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## **MBS News, February 16, 2024**

Maine Business School

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## MBS News Update - February 16

1 message

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

Fri, Feb 16, 2024 at 9:59 AM

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## MBS News

February 16, 2024

### Guest Speaker

S.Sgt Cole DuBois, a recruiter with the Maine National Guard and former UMaine HR student, visited MGT 330. He spoke to Dr. Billy Obenauer's students about his experiences as a recruiter and how they relate to their learning in class.

### Publications

Dr. Xinhui "Gabe" Huang's latest publication, "Navigating trade policy uncertainty: Conservatism in cash holding and investment," has been accepted by *Applied Economics*, an



A-rank journal according to the ABDC list. This paper explores the influence of trade policy uncertainty (TPU) on critical corporate strategic decisions, focusing particularly on cash holdings and investment choices. "Our findings reveal that firms tend to adopt



conservative cash policies as pure cash holdings increase while cash equivalents decrease in response to heightened TPU," says Dr. Huang. "Furthermore, we observe a stronger positive link between TPU and cash holdings for firms facing higher product market threats and those that are less vertically integrated. Additionally, TPU adversely impacts a firm's long-term strategies, leading to reduced capital investments and employment growth." The team also highlights the link between increased TPU, reduced incentives for risk-taking by CEOs, and an increase in doubtful accounts, underscoring the importance of effective risk management practices for firms.

Dr. Qiujie "Angie" Zheng's paper "[US consumer preferences and attitudes toward seaweed and value-added products](#)" was recently published in

*Agribusiness: An International Journal*. I am very excited about this paper since this topic is directly related to Maine's aquaculture sector. Seaweed, a novel food in Western cuisine, is gaining popularity, and seaweed farming in the United States is an emerging and fast-growing aquaculture segment. This



paper provides a comprehensive understanding of US consumers' preferences and attitudes toward seaweed and value-added seaweed products. Specifically, the study focuses on two distinct consumer groups: those who consume seaweed and those who do not. It includes separate analyses for each group to compare their attitudes and examine the characteristics and factors affecting their attitudes. This paper summarizes the different characteristics of seaweed consumers and nonconsumers. The results show that the seaweed consumers' knowledge of seaweed and perceptions of seaweed quality, price, and availability positively affect their intentions to try a new product flavored with seaweed. Nonconsumers have unique reasons for not consuming seaweed, several of which are associated with their intentions to try a new seaweed

product.

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## Upcoming Events

### **Wellbeing Wednesday FAFSA Workshop: Wednesday, February 21, 5-6 pm DPC 205**

First in our new Wellbeing Wednesday series is a FAFSA workshop led by UMaine's Office of Financial Aid. This is open to all MBS students and no registration is required.

### **Personal Branding Day: Thursday, February 29, 12-1 pm, Student Success Center**

Students can drop in and have their professional headshot taken and sign up to receive 25 free MBS Networking Cards.

### **LinkedIn Workshop: Thursday, February 29, 5-6 pm, DPC 205**

Dr. Billy Obenauer will lead a LinkedIn workshop for students looking to better represent themselves on this social platform.

### **MaineMBA Alumni Awards and Business Forum: Thursday, March 28, 5:30-7 pm, 300 Fore Street**

Keynote speakers for this annual event will be Amanda Rector, Maine State Economist, and Michael Bourque, President and CEO of MEMIC. If you haven't already registered, you can [click here to do so!](#) Hope to see you there.

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