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## MBS News, August 30, 2024

Maine Business School

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## MBS News Update - August Roundup

1 message

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

Fri, Aug 30, 2024 at 10:00 AM

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## MBS News

August, 2024

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### New Hire

We are pleased to announce that Madison Gilman has been hired as our new Gateways to Success Coordinator and First-Year Academic Advisor. Madi has been a student worker for MBS for the past three years, most recently serving as our First-Year Experience summer intern. Her role will be to connect with first-year students on their progress to degree and coordinate student success activities around UMaine's gateway classes, which include Intro to Psychology, Microeconomics, and Macroeconomics, among others. Her office is located in the Student Success Center, so be sure to



welcome her aboard.

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## In the News

In July, [Forbes](#) published an article titled “Research Shows The ‘Intervention’ That Helps AI Boost Customer Outcomes,” citing a study conducted by Dr. Dmitri Markovitch and Dr. Rusty Stough. “Can chatbot customer service match human service agents on customer satisfaction? An investigation in the role of trust” was published by the [Journal of Retailing and Consumer Services](#) in January.

Dr. Stefano Tijerina shared his expertise for [this MainePublic story](#) about the railroad strike in Canada.

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## Student and Faculty Success

MaineMBA student Mikayla Reynolds and Dr. Billy Obenauer have been selected to receive the Southern Management Association's (SMA) Award for Best Paper in the Careers, Social Issues, Diversity Issues, Ethics Track at SMA's annual meeting. Their paper,



"Using Signaling Theory to Explain Organizational Attractiveness," was developed from Mikayla's Honors thesis. The paper uses a series of vignette experiments to examine how different combinations of flexible work arrangements influence the perceived attractiveness of working for an organization. Their paper will be presented at SMA2024 and is currently going through peer review at a highly-ranked management journal.

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## Publication

Dr. Manuel Wörsdörfer's paper "Biden's Executive Order on AI: Strengths, Weaknesses, and Possible Reform Steps" has been accepted for publication in the computer ethics journal *AI and Ethics*. The paper's abstract reads as follows: In recent years, numerous AI ethics and government initiatives have emerged globally. The E.U.'s AI Act and the Biden Administration's Executive Order on AI are the most notable legislations. While many articles have assessed the strengths and weaknesses of the AI Act and suggested reform measures to enhance it, only a few have done the same for the Executive Order. This article addresses this research gap by offering a comprehensive analysis of the Executive Order. Specifically, it provides a critical computer-ethical (i.e., Kantian-ordoliberal) evaluation of the Executive Order's advantages and disadvantages and explores potential ways to strengthen it.

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## Presentation

Dr. [Billy Obenauer](#) and Dr. [Manuel Wörsdörfer](#) recently spoke at a training session hosted by the Maine Society of CPAs. The event focused on ethical considerations of using artificial intelligence in accounting and business management.

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Maine Business School  
5723 Donald P. Corbett Business Building  
Orono, ME 04469-0001

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