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MBS News Update - February 4

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MBS Weekly News

February 4, 2022

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?

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.](#)



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Our mailing address is:

Maine Business School

5723 Donald P. Corbett Business Building

Orono, ME 04469-0001

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