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MBS News Update -July

1 message

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

Fri, Jul 1, 2022 at 9:00 AM

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MBS News

July 1, 2022

In Memorium



Our hearts go out to Cynthia Tollerson's family as we hold her memory close to our hearts. The tragic news of her passing this week is difficult to share. Please take a moment to read UMaine's statement on Cynthia's passing below and keep her and her family in your thoughts and prayers.

The University of Maine community joins the Maine Business School students, faculty and staff in mourning the death of Cynthia Tollerson this week.

Cynthia, the Harold Alford Assistant Professor of Accounting, joined the UMaine community in 2019. She mainly taught MBA students and also had a distinct role in reaching undergraduates — in essence, impacting those in the Maine Business School at the beginning of their college careers as well as working professionals in the Graduate School of Business.

Students appreciated Cynthia's focus on relevant course content and mentoring that made a difference in starting or advancing their careers. As part of the Graduate School of Business, Cynthia attended research presentations with the business faculty at the University of Southern Maine.

UMaine students, faculty, or staff in need of support can contact the Counseling Center, 207.581.1392, the university's Employee Assistance Program, 877.622.4327, or the Dean of Students Office, 207.581.1406.

Publications



[Stephen Jurich, Ph.D.](#), has an article that was recently accepted for publication. "Does off-exchange trading decrease in the presence of uncertainty?" will be published by *The Quarterly Review of Economics and Finance*.

[Dr. Susan Myrden's](#) article, "Digital Health Experience: A Regulatory Focus Perspective," will be published in the *Journal of Interactive Marketing*.

[Dr. Tanya Beaulieu](#), along with colleagues John Angelis, Rajendran Murthy, and Joseph Miller, published an article, "Better Angry than Afraid: The Case of Post Data Breach Emotions on Customer Engagement" in *IEEE Transactions on Engineering Management*. Current research prioritizes the 'what' of data breaches, largely ignoring the question of 'why.' Their research seeks to fill a gap in the research design of prior studies on data breaches and customer behaviors by considering the customer emotions of anger and fear. "While prior research has focused on anger due to its contagious nature, our results demonstrate that fear is the most influential emotion leading to changed behavior and/or lower revisit intentions," Dr. Beaulieu says. They found that angry customers may vent but will return with no meaningful change in their behavior. "Unlike prior research, we also focus on fear and find that fearful customers retreat and disengage, behaving differently from angry customers." Managerial implications of this research illustrate the need to address fearful customers differently after a data breach to avoid reduced firm interactions and withdrawal behavior as opposed to merely reducing anger in the media as hitherto suggested.

[Stefano Tijerina, Ph.D.](#), has recently published a piece in *Points*, the joint blog of the Alcohol & Drugs History Society and the American Institute of the History of Pharmacy. His article is titled "[If only the Propaganda Machine had Paid Attention to the Humanitarian Crisis Emanating from the War on Drugs.](#)"

Student Success

Students in Dr. Ivan Manev's MGT 449 Strategic Management class have ranked consistently among the best in the nation on their performance in the Business Strategy Game, a simulation in which students "run" a sports shoe company. Students make decisions in areas as diverse as operations, capital expenses, financing, distribution, marketing, salaries and benefits, training, CSR, product lines, geographical markets, etc. Student teams across the globe compete against each other in the market. Connor Bell, Priya Bhatta, Landon Brochu, and Anna Young's company, Flashfeet, consistently ranked high out of 1,282 teams from 86 universities. Their Overall Score these past two months tied them for #6, and their stock price ranked them as #4. "Students report that this simulation is one of the most useful exercises they do and helps them understand and experience the

interconnectedness of strategic and operational decisions," Dr. Manev says.

Three students earned the SAP Certificate of Recognition this past semester. Gabby Benson, Gabby Sands, and Max Ficcardi completed the three courses needed to achieve the certificate: BIS 235, BIS 345, and BIS 364.

MBS Advisory Board



Our two newest Advisory Board members were featured in [this story](#) on our website. We are pleased to introduce Mike Kuhn and Greg StremLaw.

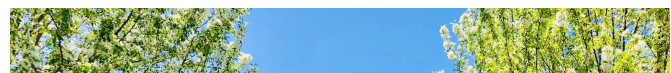
Presentations

Drs. [Angie Zheng](#), [Erin Percival Carter](#), and Caroline Noblet (from Economics) led a virtual workshop through the Portland Chamber of Commerce on June 22nd. Their presentation, "What's so special about Maine food?" was part of a three-part Food for Thought series.

[Dr. Sebastian Lobe](#) was a featured guest speaker at the Bangor Region Executive Club of the University of Maine. He spoke about SPIFFY, highlighting the hands-on learning experience this MBS organization offers students.

Internships & Professional Development

Last month, Taylor Ashley, Internship Coordinator,



traveled to Vail, Colorado to participate in the CEIA Academy, a three-day Internship Program Development Training. CEIA is the Cooperative Education and Internship Association. The training focused on topics ranging from the history of co-op and internships, program structure, strategic approaches to foster stakeholder buy-in, curriculum development, and employer relations. In April, Taylor also traveled to Alexandria, Virginia, for the CEIA National Conference, which presented him with an opportunity to network and learn about best practices in this field of work. (Photo: CEIA Academy)



As a member of SAP's academic alliance, [Dr. Matt Graham](#) recently completed the SAP Analytics Cloud boot camp. This was a re-badging of this training for Dr. Graham to stay up to date with the software.

In June, Taylor Ashley attended the Maine Career Catalyst Bangor/Augusta kickoff event at Bangor Beer Company. This event presented an opportunity for area interns to network and learn about the fantastic work they're doing around the state this summer.

Student Organizations

Undiscovered Maine worked as consultants for the Maine Mountain Children's House this spring semester.

[Read their story here...](#)

SPIFFY members enjoyed a mid-June webinar "In Search of a Steady State: Inflation, Interest Rates, and Value, The (Inflation) Genie Escapes the Bottle!" Aswath Damodaran from the New York University Stern School of Business led the webinar.



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