



May 4, 2020 | Volume 3, Issue 22

Brad D. Smith honored as 2020 AACSB Influential Leader



Brad D. Smith is one of 25 business school graduates from around the world to be honored by AACSB International (AACSB) – the world’s largest business education alliance – as a member of the 2020 Class of Influential Leaders. The annual challenge recognizes notable alumni from AACSB-accredited schools whose inspiring work serves as a model for the next generation of business leaders.

Brad earned a bachelor’s degree in business administration from Marshall University and went on to lead Intuit as one of the most successful CEOs in the world. We are excited to see our illustrious alumnus getting recognized on a global stage by AACSB. Brad Smith’s commitment to education and economic empowerment in West Virginia, Ohio and the Appalachian area is making an incredible impact on our region.

"It is our privilege to amplify the stories of business school graduates like Brad Smith who are serving as a force for good in the world," said Tom Robinson, AACSB president and CEO. "Marshall University prepares its graduates to lead with enthusiasm and dedication and Brad Smith’s inspirational achievements are to be celebrated."

Now in its fifth year, the Influential Leaders challenge has recognized more than 200 business school graduates for creating a lasting impact in business and society. All honorees have earned an undergraduate, graduate or doctoral degree from one of the more than 850 AACSB-accredited business schools worldwide. For more information on the Influential Leaders challenge, and to view a full list of honorees, visit aacsb.edu/influential-leaders. Past honorees have included Colin Powell, Sam Walton, and CEOs / former CEOs of Unilever, Deloitte Global, Deloitte & Touche LLP, Costco, Caterpillar, Kodak, Aflac, Raymond James, Citi Private Bank, Fuji Xerox Learning Institute, etc.



2020 Beta Gamma Sigma Induction Ceremony

Our 2020 Beta Gamma Sigma (BGS) Annual Induction Ceremony was presented virtually on April 24 in view of the pandemic and related closures. The BGS induction ceremony celebrates the achievements of the best and brightest students at the Brad D. Smith Schools of Business at Marshall University. Special thanks to our co-advisors of BGS, Dr. Ben Eng (Asst Prof of Marketing), Dr. Nabaneeta Biswas (Asst Prof of Economics), Dr. Tim Bryan (Asst Prof of Accounting), and Lacie Bittinger (Director of Student Services), for running one of the best Beta Gamma Sigma chapters in any business school, recognized amongst the Highest Honors category.

Beta Gamma Sigma was founded at the University of Wisconsin in 1913 at the first national honor society in business. Membership in Beta Gamma Sigma is the highest recognition a business student anywhere in the world can receive in an undergraduate or master's program at a school accredited by AACSB. The objectives of Beta Gamma Sigma are to encourage and honor academic achievement and personal excellence in the study and practice of business; to promote the advancement of education in the art and science of business; and to foster integrity in the conduct of business operations. Membership in Beta Gamma Sigma is a singular honor and carries with it lifetime affiliation. BGS membership is by invitation only and is based on academic excellence. Our chapter actually has more rigorous standards than the national standards...we invite only the top 7% UG juniors, top 10% UG seniors, and top 20% Masters students for membership in our chapter!

We are delighted to see one of the largest classes inducted in our chapter history – 41 students with our highest ever membership acceptance rate among eligible students. Our inductees join an expanding worldwide network of more than 630,000 business professionals who have earned recognition through lifetime membership in Beta Gamma Sigma.

Beta Gamma Sigma inductees enjoy a clear point of distinction — ranking at the top of their classes. However, it is clear that induction means much more than having an outstanding GPA. I would like to remind our BGS inductees what sets them apart from their peers at other business schools. We produce driven, motivated, tenacious and principled professionals, leaders, and pioneers, characterized by grit and resilience, who excel in their learning within and outside the classroom and contribute to our impact, engagement and innovation – cornerstones of the LCOB. As Sons and Daughters of Marshall, their academic accomplishments, commitment to service, and hands-on leadership experience — as well as the bond and engagement they have with their faculty set them apart from other business students around the world.

Here is the video link of the 21st Annual Induction Ceremony of MU Beta Gamma Sigma Chapter:

<https://www.facebook.com/marshallbgs/videos/646906069190845/>