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MBS News Update - February 2

1 message

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Fri, Feb 2, 2024 at 10:33 AM

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MBS News

February 2, 2024

Faculty and Student Success



On Monday, January 29, Professor Buffie McCue-Quinn and junior dual Sport Management and Marketing major Lucas Ronco presented to the Board of Trustees about how the MBS implements Advanced Research Learning Experiences (RLEs) for students in their second to fourth year. To date, MBS has offered two Advanced RLEs - one with Northern Light Health and one with Wyman's. Quinn highlighted how the RLE Corporate Classroom is entrepreneurial and aims to teach students that failure is the catalyst for learning and discovery. Using the consulting practice model, where organizations task special teams with solving an ambiguous challenge, Quinn mirrors that concept in the classroom with students. Ronco shared with the board how the MBS Advanced RLEs expanded his understanding of how all organizations need business functions. For instance, before enrolling in the courses, he would not have considered health care or blueberries top of mind when considering a business career. Ronco also reported how creating potential solutions for an organization that may come to fruition brings a unique aspect of putting theory into practice.

In the News

The Maine Campus highlighted five student organizations, and Women in Business was one of them! [Read the story here.](#)

Publications

Drs. [Muralee Das](#) and [Norm O'Reilly](#) have had their paper, "National Sports Networks Rights Fees: The Influence of Fantasy Sports Participation and Women's Sports Content," accepted for publication in the *International Journal of Sports Marketing and Sponsorship*.

Dr. [Xinhui "Gabe" Huang](#)'s paper titled "The hidden cost of silence: How delayed cyberattack disclosure erodes firm profitability" was published in *Applied Economics Letters*, an ABDC-listed journal. "In our study, we have identified an inverse correlation between disclosure delays and firm profitability, which we attribute to information asymmetry," Dr. Huang says. Additionally, the team found that the presence of a Chief Information Officer (CIO) can mitigate this negative impact. Furthermore, their research shows that delayed disclosure has adverse effects on CEO compensation. "Importantly, our findings remain robust when considering

alternative measures of disclosure delays and profitability. We believe this paper sheds light on the detrimental effects of delayed cyberattack disclosures, with significant implications for cybersecurity practices, regulatory frameworks, and risk management strategies."

Conference Presentation

Drs. Muralee Das and Norm O'Reilly will present "The Determinants and Differentiators of Lifetime Value of Professional Team Sport Athletes: A 55-Year Study (1963-2018) of the National Hockey League" at the North American Society for Sports Management Conference in Minneapolis at the end of May.

Student Organizations

SPIFFY club members achieved a record all-time high with \$4,350,045.43 of assets under management at the end of January 2024, beating its last high at the end of October 2021.

"I have never seen so many students in SPIFFY

as in this academic year," says Dr. Sebastian Lobe, SPIFFY advisor. "We have been on an

excellent trajectory for years. It has not been an overnight success but a continuous improvement. We have great team members today, and the team members in the past have also been great. The climate in SPIFFY has been positive, welcoming, friendly, and productive. This financial milestone was a long time in the making, and therefore, we are very excited to achieve our next portfolio milestones."



MBS Corps students Aidan Peters, Lily LaCasse, Ram Adalja, Alex Goniatis, and Sam Bolosky, ran the Chuck a Puck fundraiser at the men's ice hockey game on January 20th.

Upcoming Events

UMaine Career Fair: Wednesday, February 14, 10 am-2 pm

This annual event will again be held in the New Balance Student Recreation Center.

Doing Business at a Sporting Event: Friday, February 16, 5-8 pm

Forty students will be welcomed to participate in this event that aims to practice how to do business at a UMaine women's ice hockey game. We'll utilize four boxes and have professionals staffed in each for our students to network with. [Please encourage your students to register.](#)



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