



LEWIS COLLEGE OF BUSINESS
BRAD D. SMITH SCHOOLS OF BUSINESS
MONDAY MORNING MEMO
from Associate Dean Nancy Lankton

October 24, 2022

Women Entrepreneurship Week 2022

The Lewis College of Business partnered with its Center for Innovation and Entrepreneurship and the Huntington Regional Chamber of Commerce, and its Women2Women Committee, to celebrate Women Entrepreneurship Week 2022. Women Entrepreneurship Week started eight years ago at Montclair State University in Montclair, New Jersey. In 2021, over 200 universities in dozens of countries joined in the celebration. This is the college's sixth year of celebrating and learning from female entrepreneurs.

Supporting female entrepreneurs is more important now than ever. As a result of the COVID-19 pandemic, women were disproportionately affected more than men. Women lost their jobs at higher rates, and women-owned businesses were more likely to close, diminishing decades of growth to close the gender wage gap. Fortunately, times of crisis have shown that entrepreneurship helps revive economies. In particular, during the 2008 recession, women and minority-owned businesses helped create jobs and aided in stabilizing the economy.



On Thursday, October 20, the community, faculty, and students attended a luncheon/fireside chat between Tricia Ball, Huntington Regional Chamber of Commerce's President and CEO, and Marshall's First Lady, Alys Smith.

Alys is Co-Founder of the Wing 2 Wing Foundation that provides increased access and support for education, entrepreneurship mentoring and investment, and works to help residents preserve and enjoy the natural beauty of Appalachia. Alys co-founded Wing 2 Wing in 2019 alongside her husband and President Brad D. Smith. Additionally, Alys is passionate about her role and platform as the First Lady of Marshall University supporting women's equality and empowerment. Her goal is to empower women in Appalachia and beyond to realize their full potential on whatever path they may choose.

As a certified mediator and licensed attorney, Alys Smith seeks justice for all, regardless of social or economic status. Since 2005, she has worked with several non-profits focused on education and adolescent counseling, served as a mentor and as a Court Appointed Special Advocate for young women. She also serves on the board of the New Opportunity School for Women in Berea, Kentucky and the Education Alliance Board.

Alys and Tricia discussed many topic areas during the luncheon, including navigating the glass ceiling, using life coaches, and building confidence in your professional ability. Approximately 140 people attended the event, which was wrapped up with a short question and answer period.

Appalachian Social Enterprise Summit



A P P A L A C H I A N
S O C I A L E N T E R P R I S E
— S U M M I T —

The Lewis College of Business's iCenter (Center for Entrepreneurship and Business Innovation) joined Virginia Tech's Apex Center in co-hosting Coalfield Development's Appalachian Social Enterprise Summit (ASES) on Tuesday, October 4. The conference was a collaboration with regional partners as the area's largest gathering of social entrepreneurs of the year. The amazing event attracted entrepreneurs interested in the model of social entrepreneurship, and current practitioners and investors wanting to network and expand.

Gayle Conelly Manchin, Federal Co-Chair of the Appalachian Regional Commission was the keynote speaker and Brad D. Smith, President of Marshall University; Brandon Dennison, CEO of Coalfield Development; John Kinzer, former DEO of Hubspot; and Dan Conant, Solar Holler Founder and CEO were highlighted speakers and panelists. There were many panels and breakout activities on topics such as agriculture, ecological restoration, clean energy, downtown and community revitalization, and tourism and hospitality.

A Farm to Table Dinner and Social Enterprise Training was held at West Edge the night before the conference. The Lewis College of Business hosted dinner on Tuesday evening for the students from Marshall and Virginia Tech who participated in the pitch contests. Thanks to Dr. Ben Eng, Executive Director of the iCenter and Paige Leonard, Assistant Director, for all their hard work on this event.

The Lewis College of Business Welcomes Visiting Professors

/A warm welcome to the college's two new visiting professors who joined us this semester. They are accomplished researchers and we look forward to engaging with them in inspiring and collaborative research projects. A big thanks to Guodong Huang, International Program Coordinator at the Lewis College of Business, for making this happen.



Dr. Wei Xiong is an Assistant Professor of Finance in the School of Economics at Xiamen University. Her research interests focus on the effects of taxation on business investment and financing decisions and local economic developments. Dr. Xiong has published in academic journals such as *Journal of International Trade*, *International Taxation in China*, *Journal of Finance and Economics*, and *Chinese Rural Economy*. She has taught both undergraduate and graduate courses including *Tax Theory and System*, *Tax Planning*, *Tax Law and Accounting Standards*. Dr. Xiong is a Certified Asset Appraiser and Certified Tax Agent. She has extensive industry experience and has provided financial and tax consulting services to many local businesses. Dr. Xiong received her PhD in Economics from Xiamen University in 2003.



Dr. Yanping Yu is an Associate Professor of Economics in the School of Economics at Xiamen University. Her research interests focus on public economics, labor economics, fiscal policies, and corporate investments. Dr. Yu has published in academic journals such as *Journal of Business Economics*, *Statistics and Decision*, *Economic Research Journal*, and *Journal of Statistics and Information*. A number of her research projects have been funded by the National Social Science Fund and the Humanities and Social Sciences of the Ministry of Education in China. She has also won the Ziji Deng Scholarship, the highest research award in social sciences at Xiamen University. Dr. Yu has taught both undergraduate and graduate *Public Finance*, *Corporate Finance*, *Financial Management* and other courses. Dr. Yu received her PhD in Economics from Xiamen University in 2008.

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