MBS Weekly News, January 21, 2022

Maine Business School & Graduate School of Business

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From the Dean

Following the holiday season, things are back to full speed as we started the Spring 2022 semester off with a bang with our inaugural MaineMBA Alumni Awards presentation. The event was highlighted by a number of distinguished speakers and four award winners of note. While this was the first such event, it is the first of many, as we plan to acknowledge the alumni from both the UMaine and USM MBA programs that were the roots of the MaineMBA. In this week's news you'll not only see a link to watch the awards presentation, but you'll learn about cutting edge research by Dr. Patti Miles and meaningful student feedback on the textbook used in Dr. Billy Obenauer's class. These are two great examples that describe just how wonderful it is to see our faculty and students engaged in this level of work.

- Norm O'Reilly, Ph.D.
Publications

Dr. Nadège Levallet has had her paper "Uncovering a new form of digitally-enabled agility: An improvisational perspective" accepted for publication in the European Journal of Information Systems.

Dr. Norm O'Reilly has co-authored the third edition of Canadian Sport Marketing. The team of authors has comprehensive professional experience in the Canadian sports sector. This is the only text focusing on Canadian sport marketing, and this edition includes contributions from more than 40 sport industry executives and experts.

Dr. Manuel Wörsdörfer, Assistant Professor of Management and Computing Ethics, has had his paper titled "What Happened to 'Big Tech' and Antitrust? And How to Fix Them!" published in Philosophy of Management.

Research

From January 2-7, Dr. Patti Miles had the honor of working with U.S. Navy SEAL candidates as part of her (and the team's) continued research to make a more scientifically rigorous process for choosing candidates. On this visit, the team interviewed 90 SEAL candidates that did not make it through training. In the same visit, the SEAL leadership asked Dr. Miles and the team to accompany the special warfare recruiting team to attempt to integrate their measures to assess future candidates. "On the surface, this is not that big of a deal, but the SEAL community is very closed to outsiders," Dr. Miles says. "The idea that
the community not only appreciates our work but wants us to help make the system better is nothing short of amazing." The interviews conducted with those who did not make it through the program will be used in conjunction with the interviews they had done previously with candidates who made it through the training. "Our interviews with the DORs - Drop on Request - were so interesting, informative, and enlightening. Even the guys who don't make it are humble, hard-working, and so respectful. It really is just so interesting to try and figure out what makes college graduates, professional athletes, and investment bankers give it all up to enlist to become a Navy SEAL."

Photo from left: Patti Miles, Celeste Lunig (head of the Ethics Development Team at the Naval Academy), Deirdre Dixon (University of Tampa - Management and Leadership Department), Landrew Ledford (Chair of the Leadership and Ethics Department at the Naval Academy and a Navy SEAL with 9 deployments)

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**In the Classroom**

Students in Dr. Billy Obenauer's Principles of Management classes have been working with the publisher and authors of their textbook to improve the use of inclusive language and examples. After reaching out to the publisher regarding concerns over the language used in the textbook, Dr. Obenauer had several discussions with his classes about these concerns and why it was essential to address them.

As dialogues with the publisher and authors progressed, one of the textbook authors invited direct feedback from Dr. Obenauer's students. Students were grateful for the opportunity and provided suggestions, such as discussing relevant issues about diversity, equity, and inclusion (DEI) in every chapter of the book and providing a mechanism for students to easily give feedback about making newer editions of all textbooks more inclusive.

The publisher positively received the feedback provided by UMaine students. The publisher has already made some modifications to online resources with a commitment to review other concerns raised as they prepare the next edition of the
textbook. "This is a great example of how we can collaborate to address issues related to DEI," Dr. Obenauer says. "I hope this example inspires others to positively and proactively work to address opportunities to improve inclusion in higher education."

MaineMBA Alumni Awards

If you missed the launch of our awards video last night, please feel free to watch the recording at your convenience by clicking here. A big thank you to Connor Blake, Taylor Boucher, Jamie Ballinger, Melanie Brooks, and Jackie Leonard for working hard to pull this off. Congratulations to our honorees, pictured above from left to right: Michael Kuhn, Class of 2014; Ryan Curry, Class of 2012; Chris Treister, Class of 2013; and Josh Rosen, Class of 2021.
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