



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

April 24, 2023

**AACSB’s Innovations That Inspire Initiative Recognizes the
Lewis College of Business iCenter**



**Center for Innovation
and Entrepreneurship
(iCenter)**

#AACSBinspires | Sponsored by **ILLINOIS TECH** | Stuart School of Business

AACSB International (AACSB)—the world’s largest business education alliance—announced the Lewis College of Business among 25 business schools highlighted in its Innovations That Inspire member spotlight program. This annual program recognizes institutions from around the world that serve as champions of change in the business education landscape. In 2023, the

highlights feature efforts to innovate the business school in ways that enhance value for all stakeholders, including students, businesses, and society. These schools are defining new realities for the future of learning, leading, and connecting, paving the way to a re-energized value proposition for business education.

“New demands from stakeholders require reimagined business school initiatives, and [school name/innovation name] demonstrates a fresh way forward for business education,” said Caryn Beck-Dudley, AACSB president and CEO. “By leveraging innovation for knowledge co-creation, new methods of learning, and expanded educational access, business schools are meeting market expectations and increasing value for businesses, learners, and society.”

Now in its eighth year, the Innovations That Inspire initiative has highlighted 214 business school efforts that exemplify forward-looking approaches to education, research, community engagement, entrepreneurship, leadership, and diversity and inclusion. Support for the 2023 Innovations That Inspire member spotlight program is provided by Illinois Institute of Technology’s Stuart School of Business.

Dr. Ben Eng, Associate Professor in Marketing, Assistant Provost for Innovation, and Executive Director of the Lewis College of Business iCenter, submitted the entry that received the award. He discussed the iCenter and its role in using innovation, business development, and human capital to power West Virginia forward. Its mission is to inspire innovation across the college of business, campus of Marshall, and community of West Virginia by diffusing cutting-edge best practices in innovation through education and training.

Within the Lewis College of Business, the iCenter spreads D4D in classrooms to grow student entrepreneurs through 2 primary initiatives: 1) the Brad D. Smith Student Incubator and 2) BUSN100 – Intro to Business course. Furthermore, the iCenter is currently applying D4D to redesign the business core curriculum in the Lewis College of Business.

On the campus of Marshall University, the iCenter provides D4D workshops and consulting to help various administrative and academic departments innovate solutions to their largest challenges. For example, the iCenter helped the Dining Department innovate a new student meal plan structure and selection system.

And in the community of West Virginia, the iCenter is part of a grant-funded program for the WV Department of Education named the Simulated Workplace Entrepreneurship Education Program (SWEET). Through SWEET, the iCenter has helped develop a D4D based entrepreneurship curriculum for West Virginia High School students who are in Career and Technical Education.

Read more about our college's innovation To Inspire at:
<https://www.aacsb.edu/innovations-that-inspire>.

**Lewis College of Business Financial Management Association
Sponsors Financial Literacy Week**



In observance of the National Financial Literacy Month – April, the Financial Management Association of Marshall University Chapter (FMA-MU) started promoting Financial literacy among the campus community since 2022. This year FMA-MU partnered with the Lewis College of Business and The Rahal Center for Strategic Engagement, and organized the Marshall Financial Literacy Week 2023 from April 10-13. Financial professionals from Chase, Truist, and State Farm presented workshops on many informative and pertinent topics that helped participants learn basic financial knowledge and skills to enhance their financial wellbeing. There were presentations by faculty and students as well.

The kick off event was on Monday with remarks from Provost Avi, Interim Dean Archambault, and Associate Dean Lankton. On day 1, Josh Juckett and Brooke Hanna of Truist conducted multiple workshops on “Budgeting and Home Ownership”. On day 2, Diana Whitlock and her team from Chase conducted 3 workshops on “Money Smart for MU: Managing Debt”. Day 3 featured faculty presentation on “Investments and Wealth Management” followed by student demonstration on “Mint Budget & Track Bill App” by Dr. Mohammad Uddin and Joshua Dauber and Ben Adkins, respectively. Finally, day 4 events included a talk by Marsha Slater from State Firm on “Risk Management and Protection: The Basics of Insurance”, followed by student presentations on “Non-traditional Investment Opportunities” by Nathan Surber, Nick Smith, and Ben Adkins. During this week, FMA-MU also partnered with the Office of Student Financial Assistance and Beta Alpha Psi to set-up tables at MSC and provided counseling on student loans and financial aid, and personal income tax. Other sponsors of this week-long events were Cohen Talks and SAM.

Contributed by Dr. Mohammad Uddin, Assistant Professor and Faculty Advisor for the Financial Management Association.

2023 Business Leadership Symposium Organized by Truist Center for Leadership

Truist Center for Leadership hosted the Business Leadership Symposium, 2023, an event designed to bridge the gap between academic theory and practical business solutions. The symposium featured the work of 11 teams of

students who presented their individual or team projects, providing a glimpse of the innovative and interdisciplinary approaches they used to tackle real-world business challenges. The Truist Center for Leadership is fashioned to develop the next generation of business leaders with a spirit of discovery and exploration.

A panel of six judges with extensive experience in the business and academic world evaluated the presentations using a common rubric to identify the final winners. The judges included Dr. Elizabeth Alexander, Dr. Tim Bryan, Tim Hazelett, Dr. Alan Letton, Dr. Uday Tate, and Dr. Shaorong Zhang. Eleven teams participated in the symposium and the winners of the cash prize were:

First Place: Student Exchange & Study Abroad, by Romane Soleillant, Anaïs Vincent, and Marine Kersuzan. They presented the experiences faced by French exchange students who came to study abroad for a semester. Their presentation included the experiences and challenges of adapting to a new culture, navigating unfamiliar academic techniques, and communicating in a non-native language.

Second Place: Sustainable Waste Management, by Maddy Braham, who shared concern for the rising amount of garbage generated and proposed an app that can help with garbage segregation and create a technologically advanced garbage management system.

Third Place: Surviving Recession: Focus on Small Businesses by Mackenzie Rider, whose project deals with ideas for small business growth for dealing with economic recession.

The other work presented included ideas on Ethics: The Emerging Force presented by Colton Horn, George Karnes, and Isabel Horter; Holiday Shopping Affects Consumer Behavior presented by Caitlin Auld, Adriana Collelo, Cyrah Moore, and Elise McClelland; The Mobile Dentist presented by Abbagael Seidler; Viral Marketing and the Emerging Popularity of Social Media by Lilly Dewesse, Audrey Chwalik, and Emily McLatchey; Momentivity Events and the Need for Specialized Services presented by Shelby Blackburn; Neuromarketing as an Emerging Trend was presented by Victoria Blickenstaff and Olivia Perdue; Epic Games: The Legality of Loot Boxes was presented by Annika Behnke; Augmented Reality Impacts Consumer Marketing was created by Ripley Lyon.



The master of ceremonies for the evening was Ms. Alissa Stewart Sparks, Executive Director of Goodwill Industries. The opening remarks were given by Commodore Tony Martin. The keynote speaker for the event was Mr. John C. Stevens, President, and Co-Owner of Thermal Solutions. He was felicitated as Dean's Speaker by Dr. Ron Area, CEO, Marshall Foundation, Dr. Jeff Archambault, Interim Dean LCOB, Dr. Nancy Lankton, Associate Dean LCOB. Mr. Patrick O'Malley, Regional President and Mr. Joshua Scott from Truist Bank addressed the students on the role of leadership in the banking industry. Other members from Truist Bank also spent considerable time with the students in understanding the work presented by them. Dr. Monisha Gupta, Director of the Truist Center for Leadership expressed her gratitude to everyone who helped make the event a success. The event was well attended by over seventy people, including students, community leaders, academicians, and industry representatives.

Submitted by Dr. Monisha Gupta, Director, Truist Center for Leadership

Lewis College of Business Faculty Win University Awards

Lewis College of Business faculty Tim Bryan and Ralph McKinney won university faculty awards at the MU General Faculty Meeting.

Dr. Bryan won the Pickens-Queen Teaching Award that is made possible with a gift from Glenn and Carol Queen and Ethel Pickens, the Pickens-Queen Teacher Award is awarded annually to recognize the importance of teaching at Marshall University and to provide encouragement and incentive for teaching achievement by newer faculty members. The \$1000 award is presented to three junior faculty

members.



Dr. McKinney won the Hedrick Program Grant for Teaching Innovation that funds an award of up to \$5,000 for a project that will develop, implement, and assess a teaching innovation. Successful projects must meet two primary goals. First, this is a program-level grant. As such, the grant can only be awarded to a department/program or to a cross-disciplinary collaboration. Second, the grant is for a teaching innovation. Even though the innovation might be deployed at the course-level, it– and not the course – should be at the center of your project. The ideal project would be transferable across programs and to a broader segment of the institution.

Congratulations faculty for a job well done!

For more information contact [Nancy Lankton](#)



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