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MBS News Update - March 22

1 message

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Fri, Mar 22, 2024 at 10:59 AM

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MBS News

March 22, 2024

New Staff Member

The Maine Business School is pleased to welcome Trina Schuler to the team. Trina is our Pathways to Careers Internship Coordinator. She will service our MBS students and students throughout the system who are interested in opportunities in the financial services sector. Her office is located in the Student Success Center. Please be sure to say hello and introduce yourself.



In the News

Dr. Qiujie "Angie" Zheng was recently featured in a story published by UMaine MARINE. [Click here to read about her seafood consumer and marketing research.](#)

Andie Lovejoy, a first-year student from Downeast, Maine, was recently featured in a profile by the University of Maine. She shares that her experiences with her family's business fueled an entrepreneurial spirit she continues fostering at MBS. Andie has two on-campus jobs: a marketing role with UMaine Athletics and an MBS Media Team member with Melanie Brooks. She's also the VP of AMA. [Click here to read the story.](#)

Dr. Norm O'Reilly was quoted in a recent *Globe and Mail* article titled "Scotiabank drops Contact Photography Festival partnership in another revenue blow to struggling art events."

Publications

Dr. Manuel Wörsdörfer recently wrote a piece entitled "Biden's Executive Order on AI and the E.U.'s AI Act: A Comparative Analysis" for the [Centres for European Policy Network](#). AI (ethics) initiatives are essential in bringing about fairer, safer, and more trustworthy AI systems. Yet, they also come with various drawbacks, including a lack of effective governance mechanisms, window-dressing, and 'ethics shopping.'

To address those concerns, hard laws are necessary, and more and more countries are moving in this direction. Two of the most notable recent legislations include the Biden Administration's Executive Order (EO) on AI and the E.U.'s AI Act (AIA). While several scholarly articles have evaluated the strengths and weaknesses of the AIA and proposed reform measures that could help strengthen the Act, only a couple of papers do the same for the EO or compare the two regulatory initiatives. The following sections try to close this research gap by providing an in-depth comparative analysis of the EO and AIA. They offer, in particular, a critical computer-ethical evaluation of the pros and cons of EO and AIA, as well as their similarities and differences, and they discuss possible ways to improve both legislations.



Dr. Norm O'Reilly's recently co-authored piece in the [Sport Business Journal](#) is titled "Light the lamp: PWHL earns well-deserved early traction."

Faculty Success

Dr. Rusty Stough was recently alerted that his paper "When Influencers aren't very influential: The Negative Effects of Social Media Verification" was awarded the most downloaded paper of the year at the *Journal of Consumer Behaviour*.

Student Organizations

Women in Business

WIB co-hosted this week's Wellbeing Wednesday about managing stress. About 40 undergraduates gathered in DPC to mix mocktails and practice stress-relieving exercises. This workshop was led by UMaine's Counseling Center.

Upcoming Events

Bear Treks Boston: Wednesday & Thursday, March 27-28, Unum, Salesforce, and Omni Parker House

Fifty MBS students will visit three businesses on our annual Bear Treks Boston trip!

MaineMBA Alumni Awards and Business Forum: Thursday, March 28, 4:30-7 pm, 300 Fore Street, Portland

Please join the Graduate School of Business for the Third Annual MaineMBA Alumni Awards and Business Forum. Keynote speakers include Amanda Rector, Maine State Economist, and Michael Bourque, President and CEO of MEMIC. [Click here to register.](#)

Personal Branding Days: Friday, March 29, 12-1 pm, Student Success Center

This is the last chance students have to receive a free headshot and MBS

Networking Cards this semester.



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