Research Fellow, on leave



**Alice Choe**  
PhD Fellow



**Manuela Collis**  
PhD Fellow



**Maja Djikic**  
Faculty Teaching Fellow



**Beverley Essue**  
Faculty Research Fellow,  
GBV Project Lead



**Chanel Grenaway**  
Advisor



**Jordyn Hrenyk**  
Postdoctoral Fellow



**Vanessa Serra Iarocci**  
Executive-in-Residence; Instructor



**Sarah Kaplan**  
Founding Director



**Yongah Kim**  
Faculty Teaching Fellow



**Nicola Lacetera**  
Faculty Research Fellow



**Laura Lam**  
PhD Fellow



**Cindy Luo**  
Strategic Communications  
Specialist



**Lindsay Manning**  
Senior Director, Advancement



**Samantha Montgomery**  
Project Lead, Student Engagement  
and Strategic Events



**Dionne Pohler**  
Faculty Research Fellow



**Moyosore Sogaolu**  
Postdoctoral Fellow



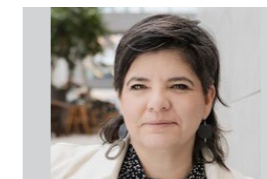
**Nika Stelman**  
Alumna-in-Residence; Instructor



**Kuan Su**  
PhD Fellow



**András Tilcsik**  
Faculty Research Fellow,  
MBA Fellowship Faculty Lead



**Sara Wolfe**  
Executive-in-Residence





The Institute for Gender and the Economy operates on the traditional land of the Huron-Wendat, the Seneca, and most recently, the Mississaugas of the Credit. Today, this meeting place is still home to many Indigenous people from across Turtle Island and we are grateful to have the opportunity to work on this land.

Join the Conversation

Find us on LinkedIn as Institute for Gender and The Economy

Subscribe to our YouTube via [youtube.com/InstituteforGenderandtheEconomy](https://youtube.com/InstituteforGenderandtheEconomy)

Join our newsletter via [GenderEconomy.org](https://GenderEconomy.org)

Come to our events via [GenderEconomy.org/events](https://GenderEconomy.org/events)

Email us directly at [gender.economy@rotman.utoronto.ca](mailto:gender.economy@rotman.utoronto.ca)

Report designed by [Salwa Iqbal](#)





Rotman School of Management  
UNIVERSITY OF TORONTO