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MBS News Update - April 29

1 message

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Fri, Apr 29, 2022 at 9:59 AM

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MBS Weekly News

April 29, 2022

From the Dean

UMaine remembers those we've lost and the gains we've earned. We lost a first-year student and an alum this week. We honor those we've lost as critical parts of our academic family. During the AACSB conference these past few days, Simon Sinek provided a Q&A session that emphasized the need to find our why, purpose, and reason for engaging in this enterprise we call the Maine Business School and its Graduate School of Business. Our vision is to serve as a catalyst for change in our approaches, processes, and communities. To do that, we must focus on our people: the connections our faculty continues to make to bring amazing speakers into our classes, the publications and presentations that connect us to the world of learning on a global scale, and the time we take to honor our students this afternoon who will be inducted into Beta Gamma Sigma and receive commendations from our faculty and staff for their efforts. We serve as catalysts for change because, in Maine, the way life should be is based on the team of people who contribute to this community. So, we

will remember those we've lost, and we will honor the strengths we give each other when we walk through this world together.

- Faye Gilbert, Ph.D.

Publications

Dr. Norm O'Reilly co-authored a column for the *Sports Business Journal* about the effect of the war in Ukraine on Russian sports. [Read more here.](#)

Dr. Billy Obenauer has had a paper accepted for publication. "The Price of Technology is Responsibility: A Discussion of Threats Created by Cybervetting that Employers Must Address to Ensure Equal Employment Opportunity" will appear in *Industrial and Organizational Psychology: Perspectives on Science and Practice*, the journal of the Society for Industrial and Organizational Psychology (SIOP).

Presentations

[Dr. Nadège Levallet](#) has had a paper accepted for presentation and full proceedings at the Administrative Sciences Association of Canada (ASAC 2022) Conference. In June, she will present her paper titled "Data science for organizational responses in times of discontinuity" in Halifax, Nova Scotia.

Outstanding Graduating Students

Two business students are among the 12 UMaine students named Outstanding Graduating Students. [Grace Graham](#) was



named Outstanding

Graduate Student in the MBS. She is a triple-major who will be joining the MaineMBA and the auditing team of BerryDunn after graduation. [Jakub Sirota](#) was named Outstanding Graduating International Student for the MBS. Jakub, from the Czech Republic, is a member of the men's ice hockey team. His post-graduation plans include pursuing a hockey career and then pivoting to an entrepreneurial path in business.

In the Classroom

[Dr. Rusty Stough](#) recently invited Michael Eason-Garcia to speak to his digital marketing class about the analytics of TikTok. Michael is the Analytics Manager for Movers+Shakers, a

"disruptive creative agency on a mission to spread joy." Michael specifically works on implementing analytic strategies for brands to measure and define success in the ever-changing TikTok market. He has helped run successful campaigns for brands such as e.l.f. Cosmetics, Nerf, and Warner Brothers Entertainment. He is passionate about connecting people and brands.

The logo for Movers + Shakers, featuring the words "MOVERS + SHAKERS" in bold, black, sans-serif capital letters on a bright yellow rectangular background.

Ara Finlayson, Brand Director for Vermont SportsCar spoke in Dr. Susan Myrden's Sport Marketing class. Ara talked about her agency work when she worked for Fuse Marketing with various action sports, including skateboarding, snowboarding, and surfing. She then spoke about her experience on the brand side of things with Vermont SportsCar, the technical partner of Subaru Motorsport USA. Ara manages their entire motorsports program (which includes rally, RallyCross, specialty vehicles such as Gymkhana, and their motorsports teams' management). She's also responsible for developing, executing, and evaluating Vermont SportsCar's brand strategies to create a cohesive brand experience reflecting the premium nature of our services and vehicles.

The logo for Vermont SportsCar (VSC), featuring the letters "VSC" in a bold, blue, sans-serif font. The "V" is stylized with a white outline and a blue shadow effect.

[Dr. Myrden](#) hosted Matt Cross, Learning Manager of Manchester United, virtually in her Sport Marketing class. Matt talked to students about the



marketing side of Manchester United - everything from game days to sponsorships to broadcasting rights to social media - with a focus on the globalization of the football club.



MBA Certifications

Since the Fall of 2019, more than 300 MBA students have become certified in R and Python in the courses in analytics taught by Dr. Yonggang "Tim" Lu. Dr. Lu makes it a point to infuse relevant packages into his courses. The certifications earned by our students include beginning R and Python programming, intermediate R programming, and data manipulation using dplyr.

Event: Honors & Award Ceremony

Join us this afternoon at 3:30 pm in DPC 100 for our Spring 2022 Honors & Awards ceremony. We will be inducting new Beta Gamma Sigma students, recognizing our student organization leaders, and giving out our annual awards to students and faculty. We hope you can join us in person. If not, please be sure to watch via Zoom using this link: <https://maine.zoom.us/j/82122703252?pwd=SlBmK3MzbkgrRWE0Y2drKzQycTRYdz09> / Password: 150216

Student Organizations

Undiscovered Maine

[Undiscovered Maine](#)

held its spring semester "trade mission trip" on Saturday, April 23. The group visited Mt. Blue State Park in Weld, MaineStone Jewelry, Salt &



Pepper and Sugar

Too, and Ambition

Brewery in Wilton, and Abraham's goat farm and creamery in Newport.



Go Big. Go Blue. Go Business.

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