Spring 2022

MBS Weekly News, Spring 2022

Maine Business School

Faye Gilbert
Dean, Maine Business School, University of Maine

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From the Dean

Business students will return to Orono, Portland, and online in record numbers on Tuesday. Faculty members in the Maine Business School and Graduate School of Business continue to excel in scholarship, teaching, and service -- the hallmarks of an academic career. Members of our Advisory Board and community continue to connect and find ways to enrich our understanding of the perspective of organizations and employers. Together we can overcome any challenge as we find ways to enrich learning and enhance our skills. We are UMaine and provide one of the best AACSB-accredited business programs globally. Thank you for the many ways you support our efforts.

- Faye Gilbert, Ph.D.
Publications

Stephen Jurich, Ph.D., Assistant Professor of Finance, is a co-author on an article that is forthcoming in the *Journal of Economics and Business*. In “Initiating contact in merger negotiations: Who leads and who follows?” Dr. Jurich examines the determinants of the managers’ choice of negotiating procedure when firms merge.

Dr. Nadege Levallet has co-authored a paper that was recently accepted for publication in *MIS Quarterly Executive*. The paper is titled “Leveraging Digital Platforms for Strategic Advantage: Lessons Learned from Instacart.”

Nadège Levallet, Ph.D. and Norm O'Reilly, Ph.D. are co-authors on an article that was recently accepted for publication by the *International Journal of Sport Management and Marketing*. The title of the article is “A dynamic capabilities view of the NBA and esports.”

Norm O'Reilly, Ph.D., Dean of the Graduate School of Business, is included in the newly released *Elsevier Encyclopedia for Sport Management*. Dr. O'Reilly authored the section on sponsorship evaluation. From the publisher: This excellent resource contains 330 entries from 250 leading experts in sport management. The entries cover managerial, finance, marketing, technology, and organizational behavior topics and communication, legal, historical, sociological, and strategy topics related to the sports industry.

Dr. Norm O'Reilly shared his thoughts about the Evolution of Marketing in his newest opinion article in the *Sports Business Journal*. O'Reilly, along with longtime writing partner Rick Burton from Syracuse University, presents tantalizing thoughts about how sports industry professionals and sports scholars can work together to enhance the relatively new industry.

Awards

Dr. Nadege Levallet co-authored a paper that was recently recognized with a TISR Innovative Research Approach Award from the "This IS research" podcast producers, Dr. Nick Berente and Dr. Jan Recker, two prominent information systems researchers. "Following the MAP (Methods, Approaches, Perspectives) in Information Systems Research" was published in 2021 in
Information Systems Research. The award recognizes this paper as employing a particularly novel and clever method or approach to their research.

In the News

Dr. Jason Harkins recently spoke with the Bangor Daily News about the growing number of Maine companies being sold to national firms. Harkins said a consolidation trend in which larger organizations acquire local businesses can be seen in more established industries. "Once the market kind of matures and stabilizes, and the business model's pretty well-known, they tend to move toward a concentrated set of winners with a relatively high percentage of the market," he said.

Presentations

On January 4th, Dr. Jason Harkins, Associate Dean for the Maine Business School and Graduate School of Business, spoke to the Bangor Rotary. He talked about trends and opportunities around entrepreneurship and start-ups in our region.

Event

The Graduate School of Business will be releasing a video of the inaugural MaineMBA Alumni Awards event virtually on January 20 at 5 p.m. Kate Snyder, Mayor of the City of Portland will be the keynote speaker. Joining her with remarks will be Chancellor Dannel P. Malloy, President Joan Ferrini-Mundy, Provost John Volin, and Chairman of the Harold Alfond Foundation, Greg Powell. For more information and to RSVP for a link to the video, please click here: https://umaine.edu/business/gsbevents/.
From the Dean

Following the holiday season, things are back to full speed as we started the Spring 2022 semester off with a bang with our inaugural MaineMBA Alumni Awards presentation. The event was highlighted by a number of distinguished speakers and four award winners of note. While this was the first such event, it is the first of many, as we plan to acknowledge the alumni from both the UMaine and USM MBA programs that were the roots of the MaineMBA. In this week's news you'll not only see a link to watch the awards presentation, but you'll learn about cutting edge research by Dr. Patti Miles and meaningful student feedback on the textbook used in Dr. Billy Obenauer's class. These are two great examples that describe just how wonderful it is to see our faculty and students engaged in this level of work.

- Norm O'Reilly, Ph.D.
Publications

Dr. Nadège Levallet has had her paper "Uncovering a new form of digitally-enabled agility: An improvisational perspective" accepted for publication in the *European Journal of Information Systems*.

Dr. Norm O'Reilly has co-authored the third edition of *Canadian Sport Marketing*. The team of authors has comprehensive professional experience in the Canadian sports sector. This is the only text focusing on Canadian sport marketing, and this edition includes contributions from more than 40 sport industry executives and experts.

Dr. Manuel Wörsdörfer, Assistant Professor of Management and Computing Ethics, has had his paper titled "What Happened to 'Big Tech' and Antitrust? And How to Fix Them!" published in *Philosophy of Management*.

Research

From January 2-7, Dr. Patti Miles had the honor of working with U.S. Navy SEAL candidates as part of her (and the team's) continued research to make a more scientifically rigorous process for choosing candidates. On this visit, the team interviewed 90 SEAL candidates that did not make it through training. In the same visit, the SEAL leadership asked Dr. Miles and the team to accompany the special warfare recruiting team to attempt to integrate their measures to assess future candidates. "On the surface, this is not that big of a deal, but the SEAL community is very closed to outsiders," Dr. Miles says. "The idea that
the community not only appreciates our work but wants us to help make the system better is nothing short of amazing." The interviews conducted with those who did not make it through the program will be used in conjunction with the interviews they had done previously with candidates who made it through the training. "Our interviews with the DORs - Drop on Request - were so interesting, informative, and enlightening. Even the guys who don't make it are humble, hard-working, and so respectful. It really is just so interesting to try and figure out what makes college graduates, professional athletes, and investment bankers give it all up to enlist to become a Navy SEAL."

Photo from left: Patti Miles, Celeste Lunig (head of the Ethics Development Team at the Naval Academy), Deirdre Dixon (University of Tampa - Management and Leadership Department), Landrew Ledford (Chair of the Leadership and Ethics Department at the Naval Academy and a Navy SEAL with 9 deployments)

In the Classroom

Students in Dr. Billy Obenauer's Principles of Management classes have been working with the publisher and authors of their textbook to improve the use of inclusive language and examples. After reaching out to the publisher regarding concerns over the language used in the textbook, Dr. Obenauer had several discussions with his classes about these concerns and why it was essential to address them.

As dialogues with the publisher and authors progressed, one of the textbook authors invited direct feedback from Dr. Obenauer's students. Students were grateful for the opportunity and provided suggestions, such as discussing relevant issues about diversity, equity, and inclusion (DEI) in every chapter of the book and providing a mechanism for students to easily give feedback about making newer editions of all textbooks more inclusive.

The publisher positively received the feedback provided by UMaine students. The publisher has already made some modifications to online resources with a commitment to review other concerns raised as they prepare the next edition of the
textbook. "This is a great example of how we can collaborate to address issues related to DEI," Dr. Obenauer says. "I hope this example inspires others to positively and proactively work to address opportunities to improve inclusion in higher education."

### MaineMBA Alumni Awards

If you missed the launch of our awards video last night, please feel free to watch the recording at your convenience by clicking here. A big thank you to Connor Blake, Taylor Boucher, Jamie Ballinger, Melanie Brooks, and Jackie Leonard for working hard to pull this off. Congratulations to our honorees, pictured above from left to right: Michael Kuhn, Class of 2014; Ryan Curry, Class of 2012; Chris Treister, Class of 2013; and Josh Rosen, Class of 2021.
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From the Associate Dean

This week we are celebrating faculty engagements with new efforts. The Maine Business School and Graduate School of Business selected 7 faculty from a variety of disciplines to support in their research initiatives. Their efforts, alongside efforts to be innovative in communicating with our communities, mean that the Maine Business School is having an impact on society. If you haven't already, please check out the inaugural MaineMBA Alumni Awards to see the incredible accomplishments of UMaine and USM MBA graduates!

- Jason Harkins, Ph.D.

Research
This term, the Maine Business School and its Graduate School of Business will support six exciting research projects (identified below). These projects represent UMaine and USM faculty working on creating new knowledge and developing innovative processes and approaches for our communities.

- Qiujie "Angie" Zheng: Consumers' Valuation for Lobster Harvested Using Ropeless Technology to Reduce Right Whales Entanglement and Extinction
- Ikechukwu "Ike" Ndu: Predicting Fraudulent Financial reporting in Listed Emerging Market Companies using Discretionary Accrual-Based Models
- Jie Li: Followers' Leader-Associated Relational Identification as Contingent Factor for the Effects of Leader-Member Exchange Social Comparison
- Nadège Levallet and Qiujie "Angie" Zheng: Technologically-enabled Innovation in Aquaculture: An Organizational and Consumer Perspective of Maine's Oyster Sector
- Erin Percival Carter: Consumer Psychology and the Fibershed Movement

Presentations

[Image: Dr. Norm O'Reilly]

Dr. Norm O'Reilly was a panelist sharing practical advice on top sponsorship measurement tips and strategies presented by SponsorshipX. This live event featured sponsorship industry experts from around the world representing the NHL, New York Jets, and Tata Consultancy Services, to name a few.

Dr. O'Reilly hosted episode 4 of his Sunday Night Huddle series. He discussed the top 10 trends to be aware of post-COVID and featured a special guest, Stephen Merrill. Stephen is a UMaine alum and founder of Promise LLC. You can watch the video here or find it on podcasts anywhere.

This semester, Dr. Stefano Tijerina, Lecturer in Management, will be part of the Human Dimensions of Climate Change Film Series lineup. This event series is...
co-sponsored by the Department of Anthropology, Climate Change Institute, and Fogler Library. On March 22, Dr. Tijerina will facilitate a discussion about *Landfall*. This film offers a portrait of collective trauma and resistance during the protests post-Hurricane Maria in Puerto Rico. Featuring intimate encounters with Puerto Ricans and newcomers flooding the island, *Landfall* reflects on a question of contemporary global relevance: When the world falls apart, who do we become? The film will take place at 6 pm via Zoom, and registration is required to join in. Please RSVP here. To learn more about the film, click here.

**Awards**

Last week we released the video presentation of our inaugural MaineMBA Alumni Awards. Interested in learning more about the four outstanding alumni who were honored? Check out the story on our website!
Go Big. Go Blue. Go Business.

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From the Dean

The Maine Business School is noted for its ability to connect with others. This week, we find connections between faculty members and professionals in Canada, a UMaine student for a publication about social media, and our aquaculture industry on farm-raised seaweed products. The Diversity, Equity, and Inclusion committee is hosting a virtual screening of Trace the Line to call our community together to commemorate Black History Month. This is a special place where faculty, staff, and friends make a difference -- We are UMaine.

- Faye Gilbert, Ph.D.

Presentations
Last week, Dr. Stefano Tijerina was a panelist for a New England Canada Business Council webinar. The event, Border Webinar Reunited States: Onward and Upward, featured leading academics from the U.S. and Canada as they talked about the past and future of the border closure due to COVID-19. The panelists discussed such questions: How did the border closure reshape New England and Eastern Canada communities? What are the economic and social prospects for our respective communities now that the border is reopened? What are the continental implications and lessons learned from this region and across the U.S./Canada border?

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**Publications**

Dr. Faye Gilbert, Dr. Jason Harkins, Dr. Pankaj Agrawal, and Taylor Ashley had their article accepted in the *International Journal for Business Education* (IJBE), titled: "Internships as Clinical Rotations in Business: Enhancing Access and Options." The work will inform the next steps in pilot testing a clinical orientation for internships to scale up numbers and access to business partners based on best practices in medicine.

Dr. Rusty Stough has had a paper accepted for publication in the *Journal of Consumer Behavior*. Dr. Stough wrote the paper "When Influencers Are Not Very Influential: The Negative Effects of Social Media Verification" with a former student, Jazlyn Dumas, Class of 2021. Their research investigates the perception of verification in the context of social media influences, a topic relatively absent from the literature despite the billions of dollars spent on partnerships. Specifically, the authors investigate if consumers perceive verification as more directly associated with credibility or celebrity. This topic was part of Jazlyn's AI Fellowship research award from CUGR.

Dr. Stefano Tijerina has an article published in the most recent issue of *Maine Policy Review*. "Imagining Maine's Economy in a Postpandemic World" appears in Volume 30, Issue 2 (2021).
Consulting Project

Dr. Qiujie "Angie" Zheng worked on a consulting project about "Consumer perceptions, preferences, and attitudes about domestic farm-raised seaweed products" for the Atlantic Corporation and Maine Aquaculture Innovation Center. This project analyzes U.S. consumer survey data using descriptive and predictive analytical tools and provides meaningful insights into consumer perceptions, preferences, and purchase intentions for seaweed products. The insights will equip Maine seaweed farmers and producers with potential business strategies for producing and promoting seaweed products to meet U.S. consumers' needs.

Event

In celebration of Black History Month, the Maine Business School will present a special virtual screening of the documentary film, Trace the Line, on Wednesday, February 16, at 6:30 p.m. This film was produced by Bravebird, an indigenous and female-owned production company. A Q&A with the producers, Alejandro Miranda Cruz and Noel Miranda, will follow the screening. Read the press release here. Click here for a link to join.
Special Event

In celebration of Black History Month, the Maine Business School will present a virtual screening of the documentary film "Trace the Line" at 6:30 p.m. TOMORROW (Feb. 16). "Trace the Line" is a powerful narrative that follows the lives of two artists, one Black and one white. These characters forge a relationship through the tumultuous year of 2020, showing what needs to happen for these two communities to work together and not against each other. A Q&A with the filmmakers will follow the screening. Click here to watch a trailer of the film and to join this free screening.
MaineMBA Alumni Awards

It was exciting to host our first MBA Alumni Awards event last month, and we appreciate everyone who was able to join us. If you missed the event, you can watch the recording here. “The inaugural MaineMBA Alumni Awards event was an important landmark for the Graduate School of Business. We were pleased to honor alumni of the MaineMBA as well as those who graduated from our founding programs, the University of Maine MBA and the University of Southern Maine MBA,” says Dr. Norm O’Reilly, Dean of the Graduate School of Business.

We honored four MBA alums with the following awards:

- Distinguished Alumni Award: Michael Kuhn, Class of 2014
- Outstanding Accounting MBA Alumni: Ryan Curry, Class of 2012
- U40 Award: Chris Treister, Class of 2013
- Dean’s Award: Josh Rosen, Class of 2021 and 2022

Click here to read more about the accomplishments of our award winners.

Meet our #UMaineMergers!

A UMaineMerger is a couple where both partners graduated from the Maine Business School or Graduate School of Business. We wanted to highlight these duos to help spread some love around Valentine's Day. For more info about each, find their posts on Instagram or Facebook (and give us a follow while you're there).
MBS Swag

Many of you have asked about how to get your hands on some Maine Business School swag. We're pleased to share that the UMaine Bookstore is now selling MBS-branded long sleeved t-shirts and quarter zip sweatshirts! Head on over to the bookstore to purchase or order online!
MBS Ambassador Morgan Bui

MBS Ambassador Nick Poulin

Featured Students & Alumni

When we say you can earn your MaineMBA from anywhere, we really mean it! Meet Corey Sampson. He's currently earning his MBA from an oil rig! Read his story...

We're thrilled to welcome UMaine and Maine Law alum Gary Thorne to the Maine Business School Advisory Board. Read our story here...

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From the Dean

This week finds us completing the first presentation to our Corporate Colleague, Walgreens, with thanks to Dean Norm O'Reilly! You will also find faculty inviting professionals into the classroom and our Internship Coordinator, Taylor Ashley, arranging Experience Careers Casually, one meaningful interaction at a time. Research presentations on Health Engagement exemplify the type of scholarship that makes a difference in this world, with thanks to Dr. Myrden for the example. We are UMaine and we do provide one of the best business programs in the world to over 1,600 students.

- Faye Gilbert, Ph.D.
In the Classroom

**Dr. Sebastian Lobe** recently welcomed two guest speakers to his Financial Derivatives and Fixed Income class. Angie M. Holbrook and Corey N. Bronner are CFAs and partners at Champlain Investment Partners. SPIFFY students also participated in this presentation. “The students learned a great deal from these experienced partners working at a firm with $22.5 billion in assets under management,” Dr. Lobe says. “This shared event was a great success.”

Kayla Dunn, Mortgage Loan Officer at Bangor Savings Bank and MBS Class of 2012, joined Buffie McCue-Quinn's Principles of Management and Organizations this week. She spoke to students about how to be conscious about their credit scores, the pros and cons of purchasing a home vs. renting, and how to manage student loans in preparation for buying a home in the future.

Presentations

**Dr. Norm O’Reilly** led our first webinar for Walgreens employees. As a Corporate Colleague, the Maine Business School and Graduate School of Business are welcomed to share expertise through webinars targeting Walgreens employees. Dr. O’Reilly’s presentation was called Business Trends in 2022 and Beyond. He will lead a 15-participant Career Development Workshop with Walgreens employees in March.

**Dr. Susan Myrden** has had a paper accepted to present at the AMA SERVSIG Conference in Glasgow, Scotland this June. Her paper, “Health Engagement: An Examination into Cultural Drivers”, investigates individual factors in health-related attitudes and behaviors. The authors provide actionable insights for international policymakers, public health actors, and business managers who seek to drive health engagement to improve overall public health.
Professional Development

The Explore Careers Casually Lunch and Learn series aims to connect MBS students with employers who represent a variety of industries. The goal is to highlight the array of early career positions and career paths for business students. The first two sessions focused on the insurance and banking industries and were led by Cross Insurance and Bangor Savings Bank representatives. Twenty students took part in these first two events. The remaining three sessions of the semester will include representatives from Cintas (3/3), Enterprise (3/10), and Vigilant Capital (3/24). Pictured here is David Pease from Bangor Savings Bank.

Student Organizations

SPIFFY
SPIFFY welcomed guest speaker and SPIFFY alum George Pullen to their meeting last week. George is a Senior Economist with the U.S. Commodity Futures Trading Commission, Chief Economist of the MilkyWayEconomy, and an adjunct professor at several universities. SPIFFY members enjoyed the lively and interesting talk as George pointed out that career paths are not usually as linear as his career path exemplifies.

Beta Gamma Sigma
On Wednesday, Beta Gamma Sigma celebrated Founders Week by setting up a table in the DPC Atrium to hand out cookies. Nick Poulin, BGS President, and Mikayla Reynolds, BGS VP represented BGS by sharing info with current students.
From the Dean

UMaine, as you know, is now classified as R1, a top-tier research institution in this country. Business faculty also complete scholarship that provides new knowledge and assists organizations in applying those insights to their operations and services. In this edition, you see that business faculty are contributing to our understanding of artisanal food experiences, sponsorships in sports, artificial intelligence, and do-Calculus (someone explain that one to me). We are now considered by US News to be #40 in the nation for our BSBA online degree in management, #84 in the nation for our online MBA, and #43 in the world for our MBA by CEO Magazine. Go Big! Go Blue! Go Business! Go UMaine!

- Faye Gilbert, Ph.D.
In the News

UMaine News published a story highlighting research by Drs. Stephanie Welcomer and Erin Percival Carter. Their paper "Designing and Distinguishing Meaningful Artisan Food Experiences" was published in the journal Sustainability in July 2021. The Portland Press Herald picked up this story and published it in their business section.

MBS and GSB guest speakers were highlighted in this UMaine News story.

BNN Bloomberg recently interviewed Dr. Norm O'Reilly for a story about Olympic sponsorship deals.

Publication

Dr. Yonggang "Tim" Lu has a co-authored paper accepted for publication in the European Journal of Operational Research, one of the most prestigious journals in operations management and research and ranked first in this field on Google Scholar. This paper is titled "An Empirical Bayes Approach to Incorporating Demand Intermittency and Irregularity into Inventory Control". In this paper, Dr. Lu developed a novel analytical approach to forecasting customer demand for spare parts in the condition of strong interdependent demand intermittency and highly irregular distribution of demand size. Dr. Lu collaborated with his co-authors to apply this approach to a large spare parts portfolio of 50,000 stock-keeping units managed by an auto spare parts distributor that could result in inventory cost savings of nearly $10 million.

Presentations
On February 16, Dr. Norm O'Reilly gave the keynote presentation to the Canadian Forces Morale and Welfare Services (CFMWF) Sponsorship Committee. Dr. O'Reilly talked about the effects of COVID-19 on the sponsorship industry and forecasting for events post-pandemic.

Dr. Yonggang "Tim" Lu and Dr. Qiujie "Angie" Zheng had a paper accepted to present at the NEDSI 2022 Conference in Newark, NJ. The paper is titled "Introducing Causal Inference Using Bayesian Networks and do-Calculus". This paper is based on their teaching of BUA 685 Problem Solving and Decision Analysis, an elective course for MaineMBA students with the concentration in Business Analytics. In this paper, Drs. Lu and Zheng co-authored with Mr. Daniel Quinn, who is one of our MBA students, to propose a new instructional approach to teaching causal inference using Bayesian networks and Pearl's do-Calculus. Causal inference is one of the fundamental methodologies underlying artificial intelligence.

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**Rankings**

You may have noticed some new ranking badges floating about. This past month U.S. News & World Report has ranked our online BSBA program as #40 in the nation and our online MBA program #84. For the third year in a row, CEO Magazine has ranked the MaineMBA as a Top Tier program with a global ranking of #43. These consistent rankings show the quality of our faculty, students, and AACSB-accredited programs.
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From the Dean

As many of you know, Jason Harkins has been meeting with a round table of executives for the past year. The discussions of well-being have occurred after the Sally Helgesen presentation for Inspired Innovators last spring. It's become a much bigger topic, nationally, as people tune in to their mental, social, financial, physical, and overall well-being. We hope to have you and students complete a survey about well-being that will also be completed by employees for some of the larger employers of people in the state of Maine. We will host a webinar on April 6th, which will include insights from the survey as well as input from people who are working, as we are, to enhance well-being over time. It is so nice to see the Maine Business School and Graduate School of Business at the forefront of guiding next steps for these key areas. My thanks to Jason for his leadership and to you all for the partnership and encouragement for this next key event.

- Faye Gilbert, Ph.D.
UMaine Moment

Some of you may have seen that our Excel Certification story was shared on Wednesday as a UMaine Moment by the University of Maine Marketing and Communications Division. Here's a link to the story...

Publication

Dr. Jason Bolton collaborated with colleagues at Valparaiso University and the University of Applied Sciences and Arts of Western Switzerland for a recent publication in the journal Sustainability. Their paper is titled “Doing Well by Creating Economic Value through Social Values among Craft Beer Breweries: A Case Study in Responsible Innovation and Growth.” The researchers examined how craft breweries attempt to resolve tensions derived from pursuing economic and social values simultaneously. Findings from six craft breweries operating in Northern New England suggest a complex managerial dilemma involving (a) small-batch innovation for niche and mass production for growth, (b) responsible innovation for balancing local authenticity and geographical expansion, and (c) independent and business partnering. They further unpacked the tensions that operated at local and non-local levels.

Event
Inspired Innovators:
How do we enhance well-being?

Join us for an engaged virtual conversation about what organizations can do to enhance well-being.

Register today!

Join the Maine Business School and Graduate School of Business as we lead a discussion about well-being as part of the Inspired Innovators series. Dr. Jason Harkins will participate in a panel with representatives from BerryDunn, MEMIC, and MMG Insurance to talk about ways to enhance well-being for students and employers. This free webinar will be held on April 6 from 12-1 pm, and we encourage you to invite your students to participate. Click here to register: https://bit.ly/mbswellbeing
Grow your business with Mailchimp
From the Dean

As spring begins its slow march to warmer weather, we look forward to the pause that Break will bring next week. The accomplishments so far in 2021-2022 are impressive and given the continued cautions of a pandemic or endemic context, the faculty and staff are amazing. UMaine offers the world to its students in so many ways. Hope you enjoy reading a few of the steps as we all look forward to the breath of spring and the break.

- Faye Gilbert, Ph.D.

In the News

Dr. Norm O'Reilly shares insight about the effectiveness of sports sponsorship at the end of this Washington Post story about Putin and the Olympics.

https://mail.google.com/mail/u/0/?ik=6098647e0e&view=pt&search=all&permthid=thread-f%3A1727012260680396159&simpl=msg-f%3A1727012260...
David Barrett, Lecturer in Accounting, was quoted in this story for HerMoney about the 2022 tax brackets.

Presentations

Our Executive Dean, Dr. Faye Gilbert, has been working this week with Suzanne Mintz, the Vice President for Accreditation at AACSB, to deliver the Business Accreditation Seminar to deans and staff from across the U.S. The seminar provides an in-depth look at the AACSB Guiding Principles and 2020 Standards to enhance the ability of participants to shape their narratives as they develop stronger continuous improvement protocols for their colleges.

Dr. Norm O'Reilly held the second of two webinars for Walgreens on Friday, March 4th. This presentation focused on career development and was kept intentionally small to encourage participation and discussion.

Dr. Jason Harkins joined Dean O'Reilly for episode 5 of the Sunday Night Huddle. The duo discussed different ways businesses can generate revenue. The episode can be found here.

Last week Cintas was on campus giving a presentation during our Explore Careers Casually Lunch and Learn event. Two alums, Jacob Olson ('17) and Joel French ('04), talked to current BSBA students about Cintas, their Management Trainee program, and what their career paths looked like.

In the Classroom

On Wednesday, Dr. Sebastian Lobe hosted Stephen Gaspirini from the Commonfund Asset Management Investment team in his FIN 454 class. Stephen's primary responsibilities at Commonfund include the design, tailoring, and implementation of custom investment solutions for clients and client portfolio...
analysis and specialized analytical requests. In Dr. Lobe's class, Stephen talked about an array of topics within asset allocation from the endowment perspective.

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**Conferences**

Last week, Dr. Billy Obenauer participated in the Southwestern Academy of Management Conference in New Orleans, LA. Dr. Obenauer was given an award for the best paper in the HR/careers/diversity track for "Motivating Racial Diversity Efforts Through Executive Compensation." He also presented two other papers: "Is Women's Leadership Really Associated with Fewer Covid-19 Deaths? Re-Examining This Question Through the Use of Panel Data" and "The Impact of a Cognitively Taxing Workplace Environment on Efforts to Suppress Prejudice" and chaired one session. Dr. Obenauer's travel was funded by an award from the Bangor Savings Bank/LoRusso Faculty Development Fund. Thanks to the MBS swag Dr. Obenauer was wearing, he connected with UMaine alum Nakib Rahman, Ph.D., who was also presenting at the conference. Dr. Rahman earned his master's in Information Systems in 2003.

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**Event**
Inspired Innovators:
How do we enhance well-being?

Join us for an engaged virtual conversation about what organizations can do to enhance well-being.

Register today!

Please be sure to register for Inspired Innovators: Well-being, which will be held virtually on April 6th from 12-1 pm. Dr. Jason Harkins will be joined by representatives from BerryDunn, MEMIC, MMG Insurance, and Unum to discuss ways to enhance well-being for employers and students. Register here: https://bit.ly/mbswellbeing

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From the Dean

Commencement was wonderful. My sincere thanks to the faculty who attended a reception and one or more of the ceremonies. And, my goodness, our staff made the events and special moments look so easy when they took quite a bit of time. The woodallions are a great tradition as is the walk to the Field House. It is so much fun to honor UMaine students—they still have the humility to be grateful and it shows. Having faculty hand out the woodallions in the line was priceless!! Great work y’all!!

- Faye Gilbert, Ph.D.

Some Favorite Commencement Photos

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Check out the albums on our Facebook page for more MBA and BSBA commencement photos.
Publications

Dr. Norm O’Reilly’s 3rd edition of his Canadian Sport Marketing textbook was released last week. Published by Human Kinetics, this book is used widely in Canada.


Student Success

Elaine Thomas, a management major who is also a member of UMaine’s Honors College, is a recipient of a 2022 Maine Campus Compact Award. Maine Campus Compact is a coalition of 17 member campuses throughout the state whose purpose is to catalyze and lead a movement to reinvigorate the public purposes and civic mission of higher education. Each year, the Maine Campus Compact honors those who have made outstanding contributions to Maine campuses and communities through civic engagement, activism, service, and community involvement. Elaine was one of two UMaine students to receive a PILLARS (Philanthropy, Innovative, Learning, Leadership, Action, Responsibility and Service) Honorable Mention Student Awards, which recognize students who are actively engaged on their campus and in their communities. Read more...

Read our story about Nick Johnson’s CUGR research on China and the U.S.
economy. Dr. Stefano Tijerina was Nick’s faculty advisor on this project. “He has been a champion of International Business and found the topic so interesting that he was the only student that followed my advice and applied to the CUGR process,” Dr. Tijerina says. “Nick was funded for the research and pushed through with an excellent project.”
From the Dean

It's Spring Break and we are all hoping that our faculty, staff, and students are experiencing a bit of a change in the routine as they also work to prepare for the 2nd half! SPIFFY is invited to the Quinnipiac GAME forum for 2022, a distinctive honor. You will see the work and thoughts of our faculty and former faculty members in the news this week. We are also looking forward to the Inspired Innovators' webinar on Well-Being for April 6th and hope you are registered for that event. We are among a very few business programs that are having an impact, statewide and beyond, through our partnerships with organizations. Thank you for investing an hour to hear about well-being from the perspective of students and employers.

- Faye Gilbert, Ph.D.
In the News

Research on social media verification conducted by Dr. Rusty Stough, Assistant Professor of Marketing, and Jazlyn Dumas, Class of 2021, is highlighted in this story published by UMaine News. This study was also featured by Fox Bangor, Newwise, and Phys.org.

Dr. Norm O'Reilly co-authored an op-ed for the Portland Press Herald stating that the international athletic community needs to take more drastic measures to isolate Russia. The piece read, "This systematic ostracization of Russia from the global sporting community, including explicit denouncement by Russian and Belarusian athletes, will be a personal cost to Putin and will anger elite Russians who benefit from the prestige of sport. This could be the fuel needed to embolden ordinary Russian and Belarusian citizens to encourage an end to senseless aggression."

Research conducted by Dr. Jason Bolton, innovation area coordinator, was highlighted in this story published by the UMaine division of marketing and communications. The collaborative study, which also included Niclas Erhardt, the study's lead author and former UMaine faculty member in the Maine Business School, and Matthew Luth, both at Valparaiso University in Indiana; and Carolos Martin-Rios at the EHL Hospitality Business School in Lausanne, Switzerland, was published in the journal Sustainability in February.

Dr. Norm O'Reilly's co-authored monthly opinion piece in Sports Business Journal focuses on finding talent in sport business this month. From the article: Evidently, the last 12 months was the year of the Great Resignation and ushered in a period of deep reflection about careers, lives, and work-life balance. The awakening was historic and sport administration was affected more than many of us thought.

In the Classroom

Drs. Yonggang "Tim" Lu and Quijie "Angie" Zheng invited Amber Cosby to give a guest talk last Tuesday to the MBA students enrolled in three classes (BUA 601, 680, and 684). Amber is senior vice
president and director of business intelligence and software engineering at Bangor Savings Bank. In her talk, Amber shared her rich, expert knowledge and experience in using data analytics to support better business decision-making in the bank's business operations. Her talk was well-received by our students.

Career Ready Games

The Career Ready Games is a series of "Career Ready" challenges presenting participants with an opportunity to showcase their skills and compete on an individual and/or team basis. The games will be held Monday, March 28th through Friday, April 1st. Through this new and innovative program, we aim to engage UMaine students by highlighting the value of developing career-ready skills while informing them about the variety of career support services available to them on campus! Since the games will be administered in Brightspace, participants will be able to compete in the challenges from the comfort of their home, residence halls, library, etc. We also anticipate each daily challenge to take between 5-10 minutes, ensuring that it will not interfere with students' academic and work schedules. Please contact Taylor Ashley if you have any questions.

Student Organizations

SPIFFY
SPIFFY has been selected to present its portfolio virtually before a panel of industry professionals at the Quinnipiac GAME Forum on March 25th. "This is an honor," says Dr. Sebastian Lobe, SPIFFY's academic advisor. "We do not get to present every year. The last time we were invited was in 2019." Each year, SPIFFY students apply to be included in the annual portfolio review. The presentation consists of a 15-minute presentation from SPIFFY, followed by 10 minutes of questions from the panel.

MBS Corps
MBS Corps, in collaboration with the Army and Naval-Marine ROTC, will host its annual “Heroes and Hope” dodgeball tournament on Sunday, March 27 starting at 12:30 p.m. in the Field House. The event will benefit two local veteran organizations: Maine Veterans Project and Service Dog Strong. To help you can sign up to contribute to the bake sale or donate directly.

Event

Inspired Innovators:
How do we enhance well-being?

April 6
12–1 p.m.

With expert panelists from:

BerryDunn
MEMIC
MMG
Unum

Join us for an engaged virtual conversation about what organizations can do to enhance well-being.

Register today!

Please be sure to register for Inspired Innovators: Well-being, which will be held virtually on April 6th from 12-1 pm. Dr. Jason Harkins will be joined by representatives from BerryDunn, MEMIC, MMG Insurance, and Unum to discuss ways to enhance well-being for employers and students. Register here: https://bit.ly/mbswellbeing
Inspired Innovators: Well-being
The steps that businesses and organizations can take to help communities and people enhance well-being will be the focus of an April 6 webinar in the Inspired Innovators speaker series, sponsored by the Maine Business School and Graduate School of Business.

Jason Harkins, associate dean of the Maine Business School, and Vienna Morrill, senior manager at BerryDunn, will lead a panel featuring MEMIC, MMG Insurance, and Unum representatives. The webinar is free and open to the public. We encourage you to join us! Registration is required and available online.

Register Here
Explore Careers Casually

The Maine Business School began offering a lunch and learn series called Explore Careers Casually during the spring 2022 semester. These small group sessions intend to connect BSBA students with employers to learn about the various career paths available in a variety of industries. This semester we have welcomed representatives from Cross Insurance, Bangor Savings Bank, and Cintas. Later this month we will host MBS Advisory Board member Larry Blaisdell representing VIGILANT Capital Management and reps from Charles Schwab. Read more about this event series...

Infusing Analytics: Excel

The University of Maine recently highlighted our Excel Certification course as a success story. The world of successful business practice has shifted to include analytics in all facets of operations. To remain a leader in this space, the Maine Business School and Graduate School of Business faculty work to infuse relevant experiences with analytics throughout the curriculum. The Excel Certification is one way to accomplish this initiative. We offer the Excel Certification at the Associates and Expert level to our undergraduate and graduate students. Pictured here is a class of students taking their Excel Certification exam in our Certiport Certification center at the Donald P. Corbett Business Building. Read more about this program here...

MBS Ambassadors

Meet our MBS Ambassadors! We have 11 fantastic sophomores and juniors who have been helping us with our events and projects. These Ambassadors are also a
part of the Dean's Council and act as a liaison between the students and our administration. You can learn more about them by following our LinkedIn, Facebook, and Instagram accounts. Today we'd like to introduce you to...

Nico Soucy, Class of 2024
Hometown, Sabattus, ME
Majors: Finance & Financial Economics
Favorite Class: Financial Derivatives

"It brings me a lot of pride to know that the Maine Business School values my opinions and views, and chooses me to represent them."

Mikayla Reynolds, Class of 2023
Hometown: Winslow, ME
Majors: Marketing & Management
Favorite Class: Services Marketing

"Being an MBS Ambassador allows me to represent the Maine Business School, advocate for the student community, and share experiences with my peers."

Featured Alumni

Jazlyn Dumas, Class of 2021, partnered with Dr. Rusty Stough to publish research about social media verification. The story was picked up by Fox Bangor, Phys.org, and Newswise. Read more...
Nick and Garrett Bernardo started their company, NOVUS, as undergrads at MBS. These full-fledged entrepreneurs have made a promise to give back to UMaine athletics. Read more...

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Follow us on LinkedIn, Instagram, Facebook, Twitter, and blog.

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MBS Weekly News
March 25, 2022

From the Dean

I am continually amazed at the creativity and passion of our faculty and staff for bringing in guest speakers from Silicon Valley, using their expertise in ethics or international relations to present papers and coordinate conferences, and/or to offer insights to Rotary and members of the community at the Hutchinson Center. It is especially sweet to see the event on well-being that will connect BerryDunn, MEMIC, MMG Insurance, and Unum with UMaine. We are one of very few Flagships that has the opportunity to have a statewide impact with our programming. I hope you will register, encourage students and others to register, and attend on April 6 from 12-1.

- Faye Gilbert, Ph.D.
Presentations

**Dr. Manuel Wörsdörfer** has had a paper chosen for presentation. "Big Tech and Antitrust - An Ordoliberal Analysis" will be presented at the annual Philosophy of Management conference at the University of Oxford during the first week of July.

On Tuesday, **Dr. Stefano Tijerina** led a post-film discussion in the Human Dimensions of Climate Change film series. He brought his expertise in international relations, humanitarian aid, and issues of governance and colonialism to the discussion. The film, *Landfall*, shares glimpses of everyday life in Puerto Rico post-Hurricane Maria. Featuring intimate encounters with Puerto Ricans and the newcomers flooding the island, *Landfall* reflects on a question of contemporary global relevance: When the world falls apart, who do we become?

**Dr. Norm O'Reilly** recently presented to the Rotary Club of South Portland and Cape Elizabeth as part of their monthly meeting. He talked about the Graduate School of Business and highlighted 12 industry trends to watch out for in 2022 and beyond.

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In the Classroom

Drs. Yonggang "Tim" Lu and Qiujie "Angie" Zheng invited Mr. Jonathan Weindel to give a guest talk last Thursday to the MBA students enrolled in BUA 680, 684, and 686. Jonathan is the head of analytics at Envoy, a San Francisco-based company specializing in workplace technology. In his talk, Jonathan shared with our students his expert knowledge and experience in using cutting-edge data analytics and machine learning techniques to support the company's business operations. His talk gave our students a valuable insight into the everyday operations of a high-tech company in Silicon Valley.

Dr. Terry Porter, Associate Professor Emerita of Management at MBS, will teach a one-day seminar titled "Going Green: Sustainability in Business" virtually through the UMaine Hutchinson Center on April 22.

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Event

[https://mail.google.com/mail/u/0/?ik=6098647e0e&view=pt&search=all&permthid=thread-f%3A1728291874290814907&simpl=msg-f%3A1728291874...](https://mail.google.com/mail/u/0/?ik=6098647e0e&view=pt&search=all&permthid=thread-f%3A1728291874290814907&simpl=msg-f%3A1728291874...)

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Inspired Innovators: 
How do we enhance well-being?

Join us for an engaged virtual conversation about what organizations can do to enhance well-being.

Register today!

Please be sure to register for Inspired Innovators: Well-being, which will be held virtually on April 6th from 12-1 pm. Dr. Jason Harkins will be joined by representatives from BerryDunn, MEMIC, MMG Insurance, and Unum to discuss ways to enhance well-being for employers and students. Register here: https://bit.ly/mbswellbeing
From the Dean

You can see the relevance of our actions this week as faculty invite professionals to engage, post information online, garner grants that may affect aquaculture and law, reach students globally, and raise funds for our veterans with a dodgeball tournament! Our faculty and staff will complete a workshop given by the Racial Justice and Equity firm of Bangor this week and explore well-being with learners from UMaine, MEMIC, MMG Insurance, Unum, and BerryDunn on the 6th. Go Blue!

- Faye Gilbert, Ph.D.

In the Classroom
Dr. Nadège Levallet invited Heather Lawrence to discuss her experience with strategic management with students enrolled in MBA 649 - Strategic Decision Making. Heather works as the Director of Sport Operations at CrossFit. She is also a member of numerous organizations' boards, including nonprofit sport government bodies.

Presentations

Last month, Dr. Ivan Manev delivered a presentation titled: The Road to Good Publications to doctoral students, post-docs, and young scholars at Plovdiv University in Bulgaria.

Dr. Matt Graham presented at the virtual International e-Conference on Advanced Computing Technologies & Applications (ICACTA-2022) at Invertus University Bareilly, India, on March 25. As a guest of honor, Dr. Graham gave a presentation titled: Artificial Intelligence and the Future of Work. "In this presentation, I discussed technological determinism, work displacement through AI, automation, and robotics," Dr. Graham says. "I also discussed how people can prepare themselves for this structural shift in work and what skills they should pursue to work in the field of AI."

Dr. Qiujie "Angie" Zheng has two papers that have been accepted for presentation at the Agricultural & Applied Economics Association (AAEA) 2022 conference.

- One paper is titled "Consumers' Valuation for Lobster Harvested Using Ropeless Technology to Reduce Right Whale Entanglement and Extinction." The goal of this study is to investigate U.S. consumers' preferences and willingness to pay (WTP) for lobster harvested using ropeless gear and test which types of information will influence their WTP. “We aim to provide insights about consumers’ views towards lobster harvested using ropeless gear to lobster industry stakeholders to help their decision-making if they need to consider adopting ropeless technology in the future,” Dr. Zheng says.
• The other paper is titled “Do U.S. consumers value genetically modified farmed salmon?” “In this study, we investigate consumers' valuation for genetically modified (GM) salmon and how it adds to consumers' choice between wild-caught vs. conventionally farmed salmon,” Dr. Zheng says. The aim is to provide helpful information about consumers' preference for salmon using GM technology which potentially helps policymakers and industry stakeholders make market-driven decisions.

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**Faculty Milestone**

Dr. Billy Obenauer’s [YouTube channel](https://www.youtube.com) surpassed 100,000 views this week. Dr. Obenauer started making videos back in 2012 as part of his Master’s in Education program. The first business video he posted was six years ago. He continues to create videos to accompany his classes and post them on his channel, organizing them into playlists such as Human Resource Management, Management, and Organizational Behavior.

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**Research Grants**

MBS faculty received grants from the UMS Transforms, Programming Grant process funded by the UMaine Graduate and Professional Center and HAF funds. Funded research includes:

**Aquaculture**

Qiujie "Angie" Zheng: MBS

Caroline Noblet: Economics

**Business and Law**

Dmitry Bam: Maine Law

Jason Harkins: MBS

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**Student Organizations**
MBS Corps
Last weekend the MBS Corps and Army and Naval-Marine ROTC Heroes and Hope Dodgeball Tournament raised $3,700, benefitting the Maine Veteran’s Project and Service Dog Strong. Sixteen teams participated in the tournament, and WABI-TV featured the event on its website.

Events

Don’t miss today’s virtual Diversity, Equity, and Inclusion workshop with the Racial Justice & Equity Firm. The event begins at 2 pm and will last approximately two hours. Please click here to join. If you plan to join, please download this PDF.

We’re looking forward to our Inspired Innovators webinar focusing on well-being. Please join us, BerryDunn, MEMIC, MMG Insurance, and Unum, on April 6 from 12-1 pm as we discuss ways to enhance the well-being of our students and employers. Click here to register.
From the Dean

You know you are in a special place when the majority of your faculty and staff turn out for a virtual workshop offered by the Racial Equity and Justice Firm of Bangor, Maine. David Patrick and Desiree Vargas walked us through communal agreements to emphasize respect, active listening, and other items that foster trust. The identity wheel helped us all visualize the number of ways that people define themselves and the diversity in those definitions. Work with definitions of diversity, inclusion, and equity also informed aspects of improving our approaches, collaborations, and intercultural conversations. In addition, the MBS faculty invited amazing professionals to connect with students and provide relevant perspectives from the world of work, published their scholarship, and presented their ideas to others in the field. Go Big! Go Blue! Go Business!

- Faye Gilbert, Ph.D.
DEI Workshop

Last Friday, 27 MBS faculty and staff participated in a virtual DEI workshop led by the Racial Equity & Justice Firm. David Patrick, an MBS grad, is one of the co-owners of REJ. The interactive workshop lasted two hours and was spearheaded by Dr. Matt Graham, a member of the MBS DEI Committee.

AACSB

Dr. Faye Gilbert recently returned from chairing the Continuous Improvement Review Committee for AACSB. The discussions highlighted the continuous improvements of business programs across the globe and focused on the best practices that define a quality business education. "We are progressing well in strategic planning, risk assessment, faculty qualifications, the quality of our published scholarship, the addition of grants and awards, and in tracking assurance of learning outcomes," she said. "I am looking forward to adding our societal impact and evidence of our innovations for approaches, processes, and communities into the narrative that is part of our premier business education provided by the MBS and GSB in Maine."

Publications

Dr. Patti Miles and her SEAL research team have had their paper, "The Role of Mindfulness and Resilience in Navy SEAL Training," accepted for publication in Military Psychology. This paper will be the featured paper in this edition, and Dr. Miles will provide the photo for the journal's cover. The paper has been read by Navy Special Operations Leaders and is being used to work on some modifications to the assessment process. In other good news, Patti's youngest son recently graduated with honors from U.S. Army RANGER School, which is a 62-day grueling test of a human's grit, resilience, and endurance. He was one of 63 out of 308 to graduate.
Presentation

Last week, Dr. Billy Obenauer presented his paper, "Is White Always the Standard? Using Replication to Revisit and Extend What We Know About the Leadership Prototype" in a virtual "brown paper bag" research seminar at the Mike Ilitch School of Business at Wayne State University. Wayne State University is the third-largest public university in Michigan.

In the Classroom

Tom Konieczko, Commodity Hedger at Dead River Company in Portland, was a guest speaker in Dr. Sebastian Lobe's FIN 454 Financial Derivatives and Fixed Income class. He talked about his daily hedging activities at Dead River Company. "While folks on the outside just see their tanks being filled without much thought to the fundamentals that provide the commodity, Tom's insights bridge that gap and demonstrate nicely how futures can be employed for the greater benefit of the people of the state of Maine," Dr. Lobe says. Tom, an alumnus, took Dr. Lobe's MBA 653 Investment Management class in the summer of 2021.

Bristyn Leasure was a guest speaker in Dr. Erin Percival Carter's Sales and Personal Selling MKT 374 class. Students from MKT 382, BUA 235, and Women in Business were also in attendance. Bristyn talked about managing a
career in sales and marketing in tech and transitioning from undergrad to industry. Bristyn graduated from MBS with a degree in marketing in 2019 and was hired in a sales role at Oracle. She recently was promoted to Industry Marketing Lead at Oracle NetSuite.
From the Dean

As the weather warms to the 60s and the end of term draws near, we prepare for Commencement with ceremonies to honor our 2022 graduates and to commemorate those from 2020 and 2021. The MBS/GSB tradition begins with a small reception in DP Corbett and continues with a walk to the Field House where students receive the woodallion and an alumni pin. In news, our faculty continue to earn honors, promotions, and serve on the Senate. Publications extend our reach and reputation while work with advising student organizations garners accolades from the UMaine Foundation. Go Big this Spring. Go Blue this Spring. Go Business always!

- Faye Gilbert, Ph.D.
Faculty Accomplishments

Congratulations to Dr. Tanya Beaulieu and Dr. Stephen Jurich on the vote from the Board of Trustees to affirm their promotion and tenure. Dr. Beaulieu is now an Associate Professor of Information Systems and Dr. Jurich is an Associate Professor of Finance.

On February 24, 2022, the Board of Directors of the University of Maine Foundation, upon the recommendation of the board investment committee, voted to confer upon Dr. Sebastian Lobe the honorific title of University Foundation Professor of Investment Education to recognize outstanding contributions to undergraduate education through the SPIFFY program and classroom activities. Congratulations Sebastian!

Service on the Faculty Senate allows senators to express the views of MBS faculty and contribute to shared governance for UMaine. Current faculty senate members for the MBS include Dr. Henri Akono, Dr. Ivan Manev, Dr. Dmitri Markovitch, and Dave Barrett. For next year, Dr. Stephen Jurich was elected by the MBS faculty to serve as a senator as Dave Barrett’s term ends.

Publications

Dr. Qiujie "Angie" Zheng has had a paper accepted by Science of Food, a Nature Portfolio journal published by Springer Nature. The paper's title is "Spillover effects of food recalls: A milk recall scenario experiment in China." In this paper, Dr. Zheng and the team designed a scenario experiment to examine the spillover effect of a milk recall incident on the product, the recalled brand, and the purchase channel.

Recent Events

Last week, we invited BerryDunn, MEMIC, MMG Insurance, and Unum
representatives to talk with us about well-being. It was an entertaining, informative, and inspiring discussion that was broadcast on YouTube. Students enjoyed pizza and soft drinks in the DPC Atrium while watching the live stream. We look forward to the next steps of this statewide effort to understand how to improve well-being for students and employees. If you missed it, watch the recording here.

The 2022 Career Ready Games, a series of career-related challenges administered through Brightspace, kicked off on March 28th and concluded with a lively in-person ceremony and networking event on April 7th. The games were a success, attracting 107 participants and 15 teams. While all participants received a Career Essential Kit, the top three highest-scoring teams were all MBS student organizations that received money to donate to a local charity of their choice on Maine Day. SPIFFY earned $500, MBS Corps earned $300, and Beta Gamma Sigma earned $200. This new and innovative program was made possible by the generous donation from Enterprise and the collaborative efforts of the Maine Business School and the UMaine Career Center.

**Upcoming Annual Honors & Awards Ceremony**

Our annual Honors & Awards Ceremony will be held on April 29th starting at 3:30 pm in DPC 100 with a reception to follow. We will be inducting new Beta Gamma Sigma students, recognizing our student organization leaders, and giving out our annual awards to students and faculty. We hope you can join in person. If not, please be sure to watch via Zoom using this link: https://maine.zoom.us/j/82122703252?pwd=SlBmK3MzbkgrRWE0Y2drKzQycTRYdz09 / Password: 150216
UMaine remembers those we've lost and the gains we've earned. We lost a first-year student and an alum this week. We honor those we've lost as critical parts of our academic family. During the AACSB conference these past few days, Simon Sinek provided a Q&A session that emphasized the need to find our why, purpose, and reason for engaging in this enterprise we call the Maine Business School and its Graduate School of Business. Our vision is to serve as a catalyst for change in our approaches, processes, and communities. To do that, we must focus on our people: the connections our faculty continues to make to bring amazing speakers into our classes, the publications and presentations that connect us to the world of learning on a global scale, and the time we take to honor our students this afternoon who will be inducted into Beta Gamma Sigma and receive commendations from our faculty and staff for their efforts. We serve as catalysts for change because, in Maine, the way life should be is based on the team of people who contribute to this community. So, we will remember those we've lost, and we will honor the strengths we give...
each other when we walk through this world together.

- Faye Gilbert, Ph.D.

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**Publications**

Dr. Norm O'Reilly co-authored a column for the *Sports Business Journal* about the effect of the war in Ukraine on Russian sports. Read more here.

Dr. Billy Obenauer has had a paper accepted for publication. "The Price of Technology is Responsibility: A Discussion of Threats Created by Cybervetting that Employers Must Address to Ensure Equal Employment Opportunity" will appear in *Industrial and Organizational Psychology: Perspectives on Science and Practice*, the journal of the Society for Industrial and Organizational Psychology (SIOP).

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**Presentations**

Dr. Nadege Levallet has had a paper accepted for presentation and full proceedings at the Administrative Sciences Association of Canada (ASAC 2022) Conference. In June, she will present her paper titled "Data science for organizational responses in times of discontinuity" in Halifax, Nova Scotia.

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**Outstanding Graduating Students**

Two business students are among the 12 UMaine students named Outstanding Graduating Students. Grace Graham was named Outstanding Graduate Student in
the MBS. She is a triple-major who will be joining the Maine MBA and the auditing team of Berry Dunn after graduation. Jakub Sirota was named Outstanding Graduating International Student for the MBS. Jakub, from the Czech Republic, is a member of the men's ice hockey team. His post-graduation plans include pursuing a hockey career and then pivoting to an entrepreneurial path in business.

In the Classroom

Dr. Rusty Stough recently invited Michael Eason-Garcia to speak to his digital marketing class about the analytics of TikTok. Michael is the Analytics Manager for Movers+Shakers, a "disruptive creative agency on a mission to spread joy." Michael specifically works on implementing analytic strategies for brands to measure and define success in the ever-changing TikTok market. He has helped run successful campaigns for brands such as e.l.f. Cosmetics, Nerf, and Warner Brothers Entertainment. He is passionate about connecting people and brands.

Ara Finlayson, Brand Director for Vermont SportsCar spoke in Dr. Susan Myrden's Sport Marketing class. Ara talked about her agency work when she worked for Fuse Marketing with various action sports, including skateboarding, snowboarding, and surfing. She then spoke about her experience on the brand side of things with Vermont SportsCar, the technical partner of Subaru Motorsport USA. Ara manages their entire motorsports program (which includes rally, RallyCross, specialty vehicles such as Gymkhana, and their motorsports teams' management). She's also responsible for developing, executing, and evaluating Vermont SportsCar's brand strategies to create a cohesive brand experience reflecting the premium nature of our services and vehicles.

Dr. Myrden hosted Matt Cross, Learning Manager of Manchester United, virtually in her Sport Marketing class. Matt talked to students about the marketing side of Manchester United - everything
from game days to sponsorships to broadcasting rights to social media - with a focus on the globalization of the football club.

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**MBA Certifications**

Since the Fall of 2019, more than 300 MBA students have become certified in R and Python in the courses in analytics taught by Dr. Yonggang "Tim" Lu. Dr. Lu makes it a point to infuse relevant packages into his courses. The certifications earned by our students include beginning R and Python programming, intermediate R programming, and data manipulation using dplyr.

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**Event: Honors & Award Ceremony**

Join us this afternoon at 3:30 pm in DPC 100 for our Spring 2022 Honors & Awards ceremony. We will be inducting new Beta Gamma Sigma students, recognizing our student organization leaders, and giving out our annual awards to students and faculty. We hope you can join us in person. If not, please be sure to watch via Zoom using this link: [https://maine.zoom.us/j/82122703252?pwd=SlBmK3MzbgRWE0Y2drKzQcTRyz09](https://maine.zoom.us/j/82122703252?pwd=SlBmK3MzbgRWE0Y2drKzQcTRyz09) / Password: 150216

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**Student Organizations**

**Undiscovered Maine**

Undiscovered Maine held its spring semester "trade mission trip" on Saturday, April 23. The group visited Mt. Blue State Park in Weld, MaineStone Jewelry, Salt & Pepper and Sugar Too, and Ambition
Brewery in Wilton, and Abraham's goat farm and creamery in Newport.
MBS Weekly News
April 29, 2022

From the Dean

The Commencement Celebrations begin this Friday in the DPC Atrium at 2 pm with a reception for our MBAs and continue on Saturday at 8 am for BSBA learners. Come for coffee and treats and we'll walk over to the Field House together. For Friday, Saturday, and Sunday's commencement exercises, we will distribute woodallions at the Field House and are looking for a few helpful folks to help hand out these woodallions to every student in the line at commencement. It is amazing to me that we will have an in-person commencement and celebrate the accomplishments of our students and the faculty and staff who guided them here. Thank you all for your perseverance and excellence.

- Faye Gilbert, Ph.D.
Welcome, Meghan!

We are excited to welcome Meghan Gardner as our new professional student advisor! Meghan will work with our graduate students from her office in the Advising Center in DPC. We're happy to have you, Meghan!

AACSB Conference

Last week Dr. Faye Gilbert, Dr. Jason Harkins, and Dr. Norm O'Reilly attended the 2022 International Conference and Annual Meeting (ICAM) for the Association to Advance Collegiate Schools of Business (AACSB). This event brought over 1,200 deans and professionals together to explore best practices in business education. ICAM is the largest global gathering of business school leaders and includes over 40 hours of workshops, seminars, and keynote presentations. This year's theme was "Innovate for Change" and included focus sessions on creating a sustainable future for business education, cultivating meaningful relationships, and building trust. Simon Sinek, author of books including Start With Why, Leaders Eat Last, Together is Better, and The Infinite Game, provided the first keynote session. He reinforced the importance of building trust, authentic interactions, and caring for our communities. AACSB’s impact on society has us all learning to improve our approaches to engaging with partners and communities to have the over 3 million students currently in accredited business programs globally make a difference in our societies.

Rankings

Fortune Magazine's recent rankings place the University of Maine's online MBA program at No. 35. UMaine's Graduate School of Business is one of four programs in New England to be ranked and the only program in Maine. Read more...

Honors & Awards
Congratulations to all who were honored with an award last week. Special congratulations to the following faculty on their awards:
Dr. Sebastian Lobe, Excellence in Teaching
Dr. Yonggang "Tim" Lu, Excellence in Research
Dr. Grant Miles, Dr. Carol B. Gilmore Memorial Service Award
A complete list of all award winners can be found here.

In the Classroom

Dr. Sebastian Lobe recently invited two speakers to present to SPIFFY and his Financial Derivatives and Fixed Income class (FIN 454). Ryan P. Merchant, CFP, Sr. Manager (Client Service & Support) at Charles Schwab, discussed his career path and job opportunities at Charles Schwab. Ryan is a UMaine graduate with a BSBA in Finance. He developed his career with Schwab after initially moving to Texas. He has recently moved back to Maine with his family and he's now directing the Schwab Virtual Teams effort from Southern Maine. Nicholas Scavuzzo, a recent UMaine graduate who double majored in Finance and Financial Economics, shared his experience over the last few years at Steady State, MIT Sloan School of Management, Garage Coin, and now at Dexible as a product manager. He is passionate about spreading awareness about an ever-changing quantum financial system and blockchain technology.

Students in Dr. Nâdege Levallet's Strategic Decision Making MBA 649 course spent several weeks on research projects for their capstone class. Four corporate partners—Baker Newman Noyes, Hannaford, L.L. Bean, and Maine Huts & Trails—identified a strategic problem for the students to tackle. Teams of students worked to craft recommendations based on their research and insights. Students pitched their proposals and answered questions from their partners virtually last week.

Last week, the New England Ocean Cluster hosted the UMaine School of Business MBA Project Showcase in Portland. These projects were completed by students in Dr. Bob Heiser's MBA 649 capstone class. Each of the six teams presented a 10-minute Pitch Deck summary of their semester work with the...
following corporate partners: Thor Skyr, Sustainametrix, Maine Standard Biofuels, Opolis, Salmones Austral/Secret Island, and Maine Salt Farm. Learn more about each of the projects here.

Publications

Dr. Stefano Tijerina's article "Imagining Maine's Economy in a Postpandemic World" has been published in the Maine Policy Review's special issue on the impact of the Covid-19 pandemic in Maine. In his article, Dr. Tijerina describes the possible changes to international trade and Maine's economy in the post-pandemic world. From his perspective, "the way life should be" is about to be revised and redefined.

Presentations

Dr. Manuel Wörsdörfer's paper "Big Tech and Antitrust: An Ordoliberal Analysis" has been accepted for presentation at the prestigious Society for Business Ethics Annual Meeting 2022 this August in Seattle, Washington.

MBA Accounting

Last week the Graduate School of Business held a meeting in Portland with the CPA Society of Maine, 15 accounting firms, and eight faculty from UMaine and USM to discuss the future of accounting.

Student Organizations

MBS Corps

For Maine Day the MBS Corps partnered with UMaine Army and Navy-Marine ROTC and Veterans to spruce up the WWII Memorial on campus. WABI TV featured their hard work in this news story.
2022 Commencement

Last weekend we celebrated our graduates as they took part in the first in-person commencement on campus in two years. We welcomed our graduates to the Donald P. Corbett Business Building before their ceremonies to celebrate in the DPC Atrium with friends, family, faculty, and refreshments. Together we walked over to the UMaine Field House to line up for commencement, gifting each graduate the Maine Business School woodallion and alumni pin. It was glorious to honor our graduates in person, finally, after two years of virtual or near-virtual graduation ceremonies. We're
not out of the woods yet as it pertains to Covid, but the relief of some normalcy on campus was welcomed with open arms! You will find more photos from our MBA and BSBA commencement on our Facebook page.

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**Honors and Awards Recipients**

Nineteen students and three faculty members were honored with awards at our Spring 2022 Honors & Awards ceremonies. We also inducted 22 BSBA and 9 MBA students into Beta Gamma Sigma, the international honor society for AACSB-accredited business programs. We held an in-person ceremony (with Zoom capabilities) in DPC 100 with a reception following in the Atrium. Special recognition to our faculty award winners: Dr. Sebastian Lobe for the Excellence in Teaching Award; Dr. Yonggang "Tim" Lu for the Excellence in Research Award; and Dr. Grant Miles (pictured above with Executive Dean Faye Gilbert and Associate Dean Jason Harkins) for the Carol B. Gilmore Memorial Service Award. [Take a look at all the award winners here.](#)

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**Outstanding Graduating Students**

Two MBS students were included in the University of Maine's Outstanding Graduating Student awards and received medals of honor. [Grace Graham](#), a triple major in accounting, finance, and financial economics from Cary, Maine, was named Outstanding Student in the MBS. [Jakub Sirota](#), a management and
marketing student from the Czech Republic and a member of the men's ice hockey team, was named Outstanding Graduating International Student in the MBS. Grace was chosen to carry the Maine Business School banner during commencement ceremonies!

MaineMBA Ranked #35 by Fortune Magazine

The Graduate School of Business was one of four business institutions in New England, and only one in Maine, to be ranked by Fortune Magazine. “Given the considerably increased competition in online and hybrid business education, our faculty, students, and alumni should all be very proud of this result. Kudos to all who work so very hard to make the MaineMBA special,” says Dr. Norm O'Reilly, Dean of the Graduate School of Business. Read more...

Featured Alumni

Two MBS alums, Joel French, ’04, and Jacob Olson, ’14, returned to their alma mater to represent Cintas at our Explore Careers Casually lunch and learn this spring. Read more...

Nick Johnson, Class of 2022, took part in UMaine’s Center for Undergraduate Research, presenting his research on China’s effect on the U.S. economy. Read more...
From the Dean

Commencement was wonderful. My sincere thanks to the faculty who attended a reception and one or more of the ceremonies. And, my goodness, our staff made the events and special moments look so easy when they took quite a bit of time. The woodallions are a great tradition as is the walk to the Field House. It is so much fun to honor UMaine students—they still have the humility to be grateful and it shows. Having faculty hand out the woodallions in the line was priceless!! Great work y’all!!

- Faye Gilbert, Ph.D.

Some Favorite Commencement Photos

https://mail.google.com/mail/u/0/?ik=6098647e0e&view=pt&search=all&permthid=thread-f%3A1732719814737052756&simpl=msg-f%3A1732719814...
Check out the albums on our Facebook page for more MBA and BSBA commencement photos.
Publications

Dr. Norm O'Reilly’s 3rd edition of his *Canadian Sport Marketing* textbook was released last week. Published by Human Kinetics, this book is used widely in Canada.

Dr. Nadege Levallet received two journal acceptances this past week. “What Makes a Product Manager? A dynamic capabilities view of product management” will be published in the *International Journal of Product Development*. Her second article, co-written by Dr. Norm O'Reilly, “Segmentation of season ticket holders in a minor league North American professional sport”, will be published in the *Sport Innovation Journal*.

Student Success

Elaine Thomas, a management major who is also a member of UMaine’s Honors College, is a recipient of a 2022 Maine Campus Compact Award. Maine Campus Compact is a coalition of 17 member campuses throughout the state whose purpose is to catalyze and lead a movement to reinvigorate the public purposes and civic mission of higher education. Each year, the Maine Campus Compact honors those who have made outstanding contributions to Maine campuses and communities through civic engagement, activism, service, and community involvement. Elaine was one of two UMaine students to receive a PILLARS (Philanthropy, Innovative, Learning, Leadership, Action, Responsibility and Service) Honorable Mention Student Awards, which recognize students who are actively engaged on their campus and in their communities. [Read more...](https://mail.google.com/mail/u/0?ik=6098647e0e&view=pt&search=all&permthid=thread-f%3A1732719814737052756&simp=msg-f%3A1732719814...)

[Read our story](https://mail.google.com/mail/u/0?ik=6098647e0e&view=pt&search=all&permthid=thread-f%3A1732719814737052756&simp=msg-f%3A1732719814... about Nick Johnson's CUGR research on China and the U.S.}
economy. Dr. Stefano Tijerina was Nick’s faculty advisor on this project. “He has been a champion of International Business and found the topic so interesting that he was the only student that followed my advice and applied to the CUGR process,” Dr. Tijerina says. “Nick was funded for the research and pushed through with an excellent project.”