



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

April 10, 2023

**Lewis College of Business Attends Appalachian Research in
Business Symposium**



The Appalachian Research in Business Symposium provides a venue for presenting new research, discovering contemporary ideas, and building connections among scholars at Appalachian State University, Eastern Kentucky University, East Tennessee State University, Marshall University, Radford University and Western Carolina University. The conference is held at

each site, in turn.

ARBS 2023 was hosted by Radford University's Davis College of Business and Economics. It was held on-the campus in Radford, Virginia March 30-31. Participants found opportunities for presenting new research, discovering contemporary ideas, and building connections.

Lewis College of Business members who attended the conference this year were Dr. Alberto Coustasse, Dr. Jamey Halleck, Dr. Nancy Lankton, Dr. Doohee Lee, Dr. Ralph McKinney, and Dr. Amanda Thompson-Abbott. In addition, three of the college's DBA students also had papers accepted and attended the conference: Sarah Clemente, Eric Pulice, and Teresa Smith. Papers presented were as follows:

Emergency Department Front-End Strategies: Evidence from US National Survey, by Doohee Lee, Hana Lee

Man-Opolized: Gender Inequality in Healthcare Leadership, by Sarah Clemente

The Effect of Magnet Hospitals on Nursing Burnout, by Jonathan Settle, Michael Davis, Eric Pulice, Alberto Coustasse

Is Stealing Time OK? The Mediating Effect of Time Banditry, by Jamey Halleck, Kevin Knotts

Effects of the Needle Exchange Program and Its Current Status in West Virginia, by Thomas A. Norton, Amber Graves, Anthony Uriarte, Katherine Duty, Alberto Coustasse

Effects of Experiential Learning on Intentions to Become a CPA, by Amanda Thompson-Abbott, Nancy Lankton

Interpreting Mission Statements as Input to Analyzing Supply Chain Strategic Fit, by James Kirby Easterling, Kambiz Tabibzadeh, Teresa Smith

Procurement Preventions Impact Accessibility, by Ralph McKinney Jr., Tracy Christofero, Lori Howard

Lewis College of Business Students Take Part in the Marshall University Student Research & Creativity Symposium



The Student Research and Creativity Symposium at Marshall University is intended to celebrate, promote and recognize undergraduate and graduate research and creativity across all colleges and units.

The two-day event held this past weekend included a full day for undergraduate students on Friday, April 7th and a full day for graduate students on Saturday, April 8th. Both days included prestigious guest speakers from outside the university, a panel lunch and a selection of presentations from the best student work from each unit.

Marjorie Abney

Do Effective Management Control Systems (MCS) Unlock Increased Profitability on Bank Technology Investments?

Rachel Brassine

CSR-Contingent Executive Compensation Incentives Link to Real Earnings Management as Moderated by Board Gender Diversity.

Annika Behncke

History of Independence in the Accounting Profession

Evan Beretta and Nikolas Maynard

Examining Issues Related to Celebrity Athlete Endorsements: A Review of the Literature

Paris Johnson and Jon Willis

Mapping Health Inequities: The Case for Investing in Spatial Epidemiology and Analysis in Rural Healthcare during the Post-COVID Era

Christian Kenworthy, Miki Abe, and Autumn Owen

Examining the Benefits of Collegiate Branding through Sports: A Review of the Literature

Patricia Lewis

Impact of COVID-19 on Routine Childhood Immunizations in the United States

Patricia Lewis

Neonatal Abstinence Syndrome: An Update on the Cost and Length of Stay Associated with Available Treatment Options

Victoria Blickenstaff and Olivia Perdue

Current Research Methods: Neuromarketing

Maddy Branham, Kristen Clark, and Sierra Hamsher,
ng Registration at Marshall University Using Design Thinking

Isabella Schrader, and Madison Branham
Ethical Analysis of the Pharmaceutical Industry's Role in the Opioid Epidemic
and Price Gouging.

For more information contact [Nancy Lankton](#)



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