

A New Journey Begins



LEWIS COLLEGE
OF BUSINESS

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

April 8, 2024

Brad D. Smith Center for Business & Innovation Dedication Ceremony

We are excited to announce that on Wednesday, April 10th starting at 3:30 pm, we will be hosting the Dedication Ceremony for the Brad D. Smith Center for Business and Innovation. This event will be open to the entire community, and we hope to see you in attendance.

The ceremony begins in the Encova Auditorium, where we will hear remarks from the likes of Provost Avi Mukherjee, Dean Don Capener, Student Body President Walker Tatum, and University President Brad D. Smith.

There will be a reception held afterward in the lobby, where tours will be available for attendees of the ceremony to get a closer look at our amazing new facility.

You are invited

Join us for a Dedication Ceremony

**BRAD D. SMITH CENTER for
BUSINESS & INNOVATION**

**WEDNESDAY,
APRIL 10 | 3:30 P.M.**

1425 4th Ave. | Huntington, WV 25701



Following the ceremony, reception and tours will be provided.

The Guy Spriggs Dean's Speaker Series Kicks Off

On Thursday, April 4th from 12:30 - 1:30 pm, Dr. Carlton Robinson spoke on "Keys to Starting a Successful New Business" in the Encova Auditorium. He provided attendees with a plethora of information on how to stay "ahead of the curve" in terms of business innovation and technological integration. One of the highlights from his presentation included a segment on ChatGPT and other generative AI programs, explaining how they can be utilized to produce meaningful adaptations to business models and ideas. During his presentation, he invited one of the student attendees to come forward and bring him a business idea, which he fed into his own program he made within ChatGPT. The program responded with various forms of feedback, including a confidence rating for the idea, feedback on market validation, a minimum viable audience for the proposal, disruption opportunities, stimulus to economic development, and more.

A special guest at the event was Guy Spriggs himself, who is pictured in the photograph below wearing an Apple Vision Pro VR headset. This technology was used as an example Dr. Robinson spoke about regarding continually looking to modernize business in order to be more productive and stay at the forefront of innovation.



Dr. Marc Sollosy Receives the Elizabeth McDowell Lewis Endowed Professorship

Dr. Sollosy will be honored at the College of Business Faculty meeting on April 8th. This prestigious recognition underscores the significant impact of his teaching and service contributions to our academic community.

His innovative and groundbreaking work with high-flex teaching set a standard for excellence in delivering successful pedagogy. Dr. Sollosy's dedication to advancing the frontiers of knowledge with publications in journals is commendable and has inspired both peers and DBA Students alike.



The LCOB Sales Team Participates in the Kings Hawaiian Case Competition

The Marshall University Sales Team, along with Faculty Advisor Clifton Dedrickson, participated in the Kings Hawaiian Case Competition held in Lawrence, Kansas on April 5th & 6th.

Sponsored exclusively by King's Hawaiian, the competition is open to all universities, with four undergraduate students and one sales coach representing each university.

Marshall's team ended up taking 4th place overall out of 13 attending schools. Congratulations to Clifton and his team!

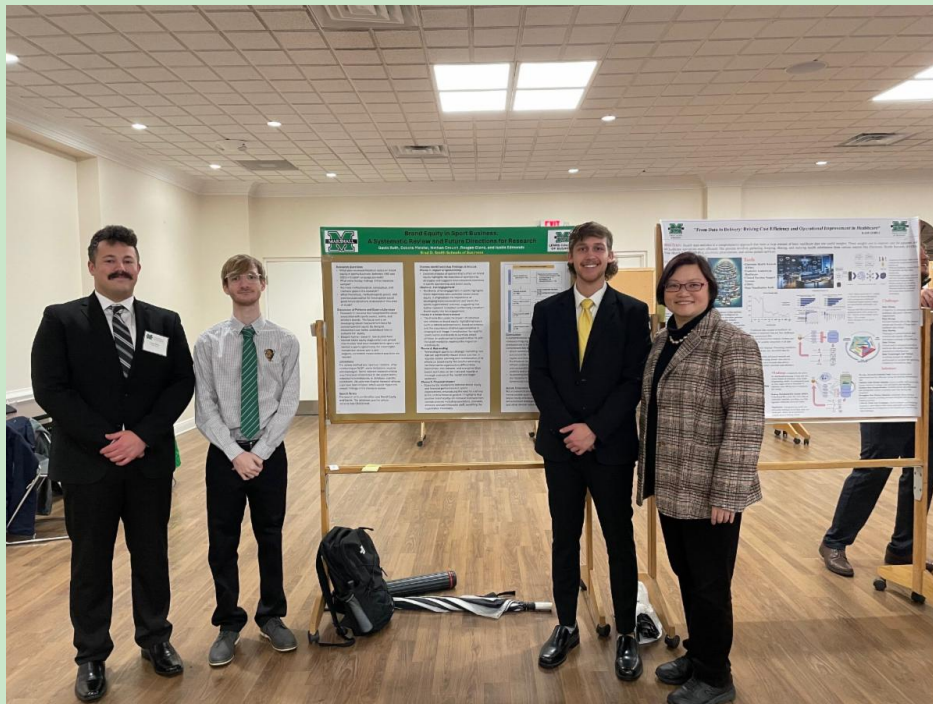
Student Research & Creativity Symposium

The Student Research and Creativity Symposium at Marshall University is intended to celebrate, promote, and recognize undergraduate and graduate research and creativity across all colleges and units.

The two-day event included a full day for undergraduate students on Friday, April 5th, and a full day for graduate students on Saturday, April 6th. Both days included prestigious guest speakers from outside the University, a panel lunch and a selection of presentations from the best student work from each unit.

Below is a quote from Dekota Metzler, a student who presented on "Brand Equity in Sports Business: A Systematic Review and Future Directions for Research"

"The student symposium was a fantastic experience for myself, my classmates, the students, and the faculty members involved. My experience was fantastic as I could show my capabilities as a student, provide insight into a topic, "Brand Equity in the Sports Business," that I am enthusiastic about, and foster intellectual conversation with fellow sons and daughters of the herd. It was an honor to be able to present and be a representative of the College of Business."



Appalachian Research in Business Symposium held at the Brad D. Smith Center for Business & Innovation

On April 4th and 5th last week, the Lewis College of Business hosted over 92 presentations and 3 Keynote speakers for the Appalachian Research in Business Symposium. With over 120 in attendance for the event, it sparked great discussion on contemporary ideas in business and research. The event will be held next year at Appalachian State University.

Pictured below are the Appalachian Research in Business Symposium Chairs.



For more information contact [Andrew Kesling](#)

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