

in Filo's previous research. They examined eight motivational variables, including socialization, the need to help others, reciprocity, self-esteem, and the desire to improve the charity. "To make a long story short, the study points to the social and physical aspects of participation interacting with the need to help others. This interaction creates attachment to the event," notes Filo. "We believe that participants are experiencing and identifying with a shared sense of community. It is drawing them back to these events year after year." In the next phase of his research, Filo will investigate this shared sense of community's outcomes, including social engagement, social empowerment, and social change related to the charitable cause.

Filo completed his Ph.D. degree in Sport Management last year from the Griffith Business School at Griffith University in Queensland, Australia. In 2008, he and his coauthors received the Best Paper Award at the Sport Marketing Association's annual International Conference. His research has also appeared in the *Journal of Sport Marketing*, *Sport Marketing Quarterly*, and the *International Journal of Sport Management and Marketing*. He earned a master's degree in education from the University of Texas at Austin in 2004 and a B.S. degree from the University of Wisconsin in 1998. Throughout the final year of his master's program he held an internship with the Lance Armstrong Foundation (LAF), founded in 1997 by the champion cyclist and cancer survivor to combat the physical, emotional, and social challenges of cancer.

**Sporting wristbands for charity.** "After earning my master's degree in May

of 2004, I went to work full-time as the foundation's merchandising coordinator," Filo recalls. "The foundation was in the process of launching an e-commerce site that offered t-shirts, cycling gear, and other merchandise. I had expected to work with suppliers and to manage the e-commerce supply chains. I did do those things, but at a very different pace than anticipated." That's because the foundation, in partnership with Nike, launched the LIVESTRONG wristband campaign at the same time that Filo started his position. The LIVESTRONG wristbands became an immediate sensation, hurtling past a \$5 million sales goal in six weeks.

"It was a perfect storm that brought together brilliant marketing by Nike, Lance's victory that year in the Tour de France, early adoption of the wristbands by celebrities, and visibility of the wristbands at the Summer Olympics in Athens," explains Filo.

After a month and a half, when demand for the wristbands had far outstripped supply, their scarcity fueled still further demand, he recalls. For Filo and the foundation, it was a heady supply chain and distribution challenge, which they eventually did meet. Thirteen months after the wristbands' launch, their sales reached over \$55 million. According to Filo, the LIVESTRONG wristband phenomenon and the subject of Filo's current research share common ground: "Like walking, running, or biking for charity, wearing a wristband that you have purchased reinforces a personal attachment to the cause that it represents. It helps you to identify with it on a very personal level."



## Isenberg Researchers Develop Large-scale Computer Model of Electric Power Supply Chains in New England

Researchers at the Isenberg School have developed a computer supply chain model that captures the intricacies of both the economic network transactions and the physical network transmission constraints in electric power generation and distribution. The study, *An Integrated Electric Power Supply Chain and Fuel Market Network Framework: Theoretical Modeling with Empirical Analysis for New England*, includes an empirical application of the general framework to the New England electric power supply chain, consisting of 6 states, 5 fuel types, 82 power generators, 573 generating units, and 10 demand market regions.

The research team, based at the *Virtual Center for Supernetworks* at the Isenberg School, consisted of Professor **Anna Nagurney**, the center's director, and **Dr. Zugang Liu**, who received his PhD from UMass Amherst and is now an assistant professor at Penn State Hazleton.

You can read a preprint of the study, to be published in the journal *Naval Research Logistics*, via the following link:

<http://supernet.som.umass.edu/articles/LiuNagurneyNRL.pdf>



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