MBS, November 18, 2022

Maine Business School & Graduate School of Business
Student Success

Thank you to all who attended our Winter Recognition Event on Wednesday. We inducted MBA and BSBA students into Beta Gamma Sigma, presented awards, and honored those graduating in December. A special mention to Dr. Susan Myrden, who was inducted into Beta Gamma Sigma by the student organization officers, and Martha Broderick, Esq., who was presented with the Spirit of Maine Award. A full list of our BGS inductees and award winners can be found on our website.
Danielle Hall, a Marketing major, was recently awarded a CUGR Fellowship to continue developing her Honor's thesis titled: "PFAS and Outdoor Clothing: Investigating Consumer Awareness, Motivation to Change, and Messaging Effectiveness." Dr. Erin Percival Carter advises her.

Caroline Paras, a student completing her Interdisciplinary Ph.D., recently had her article "Sustaining New England's iconic tourism landscapes: An exploratory study to examine perceptions of value from farmers and fishermen" accepted in the *Journal of Agriculture, Food Systems, and Community Development*. Dr. Norm O'Reilly and Dr. Erin Percival Carter serve as Caroline's advisors.

---

**Faculty Service**

Charles Day, Lecturer in Accounting, has been appointed a trustee of the Hirundo Wildlife Refuge. He will be taking on the role of treasurer when Gloria Vollmers, formerly a professor in the business school, retires.

---

**Publications**

Dr. Manuel Wörsdörfer’s paper titled "Walter Eucken - Foundations of Economics" was published in the *Oxford Handbook of Ordoliberalism*. The book is edited by T. Biebricher, P. Nedergaard, and W. Bonefeld and published by Oxford University Press. Walter Eucken was one of the main representatives of the Freiburg School of Law and Economics and German 'neoliberalism', also known as ordoliberalism. This chapter portrays and analyzes Eucken's life, work, and ordoliberal legacy.

Professors Pank Agrawal, Faye Gilbert, and Jason Harkins have a publication in the *Journal of Risk and Financial Management* concerning the time dependence of CAPM betas on the choice of interval frequency and return timeframes.

Dr. Norm O'Reilly was quoted in this story in *The Globe and Mail* about Tim Horton's marketing regarding the Hockey Canada scandal involving sexual-assault allegations.
Presentations

On Thursday, Dr. Stefano Tijerina was a presenter in UMaine's Socialist and Marxist Studies Series. His presentation was titled "A new chapter in Latin America's pursuit of sovereignty: Gustavo Petro's vision for the future of the Americas." This speaker series is co-sponsored by the Maine Peace Action Committee and the Division of Student Life with the support of the College of Liberal Arts and Sciences and the Department of Philosophy.

Dr. Peggy Keiper recently had an abstract accepted for presentation. "Legalities in the Sport Management Classroom: Allowing Recording in Our Classrooms" will be presented at the Sport, Recreation Law Association Conference in February 2023. Dr. Keiper shares that the purpose of this presentation is to explore the potential legal issues of recording in the classroom, such as intellectual property rights, the Family Educational Rights and Privacy Act (FERPA), privacy laws, federal and state wiretapping statutes, the First Amendment, and the Americans with Disabilities Act (ADA). Particular focus is on Pollack v. Regional School Unit 75, No. 17-1700 (1st Cir. 2018), which involves the denial of an ADA accommodation request for recording at the secondary education level in Maine.

Student Organizations

International Business & Culture Club

Dr. Stefano Tijerina, Lecturer in Management, and Taylor Ashley, Internship Coordinator, recruited 10 students from the course Canadian-US Business Relations: A Comparison (MGT 328) and the MBS International Business & Culture Club for a trip to Montréal, Canada. While in Montréal, the group visited Concordia University's John Molson School of Business for a student exchange experience with
their International Business Club members and met with Montréal International, the economic development agency for Montréal. They explored the financial and cultural centers of the city, absorbing the cultural richness and experiencing first-hand the dynamics of the Franco-Canadian business culture.
Add us to your address book

Want to change how you receive these emails?
You can update your preferences or unsubscribe from this list.

Grow your business with Mailchimp