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Lewis College of Business Fall 2019 Annual Retreat and Assurance of Learning (AOL) Conference

A warm welcome back to everyone as we return from the summer break! The Lewis College of Business hosted its Fall 2019 Faculty/Staff Annual Retreat and Inaugural Assurance of Learning (AOL) Conference at the Guyan Golf & Country Club on Wednesday, August 21 from 8:30 am to 4:30 pm, with over 75 attendees. President Gilbert, Provost Taylor, Dr. Ron Area, and LCOB Advisory Board President Commodore Tony Martin delivered inspiring addresses and expectations for the new academic year. We had presentations from the Dean, Associate Deans, and BB&T Center Directors. Discussions focused on strategic imperatives, mission alignment, accreditation updates, new building planning, doctoral program planning, STEM business initiatives, experiential learning, and global initiatives. Our new faculty members were introduced by their respective Division Chairs.

The Assurance of Learning Conference started over lunch with keynote speaker Dr. Brad Prince, Associate Dean at the Richards College of Business, University of West Georgia. The purpose of the AOL Conference was to discuss strategic and operational issues pertaining to our Assurance of Learning, take stock of our current status and progress with our AOL coordinators, and brainstorm ideas for closing the loops with our program directors and coordinators, division chairs, faculty and staff as active participants in the college's AOL process. Coordinated by the Associate Dean for Accreditation, the group activities involved faculty interacting across divisions to share information with each other and seek feedback on accomplishment of learning goals, assessment rubrics, curriculum management, and opportunities for engagement and impact.

New Faculty at the Brad D. Smith Schools of Business

The Brad D. Smith Schools of Business welcome four new full-time faculty members joining us in Fall 2019.

Shuqin (Monica) Wei, Assistant Professor of Marketing



Shuqin (Monica) Wei joins us as a tenure-track Assistant Professor of Marketing in the Division of Marketing, MIS, and Entrepreneurship. Monica received her PhD in Marketing from Southern Illinois University in 2014 and has been an Assistant Professor at the Department of Management & Marketing at Texas A&M University-Central Texas since then. Her primary teaching interests include marketing research; marketing metrics; services marketing; brand management; professional sales; principles of marketing; and international marketing. Monica's research interests include customer engagement and relationships in multi-actor service contexts, customer engagement in digital settings, green/sustainable marketing and marketing ethics. She has published in top journals such as *Journal of Service Management*, *Journal of Retailing and Consumer Services*, *European Journal of Marketing*, *Journal of Services Marketing*, and *Journal of Business Ethics*. She has also published in conference proceedings for the Society for Marketing Advances and the AMA Summer Educators' Conference among others.



Tyson Ang, Assistant Professor of Marketing



Tyson Ang joins us as a tenure-track Assistant Professor of Marketing in the Division of Marketing, MIS, and Entrepreneurship. Tyson received his PhD degree from Southern Illinois University in 2015 where he also received his MBA and BS in Marketing. Tyson has previously worked an Assistant Professor of Marketing at Texas A&M University-Central Texas and at Huston-Tillotson University in Austin, TX, where he taught courses at the undergraduate and graduate levels from Principles of Marketing and Marketing Research to Internet and Digital Marketing. His research interests are in customer-to-customer and firm-to-customer interactions, and sustainable and ethical marketing practices. In addition to many conference proceedings, Tyson has published in top journals including the *Journal of Service Management*, *Journal of Retailing and Consumer Services*, *European Journal of Marketing*, *Journal of Services Marketing*, and *Journal of Marketing Theory and Practice*. He was the recipient of the 2017 Outstanding Faculty in Quantitative Research award and the 2017 Commitment to Diversity award at Texas A&M University-Central Texas.

Timothy Bryan, Assistant Professor of Accounting



Timothy G. Bryan joins us as a tenure-track Assistant Professor of Accounting in the Division of Accountancy and Legal Environment. Tim received his DBA from Jacksonville University, Florida. He has an M.S. and B.S. in Accounting from the University of Southern Indiana. Tim was an Instructor in Accounting at the University of Southern Indiana, Evansville, Indiana since 2011, where he taught a wide variety of courses, published a peer-reviewed journal article in the *Journal of Business & Economics Research* and presented his research in well-known conferences such as the American Accounting Association annual and regional meetings. He is a member of the American Accounting Association, American Institute of Certified Public Accountants, Indiana CPA Society, Illinois CPA Society and Beta Gamma Sigma. Tim brings a wealth of experience both in practice and as an academic. As a CPA and a Certified Global Managerial Accountant (CGMA), Tim was the Office Managing Partner of Kemper CPA Group LLP in Evansville, Indiana and Mt. Vernon, Illinois; Board of Directors of Kemper Capital Management; and on the Audit Staff at KPMG, Indianapolis.



Amanda Meadows, Instructor in Accounting



Amanda Meadows joins us as an Instructor in Accounting in the Division of Accountancy and Legal Environment. She comes from the School of Business and Leadership at the University of Charleston where she was an Assistant Professor of Accounting since 2011. She received her BS in Accounting and Business Administration and her MBA from the University of Charleston. While at the University of Charleston, she taught a variety of accounting courses including Principles of Accounting I and II, Cost Accounting, and Federal Taxes. Amanda served on committees and roundtables as a representative for University of Charleston's School of Business & Leadership. She also served as the faculty advisor for case competitions. Amanda is a CPA and is a member of the AICPA, the WVSCPAs, and the Charleston Chapter of the WVSCPAs. She serves on WVSCPA project groups including the Recruiting & Opportunities group and the Young CPAs group. Amanda also has professional experience in public accounting and corporate tax and controllership.