

A New Journey Begins



LEWIS COLLEGE
OF BUSINESS

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

March 11, 2024

Power of Intellectual Curiosity

2024 appears to be a challenging year to hit the job market for graduates of the Lewis College of Business. But for graduates of Marshall's MBA program, I am optimistic. Why? Because thousands of MU alumni are willing and able to help you make connections and find great places for employment. Plus, you are graduating from one of the strongest MBA programs in Appalachia. The first graduate degree at Marshall was awarded in 1940. That means the oldest graduate degree holders would be about 108 years old if they were alive today. Since 1940, thousands have come to Marshall and gone out and succeeded in the business world. We are so grateful for our esteemed alumni.

(Story Continues below..)

Holding our Second Round of DBA Dissertation Defenses

Last Friday, the 8th, we held our second round of DBA Dissertation Defenses at the Brad D. Smith Center for Business and Innovation.

Our first DBA Candidate, Ali Jon Kooti, MAcc, who presented "Don't Make Me Look Bad: A Study on the Relationship Between CEO Narcissism and Opinion Shopping".

The Dissertation Committee was comprised of Dr. Mohammad Uddin (Chair), Dr. Timothy Bryan (Member) and Ms. Susan Wheeler (Member).



Our second DBA Candidate of the day was Marjorie M. Abney, MBA, who presented "The Effects of Management Control Systems and Innovation Presence on Community Bank Efficiency".

The Dissertation Committee was comprised of Dr. Timothy Bryan (Chair), Dr. Deanna Mader (Member), and Mr. Charles Vice (Member)



Our third DBA Candidate of the day was Rachel Brassine, MSA, who presented "An Analysis of Corporate Social Responsibility and Real Earnings Management".

The Dissertation Committee was comprised of Dr. Nancy Lankton (Chair), Dr. Mohammad Karim (Member), and Mr. Norman Mosrie (Member).

We are extremely proud of these students and all of the hard work they put into these presentations!



One of Our Own Speaks at the Rotary Club of Huntington

Dr. Shaorong Zhang, Chair of Department of Finance, Economics, and International Business, spoke to the Rotary Club of Huntington at Cellar Door Restaurant in Pullman Plaza on Monday, January 29. Dr. Zhang spoke to the Rotary about the majors offered by the department, the faculty in the department, and the Finance Lab in the new Brad D. Smith Center for Business and Innovation. He also presented the Chartered Financial Analyst program and shared his background and foreign teaching experiences in India and



China. Dr. Deepak Subedi, Chair of Department of Management and Health Care Administration and Dr. Uday Tate, Professor of Marketing also attended the event.

Power of Intellectual Curiosity (Continued)

Five years ago today, I interviewed Dr. Frances Bartlett Kinne (Fran) of Jacksonville Florida for advice on how to make the most of your life and career. According to Dr. Kinne, who was born in 1918, the key to staying healthy, wealthy, and wise is related directly to the power of positive thinking. For Fran and others who live full lives, optimism is their “drug” of choice. Fran said, “try and maintain a hopeful, positive outlook on the future, yourself, and the world around you”. Fran told me her positivity and inner strength helped her get through tough times and it can help you too. Her resilience or "grit" came out of faith in herself, and a hope for a better future. Dr. Kinne, Jacksonville University's past president and chancellor emerita, worked alongside me at Jacksonville University where I served as dean of business for seven years while in her late 90's.

During her 2018 annual checkup at Mayo Clinic, Dr. Kinne was asked if she would allow the medical residents to scan her brain. After the scan, Fran was told she displayed brain waves “similar to a healthy person in their 40s or 50s”.

You don't have to be a "born optimist" to tap into the same power of optimism. In daily life, or when faced with a crisis, you can choose to "adopt" a positive viewpoint. For our graduates, my advice is to make the most of what opportunity brings your way".

I asked one of our graduate candidates what keeps them up at night. One student said they worry about their job prospects. He described himself as someone who sees the negative side of the equation. In addition to adding this student to my LinkedIn and offering to make calls or send notes to prospective employers, I encouraged him to consider "realistic optimism". Realistic optimism has worked for me, and I told him “It can work for you too”. According to WebMD, you don't just expect the best outcomes and hope that things go well when using a realistic optimism mindset. Nor do you let yourself see and expect the worst. Instead, you look at the "big picture," take the good with the bad. But unlike the constant worrier or pessimist, you can:

1. Decide what is realistic to expect in an upcoming meeting or event. What are the range of likely outcomes? Choose to focus on the positive alternatives. Remember your strengths and talents.
2. Find the courage to be a positive example to those around you if a poor result throws you new barriers or a roadblock.
3. Decide what you can do to make things go as well as possible.

As an example, let's say you must have knee surgery if you want to be able to run again. You can choose to be optimistic about your recovery, rather than let fear or hopelessness take hold. Imagine how you want to feel 6 or 12 months after surgery: strong and active. Picture what you want to be doing, how you want to be moving. Keep these images positive. Create hopeful pictures in your mind.

A positive attitude can also help you keep up a positive mood, which can help with finding a new job. But optimism alone is only part of it. You must be actively connecting with company representatives where you hope to work and networking for other opportunities. As is the case with a good recovery, it's important to know what to do (such as physical therapy exercises), and what to be careful about. Assuming you need support or advice, plan to connect with

the right people.

When practicing realistic optimism, remember to keep a flexible frame of mind. Expect change and be ready to adapt to it. When you're having trouble with negative thoughts, expecting the worst, or feeling powerless, practice these exercises for the next couple of weeks:

1. Focus on what's going well. Write down three things that went well in the past day. These can be large, like getting call back for an interview, or small, like "I cheered up a friend today." Describe the cause of each event, and credit yourself for the part you played in it, such as "I made that phone call I've been putting off for a long time."
2. Practice gratitude. Write down three things in your life you are grateful for. This kind of focus on what enriches your life can help keep your thoughts and feelings more positive.
3. Look for the benefits. Think of a negative event from your near or distant past. Write it down. Now think of something positive that came of it. Write it down. For the positive thought, use larger handwriting or your favorite color pen.
4. Look ahead. Picture yourself in a career or doing something that feels good. Expect good things to happen.
5. Build yourself up with positive people and friends. When you need it, lean on others or your faith to build more strength. Say to yourself often, "I am strong."

The second key to Dr. Kinne's 102-year life was her intellectual curiosity. Even after earning a bachelor's and master's degree, Dr. Kinne was always keen to learn new languages and cultures. She yearned to travel the world and explore new languages and cultures. Fran earned a doctorate degree at 42 years old. Whenever someone recalled talking to Dr. Kinne, they were impressed how she always brought conversations back to them and their career aspirations or dreams. Her intellectual curiosity about others and her optimism were her distinguishing factors that she credits for her long life and success. I am trying my best to practice realistic optimism and encourage you graduates to do the same. You might not live until 102, but you will never want to "check out" of learning new things. Stay intellectually and socially curious.

For more information contact [Andrew Kesling](#)

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