

*A New Journey Begins*



LEWIS COLLEGE  
OF BUSINESS

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

February 5, 2024

**Innovation Ignites on  
Huntington's 4th Avenue:  
Introducing the Brad D. Smith  
Center for Business and  
Innovation and a Glimpse  
into the Future with the  
Center for Cyber Security**



Huntington, West Virginia, is poised for a transformative leap forward with the development of the **4th Avenue Innovation District**. This exciting project, fueled by a \$45 million investment from the state, promises to become a vibrant hub for business, technology, and education, fostering a culture of innovation and opportunity for the entire region.

At the heart of the district stands the **Brad D. Smith Center for Business and Innovation**, which opened its doors January 8, 2024. Named after Marshall University President Brad D. Smith, this state-of-the-art facility serves as the anchor tenant of the innovation district, providing crucial support for entrepreneurs, startups, and established businesses alike. The center offers:

**Cutting-edge incubation facilities** to nurture young businesses and foster collaboration including the i-center and the Lewis College of Business Entrepreneur Program. Marshall's programs can assist in start-up mentorship

**and leads educational programs** with industry experts, empowering entrepreneurs with the knowledge and skills to succeed.

**Access to cutting-edge technology and resources**, including high-speed internet, a podcast studio, and conference facilities. The Lewis College of Business will host the Appalachian Business Research Symposium April 4-5 in the new center.

But the 4th Avenue Innovation District doesn't stop there. The future holds even more promise with the upcoming **Center for Cyber Security**. This \$50 million facility, currently undergoing preparations to break ground, will position Marshall University as a national leader in cybersecurity education and research. The center will house advanced cybersecurity technology and training programs, preparing the next generation of cybersecurity professionals to protect critical infrastructure and combat cyber threats. It will serve as a regional hub for industry collaboration, attracting businesses and organizations to partner on cutting-edge research and development initiatives. The current plan will create hundreds of new jobs in the cybersecurity field, providing a significant economic boost to Huntington and the surrounding area. The combined presence of the Brad D. Smith Center for Business and Innovation and the Center for Cyber Security creates a powerful synergy, fostering an environment where entrepreneurs and established businesses can thrive alongside cutting-edge research and development. This unique ecosystem will not only attract talent and investment to Huntington but also serve as a springboard for innovation across various sectors, propelling the city and region towards a brighter future.

The 4th Avenue Innovation District is more than just bricks and mortar; it represents a bold vision for Huntington's future. It's a call to action for entrepreneurs, businesses, and individuals alike to embrace innovation, collaboration, and the potential for positive change. Are you ready to be a part of this exciting journey?

**Stay tuned for further updates on the 4th Avenue Innovation District and opportunities to get involved!**

## **MBA Student Zach Kincaid Presents Business Research to Communication Students**

Lewis College of Business MBA student, Zach Kincaid, gave a talk about Research in Business to students in Dr. Jamie Maxwell's Community of Research Practice class in the Communication Disorders department. Dr. Maxwell is facilitating an undergraduate, independent study course this spring semester and is inviting professors and graduate students to talk to her class about different types of research in a variety of career fields. The title of Zach's presentation was "Research in Business: Gathering Information, Solving Problems, & Setting Precedence for the Future". He discussed reasons why we conduct business research, who usually conducts business research, the purpose of business research, and how we conduct research in business. He

also included a retail company case study to illustrate how to use a business case study to see what went wrong or went well for a particular company.



Says Zach, “I had a wonderful time presenting to her class, I think the students were extremely engaged and entertained during my presentation. Many students shared comments and observations on the similarities and differences between business research and the research they conduct in speech-language pathology.”

To Zach, this was also a particularly special experience because he is a person who stutters. He explains, “Not only was it educational for the class to listen to a person who stutters, it was a great way for me to show that people who stutter can have thriving careers in which they must speak often. I greatly enjoyed being invited to showcase our work in the business school and show how business case studies can be interactive and relate to everyday life.”

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

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