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MBS News Update - March 3

1 message

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Reply-To: Maine Business School <mbs@maine.edu>
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Fri, Mar 3, 2023 at 10:59 AM

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MBS News

March 3, 2023

Guest Speaker

On Tuesday, Anita Brearton, Founder/CEO of [CabinetM](#), joined Dr. Rusty Stough's Digital Marketing class. Anita talked about full-stack digital marketing solutions. One of the tools she highlighted was SkillStack, CabinetM's personal skill platform. It's a free tool for anyone on the job market.



Dr. Manuel Wörsdörfer hosted two guest speakers in his Business and Society class this week. Kate Lee, Founder/CEO of



consultancy firm [By the Horns](#), and MBS Interim Dean Dr. Jason Harkins presented their business ethics case study on the 2022 FIFA Soccer World Cup. The study focused, in particular, on Qatar's human rights situation (i.e., the so-called kafala system) and the role and responsibility of international

sports organizations and corporate sponsors.

Presentations

Dr. Angie Zheng presented her paper "U.S. consumer preferences and attitudes towards seaweed and value-added products" this past week at the [Aquaculture America 2023](#) conference in New Orleans.

Dr. Peggy Keiper will present research at the [College Sport Research Institute Conference](#) on March 22. "Power 5 Disparity: Could Hockey be the Product Focus for Non-Power 5 NCAA DI Athletic Departments" includes quantitative research comparing nine years of winning data prior to the Big Ten adding a hockey conference and post the Big Ten adding hockey. The data considered is from all NCAA Division I hockey programs from 2003-2022. Practical considerations are that non-Power 5 institutions should consider a sport product mix strategy where they stand a better chance at winning.

In the Classroom

Dr. Muralee Das and the [World Freestyle Football Association](#) (WFFA) recently launched field experience projects for



students in Dr. Das' Sport Practicum class. Freestyle football, played in 116 countries, is an emerging global sport with an audience size of 184 million. Dr. Das is helping the WFFA with its strategic goal to become an Olympic sport by the 2032 Brisbane Games. He extended the opportunity for students to work with him and the WFFA through consulting projects that will help embed them in global sports industry experiences and expand their competencies. Students attended the launch over Zoom with WFFA board directors from Finland and England. WFFA leaders will work directly with student teams during the semester.

Publication

Dr. [Angie Zheng](#) has had her paper titled "Do U.S. consumers value genetically modified farmed salmon" accepted for publication in *Food Quality and Preference*, a journal rated A on the ABDC's list. Genetically modified (GM) salmon is the first animal GM product approved for human consumption. Given that genetic modification in the food industry is a highly controversial issue, understanding consumers' preferences for GM salmon vis-à-vis non-GM farmed and wild-caught salmon is important to provide insights into food policy decision makings on animal GM products. "Our results show that U.S. consumers are willing to pay significantly less for GM salmon than non-GM farmed or wild-caught salmon, suggesting their lower valuation of GM salmon," Dr. Zheng says.



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