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Marshall Business Research Conference launched



The Lewis College of Business and its Brad D. Smith Schools of Business celebrated the inaugural **Marshall Business Research Conference** on Friday, November 6. This conference evolved from our Faculty Research Day that we started in Fall 2017 and have organized every semester since. This semester, our Research Day went beyond our college of business and beyond Marshall partly because of its virtual format that helped invited speakers to present from several US states and even foreign countries.

In this inaugural research conference, we had 24 research presentations from 38 scholars. We had an especially eclectic group of presenters representing 13 universities (Marshall, University of Pennsylvania, University of Kentucky, The Ohio State University, Hofstra University, University of Alabama at Birmingham, University of North Texas, University of the Pacific, University of Wisconsin Whitewater, University of Southern Indiana), 6 MU colleges and schools (College of Business, Joan C. Edwards School of Medicine, School of Pharmacy, College of Liberal Arts, College of Education, College of Health Professions) across various disciplines (Business, Public Health, Medicine, Pharmacy, Psychology, Counseling, Dietetics), 11 U.S. states (WV, IN, OH, TX, CA, AL, KY, PA, NY, WI, VA) and 3 countries (USA, India, Lebanon).

Dr. Jerome Williams, Prudential Chair professor and former Executive Vice Chancellor and Provost of Rutgers University served as the plenary Dean’s Distinguished Speaker. The title of his talk was “Challenges in Conducting Research That Makes a Difference”.



Our expert panel comprising two Deans (Dr. Robert Bookwalter of College of Liberal Arts and Wendell Dobbs of College of Arts & Media), two College of Business Advisory Board members (Jim Rorrer and David Beauregard), and two student leaders (Kane Morrone and Allison Smarr) selected the best paper winner in the three categories:

Marshall Business Faculty category: Dr. Shuqin (Monica) Wei & Tyson Ang – *Artificial Intelligence in Service: What Happens When Service Fails?*

Marshall non-Business Faculty category: Dr. Lori Ellison – *Use of Multimodal Biofeedback Interventions with Trauma Affected Individuals in Substance Use Treatment*

Non-Marshall Faculty category: Dr. Liam O'Neill (University of North Texas), Dr. Sae-Hwan Park (University of Pennsylvania), Dr. Erica L. Stockbridge (University of North Texas), Dr. Thaddeus L. Miller (University of North Texas) – *Private Patient Rooms and Hospital-Acquired Methicillin-Resistant Staphylococcus Aureus: A Hospital-Level Analysis of Administrative Data from the United States*

More than 100 people, including many faculty and several students, attended the Research Conference. I am delighted to see such an overwhelming response to our Marshall Business Research Conference, because it is not only a celebration of faculty's intellectual accomplishments, but also it is the recognition of how applied business research can help the business community.

The event was organized by the LCOB Research & Scholarly Activities Committee (RSAC): Dr. Alberto Coustasse (Chair), Dr. Bo Feng, Dr. Mohammad Karim, Dr. Monica Wei, Dr. Tyson Ang, Dr. Tim Bryan, Dr. Charles Stivason, and Dr. Jingran Zhang. This event could not have happened without the tireless efforts of many people at Marshall, particularly RSAC Chair Dr. Alberto Coustasse, Associate Dean Dr. Nancy Lankton, Stakeholder Director Glen Midkiff, and Accreditation Coordinator Alena Adkins – special thanks to all of you!

Let us continue to grow the Marshall Business Research Conference as a signature event for the Lewis College of Business. From now on, the Marshall Business Research Conference will be an annual Fall conference open to the world that will help us foster business research and share new business ideas with the global academic and business community. Our next conference is scheduled for November 5, 2021.

The full Conference Program And Proceedings is available at:

<https://www.marshall.edu/cob/files/2020/11/Fall-2020-Inaugural-Conference-Program-Abstracts.pdf>