

*A New Journey Begins*



**LEWIS COLLEGE  
OF BUSINESS**



## **Monday Morning Memo From the desk of Dean Don Capener**

**May 13, 2024**

Congratulations for all recent Lewis College graduates and welcome to students recently admitted or attending summer term.

It is an exciting time to be at Marshall University. We are enjoying our brand new 78,000 sq foot facility along with access to so more technology.

For those of you taking a break from classes, take advantage of opportunities to learn from part-time jobs, internships, travel, and reading business periodicals.

Let your intellectual curiosity drive you to make the most of this time away from Marshall. Enjoy your summer activities!

### **MBA Mixer - May 13th**

The Brad D. Smith Graduate School of Business is hosting an MBA mixer on May 13th, 5-7 PM at the Brad D. Smith Center for Business & Innovation! Please bring a guest and come learn more about the benefits of a graduate degree in business through networking with faculty, staff, students, and alumni.



## MBA MIXER

OPEN TO ALL PROSPECTIVE GRADUATE STUDENTS, CURRENT STUDENTS,  
AND ALUMNI

- HORS D'OEUVRES WILL BE SERVED •
- ONE COMPLIMENTARY DRINK VOUCHER WITH RSVP •

RSVP To Monique Williams at [Williamsm@Marshall.edu](mailto:Williamsm@Marshall.edu)

05.13.24 | 5-7PM | SBUS BUILDING

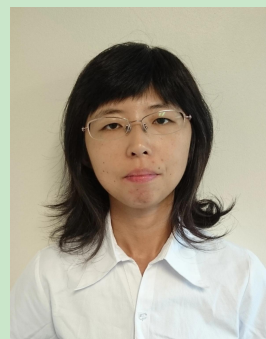


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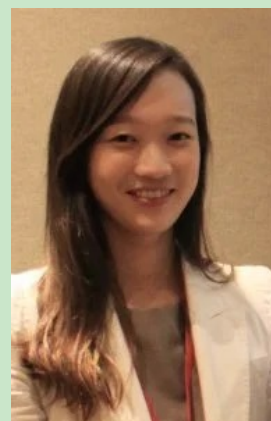
\*The SBUS Building is in reference to the Brad D.  
Smith Center for Business and Innovation on 4th Ave

### Faculty Research

More of our Lewis College of Business esteemed faculty have published their research. Two examples are: Yi Duan, who published “Target at the Right Level: Aid, Spillovers, and Growth in Sub-Saharan Africa” in Applied Economics



Jungsu Ryu, who published “Geographically Varying Associations Between Mentally Unhealthy Days and Social Vulnerability in the USA” in the Journal of Public Health. Both of these journals are recognized as high-quality publications.



### Faculty Highlight

Olen York is an Assistant Professor of Entrepreneurship and the Kermit McGinnis Distinguished Professor in the Lewis College of Business and Director of Entrepreneurship Education in the Marketing, Management

Information Systems, and Entrepreneurship Department. Olen just completed his eighth academic year, successfully shepherding the sixth version of the WV Innovation and Business Model Competition and preparing to lead WV Governor's School of Entrepreneurship for the fourth consecutive summer in July 2024.

Olen was born in Huntington, raised in Chapmanville (Logan Co., WV), and educated at Marshall University (BS Chemistry - 1996), Olen is particularly interested in reaching the underserved of the region and using an entrepreneurial mindset as a springboard to success and a lever for spurring economic development.

In the College of Business, Olen teaches topics that focus on the entrepreneurial mindset, team formation, utilization of creativity and design thinking to problem-solve, business model development, collaborative innovation, and the utilization of intellectual property as sustainable competitive advantage. Olen also has a variety of research interests, including entrepreneurial pedagogy, innovation and intellectual property strategy development, and entrepreneurial branding, marketing, and the relationship to intellectual property assets.

Olen is a registered patent attorney and maintains a small law practice that focuses on the counseling of intellectual property, including the acquisition of patents, trademarks, and discussions regarding licensing and litigation of such assets.

Olen is most interesting because of the people he is related to. On his mother's side, Olen is the 5x-grandnephew of Anderson "Devil Anse" Hatfield (portrayed by Kevin Costner in the limited tv series "Hatfields & McCoys") AND is the 4<sup>th</sup> cousin of actor Jim Varney (who famously portrayed Ernest P. Worrell in the "Ernest Goes . . ." films and Jed Clampett in the film version of "The Beverly Hillbillies"). On his father's side, Olen is a distant relative to Alvin C. York (Sergeant York - as portrayed by Gary Cooper in the film "Sgt. York") and the 5x-grandnephew of Randall McCoy (portrayed by Bill Paxton in the same limited tv series "Hatfields & McCoys"). Olen also enjoys consuming lemons in his non-alcoholic drinks.



## Student Highlight

### Emma Cox

Hometown: Hurricane, West Virginia

Emma enjoys Aviation Management due to it being unlike any other program of study. She showed great excitement over the fact that she gets to fly planes for school, and to eventually get paid to do so. Emma can be quoted saying "There is no better or more freeing feeling than flying, and I am so blessed that Marshall has the most beautiful fleet of planes!". Emma desires to go into corporate aviation for her future career.



A link to the other members of our Thundering Thirteen can be found [here](#) at

[marshall.edu/cob/students/student-highlights/](http://marshall.edu/cob/students/student-highlights/)

For more information contact [Andrew Kesling](#)

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