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MBS Weekly News, February 25, 2022

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MBS News Update - February 25

1 message

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MBS Weekly News

February 25, 2022

From the Dean

UMaine, as you know, is now classified as R1, a top-tier research institution in this country. Business faculty also complete scholarship that provides new knowledge and assists organizations in applying those insights to their operations and services. In this edition, you see that business faculty are contributing to our understanding of artisanal food experiences, sponsorships in sports, artificial intelligence, and do-Calculus (someone explain that one to me). We are now considered by US News to be #40 in the nation for our BSBA online degree in management, #84 in the nation for our online MBA, and #43 in the world for our MBA by CEO Magazine. Go Big! Go Blue! Go Business! Go UMaine!

- Faye Gilbert, Ph.D.

In the News

UMaine News [published a story](#) highlighting research by Drs. Stephanie Welcomer and Erin Percival Carter. Their paper “Designing and Distinguishing Meaningful Artisan Food Experiences” was published in the journal *Sustainability* in July 2021. The [Portland Press Herald](#) picked up this story and published it in their business section.

MBS and GSB guest speakers were highlighted in this [UMaine News story](#).

[BNN Bloomberg](#) recently interviewed Dr. Norm O'Reilly for a story about Olympic sponsorship deals.

Publication

Dr. Yonggang "Tim" Lu has a co-authored paper accepted for publication in the *European Journal of Operational Research*, one of the most prestigious journals in operations management and research and ranked first in this field on Google Scholar. This paper is titled "An Empirical Bayes Approach to Incorporating Demand Intermittency and Irregularity into Inventory Control". In this paper, Dr. Lu developed a novel analytical approach to forecasting customer demand for spare parts in the condition of strong interdependent demand intermittency and highly irregular distribution of demand size. Dr. Lu collaborated with his co-authors to apply this approach to a large spare parts portfolio of 50,000 stock-keeping units managed by an auto spare parts distributor that could result in inventory cost savings of nearly \$10 million.



Presentations

On February 16, [Dr. Norm O'Reilly](#) gave the keynote presentation to the Canadian Forces Morale and Welfare Services (CFMWF) Sponsorship Committee. Dr. O'Reilly talked about the effects of COVID-19 on the sponsorship industry and forecasting for events post-pandemic.

Dr. Yonggang "Tim" Lu and [Dr. Qiujie "Angie" Zheng](#) had a paper accepted to present at the NEDSI 2022 Conference in Newark, NJ. The paper is titled "Introducing Causal Inference Using Bayesian Networks and do-Calculus". This paper is based on their teaching of BUA 685 Problem Solving and Decision Analysis, an elective course for MaineMBA students with the concentration in Business Analytics. In this paper, Drs. Lu and Zheng co-authored with Mr. Daniel Quinn, who is one of our MBA students, to propose a new instructional approach to teaching causal inference using Bayesian networks and Pearl's do-Calculus. Causal inference is one of the fundamental methodologies underlying artificial intelligence.

Rankings

You may have noticed some new ranking badges floating about. This past month [U.S. News & World Report](#) has ranked our online BSBA program as #40



in the nation and our online MBA program #84. For the third year in a row, [CEO Magazine](#) has ranked the MaineMBA as a Top Tier program with a global ranking of #43. These consistent rankings show the quality of our faculty, students, and AACSB-accredited programs.



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