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Maine Business School & Graduate School of Business

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Welcome, Class of 2027
This photo was taken last week during our all-day field trip to the New England Outdoor Center. Thank you to all who helped make our Business Bridge Week a resounding success!

New Faculty Members

MBS is welcoming two new faculty members this fall. Please be sure to say hello to Dr. Nicholas Swim, Assistant Professor of Sport Management, and Adria LaRose, Esq., Lecturer of Business Law. We’re excited to welcome them to the MBS family!

Presentations

On August 22nd, Professor Richard Bilodeau of USM moderated a Mainebiz Forum panel on Small Business. "Sustainability For Your Business: People, Profit, and Planet!" featured CEOs and small business owners sharing the challenges of navigating the triple bottom line for their organizations.

Dr. Henri Akono was part of a panel of accomplished accounting professionals at the annual Maine Society of CPAs during their annual meeting in May. The panel also included NASBA President Ken Bishop and Lynn Thomas, JD, of Thomas Consulting. The panelists shared perspectives on ways employers and the accounting profession can adapt and move forward amid the current talent shortage. The importance of organizational culture, flexibility, communication skills, and technology strategies were key topics of discussion.

Faculty Success

In July, Dr. Matt Graham completed a 4-day training on Mendix Low Code software development. After the training, he became a certified Mendix Rapid Application Developer. "Mendix is a low-code application development platform that helps you build web and mobile apps faster and easier," Dr.
Graham says. “It is based on model-driven development, which means you can create apps visually without writing much code. It also teaches/utilizes SCRUM for rapid application development. Scrum is an agile project management system commonly used in software development and other industries.”

**Publications**

Dr. Norm O'Reilly and MaineMBA students Connor Blake and Thomas Erick have had their article "NIL, Stakeholders, and Image Transfer: An Empirical Study of Mind-Major Student-Athletes" published in the *Journal of Marketing Development and Competitiveness*. Their research adopts a sequential method, based on a funnel-based focus group designed to explore a set of research questions related to the impact of the Name, Image, and Likeness legislation and policy changes directed toward student-athletes participating in Mid-Major contests sanctioned by the NCAA.

Dr. Rusty Stough’s paper, "Marketing Analytics Curriculum Integration: An Exploration of Resource Availability for Faculty," was recently accepted for publication by the *Journal of Marketing Education*. Dr. Peggy Keiper, former Associate Professor of Sport Management, was the first author on the paper, and she and Dr. Stough worked with two other faculty members from other universities.

Drs. Jeffrey DiBartolomeo and Bert Smoluk from USM have had their paper titled "Do Community Banks Stabilize Housing Prices?" accepted into the *Journal of Housing Research*. "In this paper we explore whether community bank mortgage lending activity contributes to housing price cycles," Dr. DiBartolomeo says. "We find that while community banks influence housing prices, their mortgage lending does not contribute in an economically meaningful way."

Dr. Billy Obenauer had a paper entitled, "Like Superman, IRBs play an important role, but when unchecked can cause significant collateral damage: Five reasons that it is time to reset IRBs" accepted for publication in *Group and Organization Management* (GOM). GOM is an A on the ABDC list and has an impact factor of 4.8. Dr. Obenauer is excited to now have the word "Superman" on his CV but also fears that he will never have another protocol approved by the IRB after this paper is published.
Drs. Yonggang "Tim" Lu and Qiujie "Angie" Zheng have a paper accepted for publication in *The Chinese Economy*, a journal rated as B in the ABDC list. The title of the paper is "Transfer or surrender rural homestead land? An investigation of farmers' preferences in China." With rapid industrialization and urbanization in China, a large rural population has migrated to cities and left their rural homestead land (RHL) idled. Policymakers and researchers have been exploring solutions to optimize the use of RHL but facing challenges due to China's binary urban–rural structure and land tenure system. Due to farmers' limited knowledge of regulations and lack of participation in rural land governance, their preference is sometimes overlooked in the policy-making process. The purpose of this paper is to examine farmers' preferences for the two primary RHL utilization programs, i.e., transfer and surrender. "We conducted a farmer household survey of 405 households in rural areas in Changchun at Jilin Province, China, and estimated farmers' willingness to participate in the mechanisms using a bivariate ordered probit model," says Dr. Zheng. "Various options under the two mechanisms are also investigated. This is the first comprehensive study taking into consideration the correlation and tradeoff in farmers' choice between the two mechanisms. The results shed light on the heterogeneity of households' needs and interests in RHL utilization, an important component to be considered in rural development policy-making decisions."

Dr. Manuel Wörsdörfer's paper "The E.U.'s Artificial Intelligence Act: An Ordoliberal Assessment" has been accepted for publication in the journal *AI and Ethics*. In light of the rise of generative AI and recent debates about the socio-political implications of large-language models and chatbots, this article investigates the E.U.'s Artificial Intelligence Act (AIA), the world's first major attempt by a government body to address and mitigate the potentially negative impacts of AI technologies. The article critically analyzes the AIA from a distinct economic ethics perspective, i.e., 'ordoliberalism 2.0' – a perspective currently lacking in the academic literature. It evaluates, in particular, the AIA's ordoliberal strengths and weaknesses and proposes reform measures that could be taken to strengthen the AIA.