



# The Lewis College of Business Monday Morning Memo

Highlighting the achievements, news, and upcoming events from the Lewis College of Business.

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**November 4th, 2024**

## Fifth Annual Marshall Business Research Conference

The Fifth Annual Marshall Business Research Conference was held last Friday, where we celebrated the remarkable achievements of 51 researchers from 17 universities across 9 states, 5 countries, and 4 continents! With 33 innovative papers presented, the 5th Annual Conference showcased the power of collaboration and diverse perspectives in business research. It was a fantastic day filled with curiosity and creativity as we explored new ideas and solutions to today's challenges.



## Emerging Leaders Certification

The Truist Center for Leadership hosted this year's annual Emerging Leaders Certification in the Brad D. Smith School of Business on October 17th and 18th, with over 20 students in attendance. This program is known for its success in leadership development serving as a cornerstone in equipping students with invaluable insights and skills for their future endeavors. This collaboration with the Truist Leadership

Institute located in Greensboro, NC consists of a two-day immersive experience to guide students through the realms of leadership and personal development.

We were privileged to have Mr. Glen Midkiff, Chief of Staff for Academic Affairs and Dr. Ben Eng, our current Interim Dean of Business kick off our program. Their deep insights and extensive experience in understanding individual leadership styles and applying them as tools for future

careers made a lasting impression on our participants. Their expertise laid the foundation for highly engaging sessions, resulting in an enlightening program.



The Truist Center employed multiple strategies to promote the event effectively. They presented an ELC PowerPoint at the Provost Advisory Meeting to highlight the program's benefits. Additionally, Dr. Monisha Gupta and Isabel Horter visited multiple classrooms to promote the certification program directly with students. Advertisements were displayed on screens throughout the business building, and flyers were posted across campus to increase visibility. Furthermore, mass emails were sent to reach a wider audience, ensuring that all students had access to information

about the event and its offers.

Dr. Monisha Gupta, Director of the Truist Center for Leadership, played a crucial role as the program trainer and was trained in 2020 and is currently serving as the program representative at Marshall. The Truist Leadership Institute demonstrates a commendable philanthropic commitment by offering the ELC program at no cost to students. This program focuses on analyzing personality traits to develop effective leadership and communication strategies. Before training, participants complete selected assessments, including StrengthsFinder, VIA, and Leadership Communications Strategy Finder. The results are thoroughly discussed to identify both active and dormant leadership styles. The program's primary goal is to empower participants to recognize their strengths and learn how to leverage these qualities for effective leadership. Upon completing the two-day course, students receive a certificate from the Truist Leadership Institute.

Aligning with our goals, the Emerging Leaders Certification program empowers students to be imaginative, driven, collaborative, and effective leaders who make a positive difference.

## Visit the Firms - Beta Alpha Psi

Beta Alpha Psi (BAP) recently held its annual Visit the Firms (VTF) event in Huntington at the Brad D. Smith School of Business. The event was organized by BAP officers and faculty advisors Dr. Amanda Thompson-Abbott and Dr. Tom Norton. This one-of-a-kind experience provided students with an insider's view of what it was like to work in the fields of accounting and finance. By visiting the actual businesses, students were able to see what a typical day was like and to get a sense of the business culture.



Each student had the opportunity to visit two businesses. A networking lunch was held between the morning and afternoon sessions. At lunch, each business that participated had five minutes to share information about their respective business. The following businesses were a part of this year's event: Fyffe Jones Group, Hess Stewart & Campbell, Huntington Federal Savings Bank, Special Metals, and Suttle & Stalnaker. Approximately 55 students attended this event.



## Available Job Opportunities:

### [Staff Accountant - Hess, Stuart & Campbell, PLLC](#)

On-site, based in 940 4th Avenue, Huntington, West Virginia 25701, United States

### [Finance Director - Huntington Museum of Art](#)

On-site, based in Huntington

## Have an available Internship Opportunity?

Looking to bring fresh talent into your team? Lewis College of Business students are eager to make an impact through internships! Connect with motivated interns by reaching out to [Kesling8@marshall.edu](mailto:Kesling8@marshall.edu). Let's create opportunities together!

For more information contact [Andrew Kesling](#)

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