



April 15, 2019

LCOB Spring 2019 Research Day

On April 12, the Lewis College of Business celebrated its fourth "Research Day". This event provided an opportunity for our faculty to present their current or recently completed research projects. The event was an unqualified success. The program is attached.

The event was organized by the LCOB Faculty Development Committee: Dr. Alberto Coustasse (Chair), Dr Yi Duan, Dr. Liz Alexander, and Prof. Tessa White. There were ten scholarly papers presented, authored by ten LCOB faculty. A total of 38 people, including several students, attended Research Day.

Dr. Peter Hilsenrath, Joseph M. Long Chair in Healthcare Management and Professor of Economics at the University of the Pacific, California, served as the plenary Distinguished Speaker. Our panel of judges, Dr. Peter Hilsenrath, Mr. Jim Rorrer (LCOB Advisory Board member), and Ms. Mya Linden (Undergraduate Senior) selected the following winners:

1st place: Dr. Yi Duan, Assistant Professor of Economics –

Foreign Aid Allocation and Conflict in Sub-Saharan Africa: A Spatial Analytical Approach

2nd place: Dr. Nabaneeta Biswas, Assistant Professor of Economics –

PROMISE-ing Change? West Virginia's Merit Aid Program and College Enrollment

3rd place: Dr. Uyi Lawani, Assistant Professor of Management –

Has the Paradigm Shifted in Job Application Method Preference? Comparing Online and Traditional Recruiting

Online MBA adopts Learning Glass technology

Marshall's award-winning fully online MBA program has taken a giant leap with its pioneering adoption of the Learning Glass Lightboard technology. This lightboard technology was invented by SDSU physics professor Matt Anderson to meet the challenges of engagement in online education. The technology is simple: a special glass is lit internally by LED lights and used as a transparent whiteboard. A camera on the other side of the glass captures the image which is then flipped horizontally like a mirror image. Students are able to see their instructor while they are teaching, increasing engagement and retention of information. Faculty do not have to learn any new technology, as they are simply writing on a board with dry erase markers just as they would in the classroom. The Learning Glass Lightboard, offered by Learning Glass Solutions based in San Diego, CA, has been adopted by universities, businesses and government organizations from Los Angeles to Lebanon in the forefront of instructional design. Marshall University is proud to be the first organization in West Virginia to adopt this technology.

Here is a demo video featuring our MBA Director, Dr. Marc Sollosy: <https://www.youtube.com/watch?v=-C2knPIEzMs>