

Oral Defense Announcement

University of Missouri – St. Louis Graduate School

An oral examination in defense of the dissertation for the degree
Doctor of Business Administration with an emphasis in Leadership

Nathan Pennington

Master of Business Administration, Purdue University, 2020
Master of Science in Sport Administration, University of Northern Colorado, 2004
B.A. in Physical Education, December, Malone University, 2000

Ways to Prevent Moral Disengagement in YouTube Content Creators: A Role for Empathy and Self-Compassion

Date: November 17, 2023
Time: 1:00 p.m. to 3:00 p.m.
Place: Room 106, Anheuser-Busch Hall

Abstract

To assess the role empathy and self-compassion plays in weakening the relationship between stress and moral disengagement in digital entrepreneurs (e.g., YouTube content creators). The overall goal is to prevent moral disengagement in digital entrepreneurs. We want to focus on the (positive) traits linked to entrepreneurial mindset (e.g., desire for status/need for venture legitimacy) and discuss how these traits may potentially lead to increased levels of stress. The notion is that desire for status and need for venture legitimacy in the new content creation economy, while positive, in an extreme case, without the use of empathy and self-compassion, may degrade into elements of moral disengagement in YouTube content creators. The research contributes to a more thorough review of the stresses experienced by YouTube content creators and methods to mitigate and lessen the number of counterproductive behaviors that may lead to higher burnout, loss of monetization and stagnated channel growth.

Keywords: amoral manipulation, empathy, entrepreneur mindset, moral disengagement, self-compassion, venture legitimacy

Defense of Dissertation Committee

Matthew Taylor, Ph.D.
Stephanie Merritt Ph.D.
John Meriac, Ph.D.