MBS Weekly News, March 18, 2022

Maine Business School & Graduate School of Business

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From the Dean

It's Spring Break and we are all hoping that our faculty, staff, and students are experiencing a bit of a change in the routine as they also work to prepare for the 2nd half! SPIFFY is invited to the Quinnipiac GAME forum for 2022, a distinctive honor. You will see the work and thoughts of our faculty and former faculty members in the news this week. We are also looking forward to the Inspired Innovators' webinar on Well-Being for April 6th and hope you are registered for that event. We are among a very few business programs that are having an impact, statewide and beyond, through our partnerships with organizations. Thank you for investing an hour to hear about well-being from the perspective of students and employers.

- Faye Gilbert, Ph.D.
In the News

Research on social media verification conducted by Dr. Rusty Stough, Assistant Professor of Marketing, and Jazlyn Dumas, Class of 2021, is highlighted in this story published by UMaine News. This study was also featured by Fox Bangor, Newwise, and Phys.org.

Dr. Norm O'Reilly co-authored an op-ed for the Portland Press Herald stating that the international athletic community needs to take more drastic measures to isolate Russia. The piece read, "This systematic ostracization of Russia from the global sporting community, including explicit denouncement by Russian and Belarusian athletes, will be a personal cost to Putin and will anger elite Russians who benefit from the prestige of sport. This could be the fuel needed to embolden ordinary Russian and Belarusian citizens to encourage an end to senseless aggression."

Research conducted by Dr. Jason Bolton, innovation area coordinator, was highlighted in this story published by the UMaine division of marketing and communications. The collaborative study, which also included Niclas Erhardt, the study's lead author and former UMaine faculty member in the Maine Business School, and Matthew Luth, both at Valparaiso University in Indiana; and Carolos Martin-Rios at the EHL Hospitality Business School in Lausanne, Switzerland, was published in the journal Sustainability in February.

Dr. Norm O'Reilly's co-authored monthly opinion piece in Sports Business Journal focuses on finding talent in sport business this month. From the article: Evidently, the last 12 months was the year of the Great Resignation and ushered in a period of deep reflection about careers, lives, and work-life balance. The awakening was historic and sport administration was affected more than many of us thought.

In the Classroom

Drs. Yonggang "Tim" Lu and Qiujie "Angie" Zheng invited Amber Cosby to give a guest talk last Tuesday to the MBA students enrolled in three classes (BUA 601, 680, and 684). Amber is senior vice
president and director of business intelligence and software engineering at Bangor Savings Bank. In her talk, Amber shared her rich, expert knowledge and experience in using data analytics to support better business decision-making in the bank's business operations. Her talk was well-received by our students.

### Career Ready Games

The Career Ready Games is a series of “Career Ready” challenges presenting participants with an opportunity to showcase their skills and compete on an individual and/or team basis. The games will be held Monday, March 28th through Friday, April 1st. Through this new and innovative program, we aim to engage UMaine students by highlighting the value of developing career-ready skills while informing them about the variety of career support services available to them on campus! Since the games will be administered in Brightspace, participants will be able to compete in the challenges from the comfort of their home, residence halls, library, etc. We also anticipate each daily challenge to take between 5-10 minutes, ensuring that it will not interfere with students' academic and work schedules. Please contact Taylor Ashley if you have any questions.

### Student Organizations

**SPIFFY**

SPIFFY has been selected to present its portfolio virtually before a panel of industry professionals at the Quinnipiac GAME Forum on March 25th. "This is an honor," says Dr. Sebastian Lobe, SPIFFY's academic advisor. "We do not get to present every year. The last time we were invited was in 2019." Each year, SPIFFY students apply to be included in the annual portfolio review. The presentation consists of a 15-minute presentation from SPIFFY, followed by 10 minutes of questions from the panel.

**MBS Corps**
MBS Corps, in collaboration with the Army and Naval-Marine ROTC, will host its annual “Heroes and Hope” dodgeball tournament on Sunday, March 27 starting at 12:30 p.m. in the Field House. The event will benefit two local veteran organizations: Maine Veterans Project and Service Dog Strong. To help you can sign up to contribute to the bake sale or donate directly.

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**Event**

**Inspired Innovators:**

**How do we enhance well-being?**

Join us for an engaged virtual conversation about what organizations can do to enhance well-being.

**Register today!**

Please be sure to register for Inspired Innovators: Well-being, which will be held virtually on April 6th from 12-1 pm. Dr. Jason Harkins will be joined by representatives from BerryDunn, MEMIC, MMG Insurance, and Unum to discuss ways to enhance well-being for employers and students. Register here: [https://bit.ly/mbswellbeing](https://bit.ly/mbswellbeing)
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