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MBS News Update - November 10

1 message

Maine Business School <mbs@maine.edu>
Reply-To: Maine Business School <mbs@maine.edu>
To: kimberly.sawtelle@maine.edu

Fri, Nov 10, 2023 at 10:59 AM

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MBS News

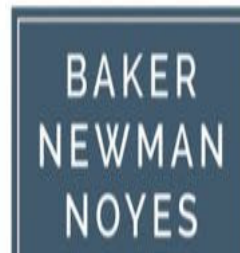
November 10, 2023

Guest Speakers

Last week, Dr. Pank Agrawal had Jon Glazier, a Bangor-based mortgage banker with LeaderOne Home Loans, speak to his FIN 352 class. Jon talked about home ownership and real estate investing in this high-interest rate environment. The implication of a recent court ruling on compressing the commission structure for realtors was also discussed. Jon is an MBS alum who graduated from UMaine in 2014.



Dayton Benway, managing principal at Baker Newman Noyes (BNN), visited Dr. Nadège Levallet's BIS 235 classes this week. He discussed BNN's information systems (IS) strategy and security practices, COVID-19's impact on the business from the IS and security perspective, and



offered some insights on the emerging role of generative artificial intelligence in the accounting industry.

Publications

Dr. Erin Percival Carter's paper, "[Consumers' minimum time investments in meaningful consumption](#)" was published in *Marketing Letters*, an A journal according to the ABDC rankings. This paper was co-written with Dr. Lawrence Williams, Dr. Carter's advisor at the University of Colorado Boulder, and Nicholas Light of the University of Oregon. The paper focuses on the perceived costs and benefits of meaning- versus pleasure-oriented experiences. The team found that compared to pleasure-oriented experiences, people expect meaning-oriented experiences to be more satisfying after meeting a minimum time investment (i.e., the perceived minimum amount of time needed to derive benefits from consumption; (study 1). As a consequence, people choose to prolong their exposure to meaningful (vs. pleasurable) experiences following interruptions (study 2).



Dr. Norm O'Reilly has co-published a paper in the journal *Sport, Business, and Management*. The paper "General manager and head coach exits in the NBA and the NFL" finds a correlation between a coach exiting and a GM exiting simultaneously, thus amplifying the importance of these two roles in enhancing or destroying the success of a club and supporting the need for a deeper understanding of both roles, particularly the GM. The results further highlight cultural differences across clubs regarding GM and coach turnover, a factor often heavily influenced by club ownership.

Dr. Billy Obenauer recently had his paper "Does blame always shift? Examining the impact of workplace safety communication language on post-accident

blame attributions for multiple entities," published in *Acta Psychologica*.

Student Engagement

On Monday, thirteen business students joined Matt Curtis and Dr. Jason Harkins at the Penobscot Valley Country Club for Doing Business and Golf. Students learned the basics of putting, driving, and golf course etiquette.



Presentation

This week, Dr. Jason Entsminger attended the Farmer to Farmer conference, where he was an invited presenter and panelist for a workshop on employee benefits options for small businesses. The conference was hosted by the Maine Organic Farmers and Gardeners Association (MOFGA) at the Sugarloaf Resort. MOFGA is the oldest and largest state organization for the organic industry in the U.S. and the conference and session included attendees from across New England. Fellow panelists alongside Dr. Entsminger included Michael Splane of Splane Insurance Solutions (and an MBS alum) and Taryn Marcus of Sheepscot General Store and Farm. Special thanks go to colleague Dr. Billy Obenauer who shared useful resources in preparation for the session!

Upcoming Events

Personal Branding Day: November 15, 2 - 3 pm, DPC 205

This is the last chance students have this semester to have their professional headshot taken and sign up to receive 25 free MBS Networking Cards!

Friendsgiving: November 15, 6:30 pm, DPC Atrium

We're inviting our first-year students to join us for a meal in the DPC Atrium before Thanksgiving Break. If you'd like to join, please get in touch with [Julia](#)

[Van Steenberghe.](#)

Explore Careers Casually: November 16, 10:30 am - 12:30 pm, DPC Atrium

Students can learn about careers across various industries, such as banking and finance, marketing and advertising, sales, business services, and athletics. Please encourage your students to attend!



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