



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

June 26, 2023

**Lewis College of Business Accounting Students Engage
with Accounting Professionals**

Every June, a group of Lewis College of Business accounting majors take part in the West Virginia Society of CPAs Annual Meeting held at the Greenbrier. Support for this experience is provided by the Kathy Eddy New Horizons Fund. Students are selected based on a rigorous application and interview process. The students selected this year included:

Alyssa Hudson
Tiffany Neal
Erica Pomeroy
Karis Shannon
Chantel Tudor

These students, along with three students from WVU, attended continuing professional education workshops, networked with accounting professionals, attended the installation dinner (see below picture), and listened to a presentation from the AICPA chair. The students also took part in an experiential learning project to perform a suitability study for the Greenbrier Valley Airport (LWB) that was facilitated by former Interim Dean, Bob Simpson. In two groups, students determined LWB's viability as a regional spoke for Amazon's new air cargo network system. They reviewed the concept of regional spokes as utilized by Amazon and other air cargo companies, identified the criteria for selection as a regional spoke, described the

characteristics of LWB in comparison with the identified criteria, and detailed what improvements it might need to be a viable candidate for service as a regional Amazon Air spoke. The students presented their work to the society orally.

The college thanks Bob Simpson, Kathy Eddy, Ed McDonough, members of the WVSCPAs, and accounting faculty members Amanda Thompson-Abbott and Jean Price for making this student experience possible.



Governor's School of Entrepreneurship 2023 Underway at the Lewis College of Business



The Lewis College of Business at Marshall University is hosting this year's Governor's School of Entrepreneurship (GSE). Nine students joined this year's cohort. They moved in to university housing on June 18 and the opening ceremony was held on June 19 at the Memorial Student Center. The Keynote Speaker for opening day was Marshall's President, Brad D. Smith. After his address, students participated in a fireside chat with the president asking

questions from “What is your favorite book?” to “What is the best way to come up with new business ideas?” The event provided a great way for students to start off their three-way journey in entrepreneurship and innovation.

On Tuesday, students were also treated to lunch and a presentation by MU alumnus and BBA graduate Zander Wagner, founder of Bubbarino's and Axes and Os restaurants.

Don't miss the Pop-Up event by students at the Huntington Mall on July 1 and 4. It is a great time for you to meet them and provide support and feedback on their business ideas.



Professionals Meet with DBA Students during Summer Residency

The second cohort of the Doctor of Business Administration (DBA) program had their on-campus residency this past weekend. Students spent time going to classes, discussing research ideas, and networking with cohort members. The students had a chance to present their research questions to a panel of business professionals on Friday afternoon. The professionals were:

Angela Swearingen, COO of St. Mary's Medical Center, LCOB Advisory Board Executive Committee

Jim Rorrer, Retired Investment Banker. LCOB Advisory Board

William Wright, Practice administrator, Radiology, Inc.

Bob Simpson, Former Interim Dean of the Lewis College of Business

The professionals gave students feedback on their ideas, including relevance to business practice, importance, scope, and availability of data. We thank these professionals for taking the time to meet with us and provide valuable

insight to the students.

The students also heard from five faculty members on their current research. The faculty who presented include: Tom Norton, Dr. Alberto Coustasse, Dr. Boniface Yemba, Dr. Uyi Lawani, and Dr. Kevin Knotts. These faculty did a tremendous job informing students about different research methods and topic areas, and some of the opportunities and challenges in research.

Thanks to Dr. Doohee Lee, DBA Program Director, and Dr. Timothy Bryan, DBA Associate Director for organizing a successful, informative, and fun campus visit.



For more information contact [Nancy Lankton](#)

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