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## MBS News, September 29, 2023

Maine Business School

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## MBS News Update - September 29

1 message

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

Fri, Sep 29, 2023 at 12:59 PM

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## MBS News

September 29, 2023

### Guest Speakers

Last week, Kathy Chamberlain, Owner of [Stone Fox Creamery](#), visited Lisa Liberatore's Managing a Small Food Business (MGT 290) class to share her business insights and treated everyone to her delicious ice cream.

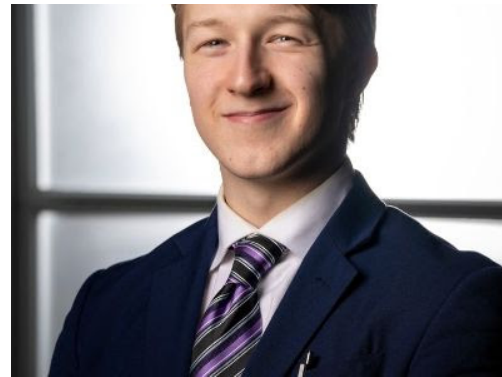
Dr. Susan Myrden had Allison Casiles, Director of Promotions from the [Portland Sea Dogs](#), speak in her Sport Marketing (SPT 355) class last week. She talked to students about how the Sea Dogs develop and execute their promotional strategy.

### Student Success

Cam Hasselbaum, a senior majoring in financial economics with a minor in



business administration, was named this year's Maine Policy Scholar at the University of Maine. One student from each of the University of Maine Systems campuses is selected for the program. Each scholar conducts a policy research project that is relevant to Maine. Following a year of study, the scholars present a solution through a report and presentation. Hasselbaum will study how university students use generative AI tools like ChatGPT for their assignments. [Read more...](#)



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## Faculty Success

In early September, Dr. Stefano Tijerina was appointed [Pathways to Careers](#) Faculty Fellow in the Office of the Provost. This one-year appointment is part of the University of Maine System's initiative known as UMS TRANSFORMS and includes Student Success and Retention programs such as the Research Learning Experiences, Gateways to Success, and the Pathways to Careers. Working under the umbrella of the Office of the Executive



Vice President for Academic Affairs & Provost, Dr. Tijerina will be engaging and working with faculty and staff in varying disciplines, including cross-campus collaboration, with the objective of cementing the relationships that will pave the way for the initial implementation of the Pathways to Careers program, an initiative that will allow students across the UMaine System to effectively access internship opportunities that will strengthen their career paths while at the same time consolidating our relationships with external stakeholders. "Ultimately, the program will provide students across the system much broader access to paid internships and fellowships," Dr. Tijerina says. "My job will be to manage the daily operations of the Pathways to Careers program, ensure that the program meets benchmarks and deliverables, supervise internship coordination activities, collaborate and serve as a bridge for the career centers across the system, develop new external partnerships, ensure that students

across the system have access to internships, and facilitate the availability of pre-internship training for students across the University of Maine System. For me, this is a tremendous opportunity to serve the UMaine community and learn about higher education administration while sharpening my leadership skills."

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## Conference Presentation

Dr. Nadège Levallet's submission was accepted by the International Conference on Information Systems (ICIS) last week with co-author Dr. Suchit Ahuja from Concordia University. "Data Science for Organizational Responses to Discontinuity Events" was chosen for the TREO (Technology, Research, Education, and Opinion) Talks track.

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## Award

Congratulations to MBS Advisory Board member Tony Payne on receiving the ICL Distinguished Alum Award from the Maine Development Foundation! Payne is Senior VP, External Affairs at MEMIC and was honored at MDF's 45th Annual Meeting & Champion Awards Celebration on Wednesday.

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## In the News

The book "Sports Business Management: Decision Making Around the Globe," co-written by Dr. Norm O'Reilly, was cited in this recent story in [The Mercury News](#).

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## Upcoming Events

### **UMaine Open House: September 30 from 8 am - 1 pm**

Prospective students and their guests are invited to the first of two Fall Open Houses this Saturday. They'll begin the day in the New Balance Student Rec Center and break off into colleges for more specific information later in the morning.

## **BLLC Sunday Night Football: October 1 at 8 pm in Somerset Hall**

If you'd like to join our first-year students in this fun social event, please get in touch with Julia Van Steenberghe.

## **Doing Business at Dinner: October 4 from 5-8 pm at the Penobscot Valley Country Club**

MBS students have been invited to register for this new event that will allow them to connect with local business leaders and practice doing business in a nontraditional business setting.



**Go Big. Go Blue. Go Business.**

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