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Maine Business School & Graduate School of Business

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In the News

A national study published last week, led by Dr. Jason Entsminger, Assistant Professor of Entrepreneurship & Innovation and Assistant Extension Professor and Small Business Specialist, identifies critical investments needed to build community capacity and improve the quality of life in rural America. Results showed a need to increase collaboration, inform decision making through research, involve local underrepresented groups, and build climate and economic resilience. The report, "Investing in Rural Capacity: Comprehensive Summary of National Rural Development Stakeholder Listening Sessions," summarizes results from the initiative's eight virtual
listening sessions, which convened stakeholders to identify rural development investments they viewed as the highest priorities for U.S. rural communities. Entsminger led the team's efforts in his previous role as associate director of the Northeast Regional Center for Rural Development. He continued to provide leadership for drafting the final report after joining the University of Maine in September 2022. Read the UMaine News story here.

Dr. Sebastian Lobe was featured in a recent WABI TV news story about the collapse of California's Silicon Valley Bank. Read the story here.

Presentations

Last month, Dr. Stefano Tijerina discussed themes of political turmoil, foreign policy, and societal issues from the 2004 coming-of-age film "Machuca," directed by Andres Wood. The film was screened at the Fogler Library's Lynch Room as part of the University of Maine's Latin American Film Festival. Read the Maine Campus Media news story here.

On March 9th, Dr. Matt Graham spoke at the Benjamin Franklin Cummings Institute of Technology's first annual faculty professional development conference. "I gave an hour-long interactive presentation on how to infuse critical thinking into technical courses," Dr. Graham says. Topics covered included how to put problems in a real-world context, nurturing questioning in the classroom, making time for teamwork in the classroom, using case studies to encourage information analysis for decision making, and making time for reflection on previously learned material in classes.

This week Dr. Qiujie "Angie" Zheng was a guest lecturer to the Economics and Environmental Studies students at Colby College. She spoke about using choice experiments in consumer and market research.

Publications

Dr. Rusty Stough has had his paper titled "Homo Indifferencus: Effects of Unavailable Options and Expectations on Preference..." published.
Construction accepted for publication in the *Journal of Behavioral Decision Making*. Dr. Stough examined whether people would covet a forgone option when they have no initial preference for it. Their results demonstrated that the classic endowment effect emerges not only after people are endowed, but beforehand. When people expect to be endowed with a good, they behave like it's already theirs and replace its loss with a similar good when they are initially indifferent to it, and they could choose something better.

Dr. [Billy Obenauer](#) and Shafagh Rezaei, '22G, had their paper "#MeToo, Covid-10, and the new workplace: Re-examining institutional discrimination's impact on workplace harassment of expatriates following two exogenous shocks" accepted for publication in the *Journal of Global Mobility*. Their paper will be published as part of an upcoming special issue. This project involved an extensive data collection effort (391 expatriates in 79 host countries). Billy and Shafagh would like to thank Melanie Brooks for her support in launching their data collection efforts!

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**Conference**

Last week, Melanie Brooks attended the AACSB Marketing and Communications conference in St. Petersburg, Florida. More than 100 markers and communicators from AACSB business schools from around the world were in attendance. Her key takeaways included ideas for student recognition, how to effectively communicate between internal engagement teams, and selling to prospective students throughout their journey.

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**Student Organizations**

SPIFFY
SPIFFY did well despite 22's annus horribilis in financial markets. The 2022 annual Buy-and-Hold Abnormal Return (BHAR) amounted to an impressive 6.70%, with the CRSP Value-Weighted Index as the market benchmark, which targets 99.5% of the cumulative full-market capitalization of the U.S. equity universe. This result is robust against an international benchmark and in factor attribution regressions. "This performance testifies again to the hard work and pride every SPIFFY student from rookie to pro puts into their work," says Dr. Sebastian Lobe. The portfolio is defensive as it exhibits a lower risk than the market (beta) and is oriented toward value stocks. These are stocks that are relatively cheap and thus promise higher returns in the future.