MBS News, September 9, 2022
Maine Business School & Graduate School of Business

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New Faculty and Staff

Four new people have joined our MBS/GSB team.

- Erika Gabrielsen Neumann: Assistant Dean of Business
- Charles Day: Lecturer in Accounting
- Jason Entsminger: Assistant Professor of Entrepreneurship & Innovation and Assistant Extension Professor and Small Business Specialist
- Peggy Keiper: Associate Professor of Sport Management

Welcome, all of you, to UMaine!
section on his YouTube channel designed to help faculty navigate Brightspace. The playlist is called "Brightspace with Billy," and it could be a great resource for new faculty at MBS. Episode 1 shows how he uses release conditions to ensure that students earn a 100 on a syllabus assessment BEFORE they can engage in other course activities. You can view it here. Billy just upgraded his recording equipment and is looking for suggestions for future videos. If there is something you'd like to learn about in Brightspace, let him know!

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**In the Classroom**

Students in Lisa Liberatore's summer MGT 101 class raised $2,800 for the Christine B. Foundation in Bangor. Many students commented on the impact they learned they could make on their community. One student who raised $32 said she turned her disappointment around when she realized that the people she was talking to about CBF were telling other people, and they began to follow CBF on social media. "Even though someone didn't donate, it doesn't mean that my work and the work of CBF hasn't made an impact," this student says. Another student said, "Fundraising is a fickle thing, one that can leave you feeling very accomplished and, in contrast, majorly disappointed. Yet I would not have traded the process for the world. I learned a lot through my trials of fundraising, specifically the importance of perseverance, reach, and impact."

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**Publications**

Dr. Susan Myrden has had her paper, "Cultural Drivers of Health Engagement," accepted for publication in the *Journal of International Marketing*. The research presented in this paper investigates individual factors in health-related attitudes and behaviors and extends the rich knowledge developed around engagement, in particular customer engagement, to a new understudied setting – namely, public health – and establishes the concept of health engagement – defined as...
individuals' cognitive, emotional, and behavioral investments in health-related interactions centered around managing and taking care of their health.

Dr. Nadège Levallet’s paper titled "How Instacart Leveraged Digital Resources for Strategic Advantage" was published in MIS Quarterly Executive. Read it here.

Dr. Ivan Manev had his paper, "Harnessing subcultural identity to optimize workplace rewards: Evidence from Russia," published in the Journal of Business Research. Read it here.

Drs. Yonggang "Tim" Lu and Qiujie "Angie" Zheng, and Mr. Dan Quinn (a MaineMBA student) have had their paper "Introducing Causal Inference Using Bayesian Networks and do-Calculus" accepted for publication in the Journal of Statistics and Data Science Education. The paper proposes a new instructional approach to teaching causal inference using Bayesian networks and Pearl's do-Calculus. Causal inference is one of the fundamental methodologies underlying artificial intelligence. This paper is based on Drs Lu and Zheng's teaching of BUA 685 Problem Solving and Decision Analysis, an elective course in UMaine's MBA program.

Guest Speaker

Kevin Hancock, CEO of Hancock Lumber, spoke to Dr. Levallet's Strategic Decision Making class (MBA 649) on Thursday. He discussed his journey to find his voice and leadership style.

Faculty News

Dr. Susan Myrden, Associate Professor of Marketing, has officially become a dual citizen of the United States and Canada! Congrats, Sue, on this accomplishment.
Student Organizations

Beta Gamma Sigma
Our chapter of Beta Gamma Sigma has earned High Honors for the second year in a row. Qualifying for this recognition indicates a campus where academic excellence is highly valued and where chapter officers work diligently to enhance Beta Gamma Sigma's stature on campus.