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MBS News, April 12, 2024

Maine Business School

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Faculty Success

Dr. Nory Jones was recently awarded UMaine's Black Bear Award for Extraordinary Impact. Since joining the Maine Business School in 2001, Dr. Jones has dedicated about 10,000 hours to community service, which includes advising nine clubs, participating on 20 committees, and supporting six organizations. Her efforts involved collaborating with hundreds of students, faculty, staff, and community members. Click here to read more.

Congratulations to the following faculty members for their promotions. We look forward to celebrating these achievements at an informal happy hour after the faculty meeting on April 26.
Muralee Das - Promoted to Associate Professor of Management with tenure
Nadège Levallet - Promoted to Associate Professor of Management and Information Systems with tenure
Billy Obenauer - Promoted to Associate Professor of Management with tenure
Susan Myrden - Promoted to Full Professor of Marketing
Stefano Tijerina - Promoted to Senior Lecturer with Just-Cause Protection
Quijie “Angie” Zheng - Awarded tenure at the current rank of Associate Professor of Business Analytics

Dr. Tanya Beaulieu and Dr. Nadège Levallet were invited to contribute to the submission of a $3,000,000 NSF-Future Manufacturing Research grant proposal with various UMaine entities, including the College of Engineering, the Advanced Structures and Composites Center, the Advanced Manufacturing Center, the Department of Communication and Journalism, and the School of Economics. The proposal, "Revolutionizing Metal Casting through Convergent Research for a Sustainable Future (RECAST)," was developed by Dr. Philip King from the Department of Mechanical Engineering. Dr. King asked Dr. Beaulieu and Dr. Levallet to join the collaborative research grant proposal to lend their expertise on the organizational impacts of technology.

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### Student Success

Kian Murray and Victor Ostman have been honored with the MBS Outstanding
Graduating Student and Outstanding Graduating International Student awards, respectively. UMaine News has published a feature on each student at UMaine who was honored with this designation, and you can read more about each of them here.

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**Presentations**


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**Publications**

Dr. Norm O'Reilly and Ph.D. student Caroline Parras have co-authored a recently published paper. "Nostalgia-based marketing campaigns and sport participation" is published in the *International Journal of Sports Marketing and Sponsorship*.

Dr. Dmitri Markovitch and Dr. Rusty Stough authored a paper with Donling Huang from Cal State University-Northridge that has been accepted for publication in the *Journal of Retailing and Consumer Services*. "Consumer reactions to chatbot versus human service: An investigation in the role of outcome valence and perceived empathy" has also been accepted for presentation at the Frontiers in Service 2024 Conference.

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**Student Organizations**

AMA
Seth Poplaski, a sports photographer with UMaine Athletics, presented in the weekly AMA meeting on Wednesday. Seth shared with students the importance of telling a story through photographs. Seth taught students how pictures should tell a story, going over the exposure triangle and explaining that you don’t always need expensive gear to get a good shot.

Events

Wellbeing Wednesday: Yoga, Wednesday, April 17, 5-6 pm, DPC 205
This end-of-semester wind down will be led by Pause Massage Therapy. All MBS students are welcome, but we are asking them to register: https://form.jotform.com/240854232508050

Annual Honors and Awards Ceremony, Friday, April 19, 3-5 pm, DPC 100
Join us for this annual celebration, where we will be inducting new students into BGS, honoring our student organization leaders and students who have completed an internship, and recognizing students and staff with awards.