

A New Journey Begins



LEWIS COLLEGE
OF BUSINESS

Monday Morning Memo **from the desk of Dean Don Capener**

November 20, 2023

Marshall Business Research Conference

On November 3, 2023, the Lewis College of Business held its annual Marshall Business Research Conference. The Marshall Business Research Conference is a peer-reviewed scholarly annual conference that disseminates innovative research ideas and findings across disciplines that can be readily applied to the world of business, organizations, and economies.

This year's conference had 30 presentations over three tracks. The keynote speaker was Dr. Mark McKnight, Professor of Accounting, from Southern Indiana University. He spoke about his research examining the literature on ChatGPT. The conference was chaired by Assistant Professor, Tom Norton, from the Lewis College of Business. Many committee members, session chairs, and judges made the day a successful interchange of ideas and knowledge in fields such as artificial intelligence, expert testimony, cybersecurity, remote work, CEO transitions, poverty, management control systems, healthcare gaps, pharmaceutical shortages, and more.

Congratulations to our award winners!

Best Overall Conference Presentation: Susan Lanham and James Lanham, Marshall University, "The Quantum Shift: Preparing Businesses for the Looming Encryption and Data Security Challenges"

Best in Business Track: Kevin Knotts and Olen York, Marshall University, "Motivating Myself for My Business"

Best in Healthcare Track: JB Eyring, Matt Norton, and Fernando Wilson, University of Utah, "Success in Value-Based Healthcare: Preventative Services in Capitated Payment Models"

Best Student Presentation: Marjorie Abney, Marshall University, "The Effects of Management Control Systems on Bank Performance through Differing Modes of Innovation"

Find more about the conference at <https://www.marshall.edu/cob/marshall-business-research-conference/>

Faculty and Student Highlights



Dr. Susan Lanham won Best Overall Conference Presentation at the 2024 Marshall Business Research Conference for her work entitled, "The Quantum Shift: Preparing Businesses for the Looming Encryption and Data Security Challenges". Dr. Lanham is an Associate Professor in Accounting. She received her PhD in Advanced Accounting in 2013 and has been teaching forensics accounting at Marshall since 2014. Susan received the Robert Bruce Hayes Award for Excellence in Teaching at the Lewis College of Business in 2019 and was a Finalist for the Pickens Queen Teaching Award from Marshall University in 2016. Dr. Lanham publishes in journals such as the Journal of Forensic & Investigative Accounting, Business Law Today, the American Journal of Business Education, and Pharmacy Times. Dr. Lanham teaches in the college's DBA



Dr. Kevin Knotts, along with co-author Olen York, won Best in Business Track in the 2024 Marshall Business Research Conference for his work entitled, "Motivating Myself for My Business" Dr. Knotts is an Assistant Professor in the Management and Health Care Administration Department at the Lewis College of Business. He teaches topics such as human resource management, negotiations, and related topics in management. His research investigates individual motivation, specifically through the use of self-leadership strategies to better accomplish tasks and goals. Kevin's scholarly work has been published in a variety of academic journals, including the Employee Responsibilities and Rights Journal, the Digital Policy, Regulation, and Governance, and the Journal of Financial Counseling and Planning. Dr. Knotts teaches in the college's DBA program and

program and mentors
accounting undergraduate
students.

serves on several dissertation
committees.



Maggie Abney is a student in the Lewis College of Business Doctor of Business Administration (DBA) program. She won the Best Student Presentation for her work entitled, "The Effects of Management Control Systems on Bank Performance through Differing Modes of Innovation". Currently, she is an Assistant professor of Finance and Director of Evans Banking and Financial Services Program at Eastern Kentucky University. Maggie is part of the inaugural cohort of the college's DBA program and is concentrating in accounting. she expects to graduate in spring 2024.



Jacob Losh is a senior management major, graduating this semester. Not only is he an excellent student, Jacob has worked as the college's student recruiting assistant for the past couple of years. Jacob has attended numerous high school career fairs across the state and regularly attends the university's Green and White days. He has great communication and organization skills, is dependable, and represents the college well. While studying and working, Jacob managed to secure a position with Pioneer Appalachia Federal Credit Union as its Marketing and Business Development Officer.

For more information contact [Nancy Lankton](#).

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