



MONDAY MORNING MEMO

Lewis College of Business

Dr. Avi Mukherjee, Dean

April 2, 2018

Society for Advancement of Management (SAM) Case Competition

Founded in 1912 by the colleagues and disciples of Frederick Taylor, the "Father of Scientific Management," SAM is the world's oldest professional organization focused on the teaching and practice of management. SAM members, both nationally and internationally, come from a variety of disciplines, but share a common bond of interest in promoting and becoming stronger managers. SAM builds bridges among academicians, practitioners and students, not only to better share management expertise, but also to develop and promote new management ideas.

The Student Case Competition is the hallmark of the Annual SAM Meeting. The 2018 SAM National Collegiate Management Case Competition was held in Washington D.C. during March 22-24. A team of LCOB Graduate and Undergraduate students took home 2nd place in the Thomas Greensmith Open Division in our very first appearance. Marshall's case competition team, mentored by Dr. Marc Sollosy (Faculty adviser), consisted of four graduate students – Clayton Stevens – MBA; Brenda Gordon – MBA; Hassan Malik – MBA; and Glen Midkiff - MS-HR, and one undergraduate student – Keely Truman - BBA Freshman Accounting.

The case study for the competition was about developing and presenting a strategy for Ryder System, a transportation and supply chain management company. I am delighted that our students got this wonderful opportunity. We would like our students to participate in more such competitions in the future.

BB&T Center - Business and Economics Research Symposium (BERS)

The Lewis College of Business and its BB&T Center for the Advancement of American Capitalism will organize a Business and Economics Research Symposium this Spring, where student research projects will be first displayed and competitively judged on Huntington campus on April 5 and 6, followed by an Awards Dinner on April 19 at the Clay Center in Charleston. I encourage all LCOB faculty and staff to stop by to see the work the students have completed and show your support for them. You should have received an invitation to the Awards Dinner on April 19th at the Clay Center. Projects will be on display beginning at 5:00 pm and dinner begins at 6:30 pm. You are invited to attend and bring a guest, courtesy of the BB&T Center and BB&T - sponsors of the event. Please RSVP by April 6th.

In total, ten LCOB faculty members and nearly 100 students have been involved in these research projects. At least 150 guests are expected to attend the Awards Dinner, which will feature not only the student projects, but remarks by President Gilbert and keynote speaker John B. Jung, Jr., Senior Managing Director and Head of BB&T Capital Markets, a division of BB&T Securities, LLC. Thank you for your support of BERS and its mission of facilitating the connection of our students with the regional business community through this symposium.