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MBS Weekly News, January 28, 2022

Maine Business School & Graduate School of Business

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MBS News Update - January 28

1 message

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MBS Weekly News

January 28, 2022

From the Associate Dean

This week we are celebrating faculty engagements with new efforts. The Maine Business School and Graduate School of Business selected 7 faculty from a variety of disciplines to support in their research initiatives. Their efforts, alongside efforts to be innovative in communicating with our communities, mean that the Maine Business School is having an impact on society. If you haven't already, please check out the inaugural MaineMBA Alumni Awards to see the incredible accomplishments of UMaine and USM MBA graduates!

- Jason Harkins, Ph.D.

Research

This term, the Maine Business School and its Graduate School of Business will support six exciting research projects (identified below). These projects represent UMaine and USM faculty working on creating new knowledge and developing innovative processes and approaches for our communities.

- Matt Graham and Rusty Stough: The Wavering Digital Comic Consumer: Is Consumer Need for Uniqueness and Perceived Ownership Diminishing Digital Comic Downloads?
- Qiujie "Angie" Zheng: Consumers' Valuation for Lobster Harvested Using Ropeless Technology to Reduce Right Whales Entanglement and Extinction
- Ikechukwu "Ike" Ndu: Predicting Fraudulent Financial reporting in Listed Emerging Market Companies using Discretionary Accrual-Based Models
- Jie Li: Followers' Leader-Associated Relational Identification as Contingent Factor for the Effects of Leader-Member Exchange Social Comparison
- Nadège Levallet and Qiujie "Angie" Zheng: Technologically-enabled Innovation in Aquaculture: An Organizational and Consumer Perspective of Maine's Oyster Sector
- Erin Percival Carter: Consumer Psychology and the Fibershed Movement

Presentations

[Dr. Norm O'Reilly](#) was a panelist sharing practical advice on top sponsorship measurement tips and strategies presented by SponsorshipX. This live event featured sponsorship industry experts from around the world representing the NHL, New York Jets, and Tata Consultancy Services, to name a few.

Dr. O'Reilly hosted episode 4 of his Sunday Night Huddle series. He discussed the top 10 trends to be aware of post-COVID and featured a special guest, Stephen Merrill. Stephen is a UMaine alum and founder of Promise LLC. You can [watch the video here](#) or find it on podcasts anywhere.



This semester, [Dr. Stefano Tijerina](#), Lecturer in Management, will be part of the Human Dimensions of Climate Change Film Series lineup. This event series is



co-sponsored by the Department of Anthropology, Climate Change Institute, and Fogler Library. On March 22, Dr. Tijerina will facilitate a discussion about *Landfall*. This film offers a portrait of collective trauma and resistance during the protests post-Hurricane Maria in Puerto Rico. Featuring intimate encounters with Puerto Ricans and newcomers flooding the island, *Landfall* reflects on a question of contemporary global relevance: When the world falls apart, who do we become? The film will take place at 6 pm via Zoom, and registration is required to join in. [Please RSVP here](#). To learn more about the film, [click here](#).



Awards



Last week we released the video presentation of our inaugural MaineMBA Alumni Awards. Interested in learning more about the four outstanding alumni who were honored? [Check out the story on our website!](#)





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