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MBS News Update - October 21

1 message

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

Fri, Oct 21, 2022 at 11:29 AM

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MBS News

October 21, 2022

Faculty Appointments

Dr. [Susan Myrden](#) was recently appointed the NCAA Faculty Athletics Representative (FAR) for the University of Maine. In this role, Dr. Myrden will serve as a liaison between the institution and the athletics department. She'll also represent the institution in the America East conference and NCAA affairs. This role is designed to ensure that the academic institution establishes and maintains the appropriate balance between athletics and intercollegiate athletics.



In the News

Last Friday, two television stations reported on the MBS Corps March Against Domestic Violence. You can watch the video from [WABI here](#) and [Fox Bangor here](#). Congrats to the students and faculty on a successful event, despite the rain!

Dean Norm O'Reilly was profiled this week by MaineBiz. You can read the Q&A about the Graduate School of Business and MaineMBA program [here](#).

In the Classroom

Dr. Peggy Keiper's students in Sport Facility & Event Management (MGT 490) class is creating the [Sport Business Summit](#). This event will be held in DPC on December 7th from 2-6 pm. The students are organizing panels on the topics of Sport Marketing, Early Careers in Sport Management, and 50 Years of Title IX. Stay tuned for more information and a link to register.

Students in Lisa Liberatore's Principles of Management and Organization class (MGT 325) are spending the semester raising funds for the Old Town Animal Orphanage. The goal is for students to build and execute a project plan, measuring their networks' activation. This photo is from the Hermon High homecoming event, where MBS students raised \$300. Earlier this week students held a bake sale in the Memorial Union raising \$277.



MBA students in Dr. Nadège Levallet's Strategic Decision Making class have worked on a project with three corporate partners: Baker Newman Noyes, Wyman's, and Maine GearShare. Each partner identified a strategic problem, and three teams of students worked on each issue to offer the best recommendation based on their research and insights. Students pitched their recommendations via a video recording, then answered questions from the corporate partners during a Q&A session. The partners chose the winning

teams based on the quality of the pitch and recommendation. Congrats to the following teams who won this competition!

BNN project: Craig Blackwell, Caitlin Damon, Kevin Drewrey

Wyman's project: Karim AbdelMalek, Jay Cushing, Lucas Profenno

Maine GearShare - Corie Drake, Ami Gaspar, Lindsay Humphreys

Publication

Dr. Patti Miles and her Navy SEAL research colleagues published an essential article in [Psychology and Behavior](#). "This publication shows that being in BUD/s—the course you need to take to become a SEAL—grows your mental and physical resilience," Dr. Miles says. "We used a fair amount of bloodwork to substantiate our findings."



Presentations and Conferences

Dr. [Qiujie "Angie" Zheng](#) was invited to give a research seminar talk to faculty and students at the Paul College of Business and Economics at the University of New Hampshire. She spoke about her research project on Consumer information acquisition and choice for genetically modified foods: Evidence from a non-hypothetical choice experiment in China.

This past weekend, Dr. [Patti Miles](#) attended and presented at the International Leadership Association Conference in Washington, D.C. Her presentation focused on long-distance research groups. Dr. Miles and her Navy SEAL group have worked together for about 3.5 years, almost entirely on Zoom. "We have developed a way of holding each other accountable while generating four research publications, with a fifth planned for December," Dr. Miles says.

Last week, Maine Outdoor Brands and the Maine Office of Outdoor Recreation hosted the first annual [Maine Outdoor Economy Summit](#). Dean Norm O'Reilly, Assistant Dean Erika Gabrielsen Neumann, and Administrative Coordinator Taylor Boucher attended as guests throughout the two-day summit. Julia Van

Steenberghe, Recruitment and Engagement Specialist, attended "Basecamp Gather," a recruiting event on Thursday evening.

Dr. [Stefano Tijerina](#) will present as part of the UMaine Socialist and Marxist Studies Series next month. His presentation, A New Chapter in Latin America's Pursuit of Sovereignty: Gustavo Petro's Vision for the Future of the Americas, will be held in the Coe Room in Memorial Union and shared virtually from 12:30 pm to 1:45 pm on November 17th.

Guest Speakers

Dr. Qiujie "Angie" Zheng invited Dr. Scott Goates, Director of Health Economics in Global Data Science and Analytics at Abbott Laboratories, to give a talk for her MaineMBA Business Analytics Speaker Series. Dr. Goates was the first speaker in this new speaker series. He discussed data science and analytics in the healthcare industry. The Business Analytics Speaker Series is open to all MaineMBA students. The plan is to

have three more speakers in FY 22-23 who will talk about data analytics in various industries, including personal care, sports management, etc. Thanks to Dean Norm O'Reilly, Taylor Boucher, Julia Van Steenberghe, and Melanie Brooks for their support in making this happen!

MaineMBA SPEAKER SERIES
BUSINESS ANALYTICS
HOSTED BY QIUJIE "ANGIE" ZHENG

ANALYTICS IN HEALTHCARE

Scott Goates, PhD, MBA
Director of Health Economics,
Global Data Science and Analytics
Medical Devices
Abbott Laboratories

October 6, 2022
7:00 - 8:15 pm
ZOOM
<https://bit.ly/3dMit0L>

SPIFFY had two guests at their October 5th meeting: Kevin Frazier, CFO of the UMaine Foundation, and Mark Fitzgerald, Managing Director and Institutional Client Advisor with Bank of America.

Student Organizations

SPIFFY

For the first time, SPIFFY students are participating in the prestigious 2022 CME Group University Trading Challenge. UMaine is one of 498 teams participating. This complimentary electronic trading competition allows students to experience the excitement, energy, and decision-making environment of real-time trading. Teams of undergraduate and graduate students can trade various CME Group products from multiple asset classes in a simulated, professional trading platform provided by CQG. The competition runs through the end of October. Stay tuned for results!



Events

The first Bear Treks trip since 2019 will take place on Friday, October 28th. Forty students will hop on a bus and travel to IDEXX, MEMIC, and Tyler Technologies. They'll tour the buildings, explore career options, and meet with UMaine alums.



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