

James C. McConnon - Abbreviated Vita

Fields of Interest

Community economic development
Regional economics
Small business development
Entrepreneurship
Trade Area Analysis

Professional Affiliations

Agricultural and Applied Economics Association
Northeastern Agricultural and Resource Economics Association
National Association of Community Development Extension Professionals
U.S. Association for Small Business and Entrepreneurship
Southern Regional Science Association

Extension Programs

Dr. McConnon conducts small business educational workshops across the state on topics such as: marketing, pricing, business planning, and financial management. Dr. McConnon also conducts statewide workshops on a variety of topics related to business and economic development. Dr. McConnon conducts the Trade Area Analysis outreach program, which he co-developed while at Iowa State University. Dr. McConnon recently collaborated with a team of faculty from across the country to revise and update a national entrepreneurship training curriculum titled, "Cashing in on Business Opportunities."

Current Research

Dr. McConnon conducts applied research in support of his Extension education programs. His applied research has focused on topics such as: regional retail trade patterns, changing retail market structure, economic impact analysis, small and micro-business development, and entrepreneurship. Dr. McConnon was a co-investigator on a funded project to enhance the business support infrastructure for micro-entrepreneurs in Eastern Maine and was a co-investigator on a recently completed research project investigating the contribution of Maine's food industry to the state's economy.

Selected Publications

Bassano, Louis V. and James C. McConnon, Jr. 2011. "*Strategic Partnerships That Strengthen Extension's Community-Based Entrepreneurship Programs: An Example from Maine.*" *Journal of Extension* [On-Line] (49)5. Available at:

<http://www.joe.org/joe/2011october/a3.php>.

Gabe Todd, James C. McConnon, Jr., and Richard Kersbergen. 2011. "Economic Contribution of Maine's Food Industry." *Maine Policy Review*, Volume 20, Number 1 (Winter/Spring): 36-45.

Gabe, Todd and James C. McConnon, Jr. 2010. "Economic Impacts of Year-Round Residents Living on Mount Desert Island, Maine." School of Economics Staff Paper 586, University of Maine, Orono, Maine. 9pp.

Deller, Steven and James C. McConnon, Jr. 2009. "Microenterprises and Economic Growth: A Panel Study of the U.S. States 1977 to 1997." *Applied Economic Letters*, 16(13): 1307-1312.

Gabe, Todd and James C. McConnon Jr. 2009. "The Economic Impact of Cruise Ship Passengers in Portland, Maine." School of Economics Staff Paper No. 578, University of Maine, Orono, Maine. 30pp.

Larochelle, Sarah, James C. McConnon, Jr., and Todd M. Gabe. 2009. "Effects of Microbusinesses on U.S. Regional Economic Growth." School of Economics Staff Paper 581, University of Maine, Orono, Maine. 16 pp.

Bassano, Louis V. and James C. McConnon, Jr. 2008. Strengthening Entrepreneurship and Building Leadership Capacity in Rural Communities. *Journal of Extension* [On-line] 47(2). Available at <http://www.joe.org/joe/2008april/a1.shtml>.

Larochelle, Sarah, James C. McConnon, Jr., and Todd M. Gabe. 2008. "Microenterprises and Their Effects on U.S. Regional Economic Growth," Presented at the Northeast Agricultural and Resource Economics Association Meetings, Quebec City, Quebec, Canada.

Atasoy, Sibel, James C. McConnon Jr. and Todd Gabe. 2007. "The Economic Importance and Impact of Microenterprises to the New England Economy." Department of Resource Economics and Policy Staff Paper No. 560, The University of Maine, Orono, Maine. 25pp.

Allen, Thomas M., Todd M. Gabe, and James C. McConnon, Jr. 2006. "The Economic Contribution of Agri-Tourism to the Maine Economy." Resource Economics and Policy Department Staff Paper No. 563, The University of Maine, Orono, Maine.

Gabe, Todd, Colleen Lynch and James C. McConnon, Jr. 2006. "Likelihood of Cruise Ship Passenger Return to a Visited Port: The Case of Bar Harbor, Maine." Journal of Travel Research, Volume 44, Number 3(February 2006): 281-287.

Allen, Thomas M., Todd M. Gabe, and James C. McConnon, Jr. 2005. "Retail Trade Area Assessment for Millinocket, Maine." Department of Resource Economics and Policy Staff Paper No. 553, The University of Maine, Orono, Maine. 71pp.

Atasoy, Sibel, James C. McConnon, Jr. and Todd Gabe. 2004. "The Economic Importance and Impact of Microenterprises to the New England Economy." Selected paper presented at the Annual Northeast Agricultural and Resource Economics Association meetings, Halifax, Nova Scotia, Canada. Abstract of paper published in the Agricultural and Resource Economics Review Volume 33, Number 2 (October): 301.

McConnon, James C. and Thomas G. Allen. 2004. "Trade Area Analysis of Retail Sales for Belfast, Buxton, Caribou, Damariscotta, Dover-Foxcroft, Machias, Skowhegan, and Oxford, Maine." A Fund for Rural America project publication. Resource Economics and Policy Department Staff Paper No. 539, The University of Maine, Orono, Maine. 240pp.

Gabe, Todd, Colleen Lynch, and James McConnon. 2003. "The Impact of Cruise Ship Passengers in Maine: The Example of Bar Harbor." Maine Policy Review, Volume 12, Number 3:56-62.

Artz, Georgeanne and James C. McConnon, Jr. 2001. "The Impact of Wal-Mart on Host Towns and Surrounding Communities in Maine." Selected paper presented at the Northeast Agricultural and Resource Economics Association meetings, Bar Harbor, Maine. Abstract of paper published in the Agricultural and Resource Economics Review Volume 30, Number 2 (October 2001): 219.