

A New Journey Begins



LEWIS COLLEGE
OF BUSINESS

Monday Morning Memo from the desk of Dean Don Capener

February 26, 2024

Learning from our mistakes

One of the coolest economics professors I ever had let us retake the same exam, THREE TIMES! She'd then average the scores, which had me wondering: how did this teaching genius develop her methods? Word was, she was the best in the entire School of Business, and it wasn't hard to see why.

Here's the thing: her exams were legendary for being BRUTAL. But the twist? She gave us every chance to truly understand the material. Her philosophy? We'd learn and remember way more for the final (and beyond!) by figuring out our own mistakes, not just cramming facts. And you know what? None of us ever doubted her genuine care about our success.

It wasn't just about her love for the subject or some fancy teaching theory, it just WORKED. We'd constantly talk about how much better it was to learn from our screw-ups than just sit in another lecture hall, feeling lost. The steeper the learning curve, the deeper the understanding, right? That's why I'm so grateful for this professor and her whole "learn from your mistakes" approach. It's something I still carry with me today. It is my hope that as we all struggle with challenging problems, teammates, or coursework that we realize we are growing, stretching, and developing our skills that will form the foundation for success.

The Brad D. Smith Center of Business and Innovation holds its first DBA Dissertation Defense

Last week, on February 20th, we held our first-ever DBA Dissertation Defense at the Brad D. Smith Center for Business and Innovation!

Our DBA candidate, Amber Chatelain, Ed.D., presented "Good Times, Bad Times: Small Business Social Responsibility and Community Crisis Response in Small to Midsized Communities".

The dissertation committee was comprised of Dr. Kevin Knotts (Chair), Dr. Liz Alexander (Member), and Dr. Whitney Peake (Member).

We are proud to celebrate all the hard work Amber has put into this effort on an interesting and relevant research topic.

Next week, on March 8th, we will see our next rounds of Dissertation Defenses from:



Ali Jon Kooti, MAcc, Presenting *"Don't Make Me Look Bad: A study on the relationship between CEO narcissism and opinion shopping"* (9am - 10:30am)

Marjorie M. Abney, MBA, Presenting *"The Effect of Management Control Systems on Bank Performance Moderated by Innovation Mode"* (10:45am - 12:15pm)

Rachel Brassine, MSA, Presenting *"An Analysis of Corporate Social Responsibility and Real Earnings Management"* (1 pm - 2:30pm)

Student Highlight - Isabella Schrader

We would like to congratulate one of our outstanding students, Isabella Schrader, on being chosen to participate and represent the Brad D. Smith Schools of Business and Lewis College of Business in the 2024 WV Undergraduate Research Day at the Capitol last week.

Her research focused on how businesses/nonprofits can integrate the United Nations' Sustainable Development Goals into their business operations to help advance West Virginia's Sustainable Development.

More about Isabella

"I am a senior at Marshall and am double majoring in Sustainability Management and Technology, and Entrepreneurship, with minors in Engineering Sciences, Economics, and Marketing. I am part of the Yeager Program, and also an intern for the Center for Innovation and Entrepreneurship (iCenter) on campus.

Additionally, I work at Marshall's Advanced Manufacturing Center as an Entrepreneurship Immersion Intern. Last year I was a fellow in the University Innovation Fellowship program through Stanford University (along with 3 other Marshall students), where I completed work on design thinking. In the past I



have interned for the Smithsonian, General Electric, and most recently Clorox. In the future, I would like to start my own business that works to solve sustainability issues."

About Undergraduate Research Day at the Capitol

This event features posters on research/creative endeavors from student attendees of colleges and universities around the state and will help members of the WV State Legislature and Executive Branch understand the importance of undergraduate scholarly activities by providing members with an opportunity to speak directly with the students whom these programs impact.

Huntington Young Professionals host their monthly meeting at the Brad D. Smith Center for Business and Innovation

We are proud to have hosted members of Huntington Young Professionals for their monthly meeting last week on a tour of our new building. Some highlights of the tour included a look at the Encova Auditorium, our various classrooms, Finance and Computer Labs, and the integrated technology that makes our building state-of-the-art!



For more information contact [Andrew Kesling](#)

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