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## MBS News, June 2023

Maine Business School & Graduate School of Business

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## MBS News Update - June News

1 message

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

Fri, Jun 30, 2023 at 9:59 AM

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## MBS News

June 2023

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### In the News

Professor Buffie McCue-Quinn shares her real estate expertise [in this story](#) published by *Spectrum News*.

*National Geographic* included a link in their story titled "[Visiting Maine: here's what the locals love](#)" to Undiscovered Maine's [list of farmstands](#) throughout the state.

Dr. Jason Bolton was quoted in this [Consumer Reports](#) story about sustainable seafood.

Alumna Bethany Ashley, Class of 2021, was featured in a recent [MaineBiz](#) story about internships.

Dr. Jason Entsminger's work on a new set of fact sheets provides comprehensive insights into the demographics of U.S. farms that offer agritourism activities or sell

food directly to consumers or both was featured in a story by [Penn State](#). Developed by collaborators at Penn State, University of Vermont, University of Maine, and Oklahoma State University, each fact sheet provides the total number of farms in the state and the number engaging in agritourism, in direct sales, and in both activities. They also include detailed demographic and business information about these farms, including farmer age and gender, crops grown, farm size, and farm income generated by agritourism and direct sales.

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## Faculty Success

Dr. [Qiujie "Angie" Zheng](#) has been accepted into the Enhanced Mentoring Program with Opportunities for Ways to Excel in Research (EMPOWER) program for the 2023-2023 Academic Year. EMPOWER supports faculty in their quest for significant professional growth and advancement, including attaining success in research and scholarly activities. There is particular interest in supporting faculty who are women and/or from underrepresented groups. Dr. Keith Evans from the School of Economics will mentor Dr. Zheng.



Dr. [Norm O'Reilly](#) is part of a publication team that received honors at the ISBNPA conference. The paper "Impact of the COVID-19 virus outbreak on movement and play behaviours of Canadian children and youth: a national survey" was recognized as a top-cited observational study paper in 2022 in the *International Journal of Behavioral Nutrition and Physical Activity*. That paper currently has more than 1,000 citations.



## Student Success

Six MBS students earned the SAP Certificate of Completion this spring semester. Congratulations to Ashlyn Stuart, Ashton Dunbar, Ethan Barthomomae, Jim Huff, Lauren Patterson, and Kyla Taylor. To date, 11 students have earned this SAP Certificate.

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## Publication

Dr. [Manuel Wörsdörfer](#) has had his paper titled "Apple's Antitrust Paradox" published in the *European Competition Journal*. This paper explores Apple's anti-competitive business practices, main antitrust concerns, and the currently proposed reform measures. It argues that one of the key antitrust issues with Apple is the company's closed ecosystem combined with its role as a gatekeeper to and of the internet. The E.U.'s Digital Markets Act, which aims to open Apple's ecosystem, primarily via data portability, interoperability, and multi-homing requirements, is a necessary step in the right direction. Yet, it is insufficient to prevent the lock-in effects of a 'walled product garden' and ensure complete device and platform neutrality. Additional steps must be taken to overcome Apple's dual role as a platform operator and service provider and inhibit the company from engaging in anti-competitive business conduct.



## Presentations

Dr. Qiujie "Angie" Zheng hosted a [MaineMBA Business Analytics Speaker Series](#) talk in late May. The title of the talk was Business Analytics in the Technology Industry. The speaker was Dr. Cheng Liu, Sr. Data Scientist at Search Analytics, Apple, Inc.

A team from the Graduate School of Business presented at the North American Society for Sport Management (NASSM) in June. Dr. Norm O'Reilly was joined by MaineMBA students Connor Blake and Thomas Erick in presenting research on "[NIL Marketing and Level of School: A Comparative Analysis of Power 5 vs. Mid-Major](#)"

[NCAA Athletes.](#)"

Dr. Norm O'Reilly and Ph.D. student Caroline Paras presented research on "Nostalgia, Marketing, and Sport Participation" at the Administrative Sciences Association of Canada Conference (ASAC) in May.

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## New Student Orientation



On Tuesday, June 27, MBS hosted 150+ first-year students for our 2023 Summer Orientation. MBS staff worked diligently to warmly welcome our new students and their adult supporters to UMaine, culminating in a day-long event that was meaningful, informative, and fun. A huge thank you to the MBS staff who helped the day run smoothly, especially Julia Van Steenberghe and our summer student intern, Madi Gilman. Pictured here are three MBS Ambassadors who spent the day with our incoming first-year students: Ivan Young, Luke O'Neil, and Kaitlin Halle.

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