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MBS News Update - February 17

1 message

Maine Business School <mbs@maine.edu>
Reply-To: Maine Business School <mbs@maine.edu>
To:

Fri, Feb 17, 2023 at 10:59 AM

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MBS News

February 17, 2023

Publication

Dr. [Nadège Levallet](#) has had a paper accepted for publication in the *Journal of Small Business Management*. "Agility and Improvisation in Ontario's Craft Breweries: Capabilities for Constraints-based Innovation" uses a case study method in the craft brewery industry to examine different paths to constraints-based innovativeness through two capabilities, namely organizational agility and organizational improvisation capability. In the context of most small businesses, innovativeness is critical for survival. However, small businesses often lack resources and are limited in their ability to influence external constraints. Consequently, they need to innovate in unique



and often limited ways. While constraints-based innovativeness is discussed in emerging economies, we know little about how it occurs in advanced economies like Canada.

Guest Speakers

Dr. Susan Myrden invited two guest speakers from the Portland Sea Dogs to her sport marketing class last week. Chris Cameron, VP of Communications and Fan Experience, and Allison Casiles, Director of Promotions, spoke to students about sport promotions.



On Monday, *New York Times* best-selling author Clara Parkes was a guest lecturer in Dr. Stephanie Welcomer and Dr. Erin Percival Carter's Business, Agriculture, and Rural Development special topics class. Clara shared with students her impression of how the wool industry has evolved internationally, domestically, and regionally over the past decade. She answered questions as students prepare to consult with Maine farms this semester.

In the News

Ethan Howe, a senior finance major, is featured in [this UMaine News profile](#). Ethan shares his passion for investing, SPIFFY, and his experience participating in the 2022 CME Trading Challenge.

Three MaineMBA students participating in UMaine's MIRT Accelerator program were recently featured in [MaineBiz](#). Read more about the projects Taylor Boucher, Xander Karris, and Japhet Murenzi are working on this year.





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