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MBS News Update - April 28

1 message

Maine Business School <mbs@maine.edu>
Reply-To: Maine Business School <mbs@maine.edu>
To:

Fri, Apr 28, 2023 at 10:00 AM

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MBS News

April 28, 2023

Presentation

This past weekend Dr. [Rusty Stough](#) presented a paper he's working on with Dr. [Matt Graham](#) at [Ithacon](#) at Ithaca College. The paper is titled "Physical or Digital Media: The Mediating Role of Need for Uniqueness." In this paper, Dr. Stough and Dr. Graham investigate the underlying personality traits that influence the decision to purchase either physical or digital books through two studies. Study 1 is a field study in which the authors collected data from several comic book readers and collectors and found that



psychological ownership influences the likelihood of buying physical or digital comics. Importantly this influence is significantly impacted by consumers' need for uniqueness. Study 2 extends the study's findings into a new context and finds that turning a digital offering into an NFT can increase the preference for the digital offering when the consumer considers themselves a collector more than just a reader.

Publications

Dr. [Norm O'Reilly](#) published "Barriers to youth sport participation in dense urban centres" in the *International Journal of Sport Management and Marketing*. This article is based upon a 15-year study around urban youth and their sport participation and physical activity interests in behaviors. This paper digs specifically into the barriers 12- to 17-year-olds face to be active and identifies potential solutions to mitigate these barriers.

Dr. [Billy Obenauer](#)'s paper "Polyculturalism Research Should Develop Further Before Recommending Organizational Implementation Strategies" was accepted for publication in *Industrial and Organizational Psychology*. The paper outlines current limitations in polyculturalism research and describes some risks associated with integrating polyculturalism into organizational DEI strategies before these limitations are addressed.

Dr. [Jason Bolton](#), Innovation Area Coordinator, has a new publication in the *Journal of Industrial Microbiology and Biotechnology*. "A novel image-based method for simultaneous counting of *Lactobacillus* and *Saccharomyces* in mixed culture fermentation" was published in March.

Guest Speakers

Dr. [Stephen Jurich](#) had two UMaine alum guest speakers visit his FIN 351 classes this week. David Fitzpatrick, an engineering major and SPIFFY student, recently finished his Master's in Finance at Cornell University. Kelton Loper, a finance major, earned his BSBA and MBA from UMaine. Both are currently working in the field of finance.

Faculty Milestone

Dr. [Billy Obenauer's YouTube Channel](#) hit 250,000 views this semester! More than 200,000 views occurred since Dr. Obenauer arrived at UMaine. His channel has more than 80 public educational videos, and his "Organizational Behavior" playlist remains the most popular content. He just received an email from a graduate of the University of Pittsburgh telling him how this channel influenced his career path. His current YouTube stats are 285,562 views / 2,436 subscribers.



Events

Thank you to everyone who helped out with Maine Day cleanup! The MBS Corps partnered with UMaine's ROTC to clean the WWII memorial. [View the story by WABI TV5 here](#). Taylor Ashley spearheaded raking and planting lilacs around our Beddington Road entrance. Thanks for making DPC and our UMaine campus look more inviting!

Don't forget – we'll have pre-graduation gatherings in the Atrium next week for our graduates. Join us on Friday at 2 pm to celebrate our MBA graduates and on Saturday at 8 am for our BSBA graduates.





Go Big. Go Blue. Go Business.

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