

# HERD BUSINESS

2023 - 24 IMPACT REPORT



## VISION

The Lewis College of Business will grow into a next-generation business school that prepares students to become sought-after business professionals and contributes to the region's economic development.

## MISSION

The Lewis College of Business empowers students with the skills and knowledge to become successful business professionals in West Virginia and beyond. The college provides a high-quality, innovative business education in a supportive environment that encompasses exemplary teaching, experiential learning, external engagement, and impactful scholarship.

## CORE VALUES

**COLLEGIALITY:** Collaboration, partnership, community, and teamwork.

**CURIOSITY:** Openness to new ideas and forms of expression, intellectual curiosity, and entrepreneurial spirit.

**INCLUSIVITY:** Diversity, equality, fairness, impartiality, and respect.

**INTEGRITY:** Accountability, ethical behavior, honesty, and reliability.

**LIFELONG LEARNING:** Developing convenient opportunities for students to learn new skills and advance their careers.

**RESILIENCE:** Grit and ability to overcome difficulties.

**SERVICE:** Sharing academic and professional resources and expertise with external stakeholders.



**Don Capener**  
*Dean*



**Nancy Lankton**  
*Associate Dean*

### Accreditation

The Lewis College of Business holds accreditation by AACSB International, a global organization that provides quality assurance, business education intelligence, and learning and development services to over 1,900 member organizations, and more than 1,000 accredited business schools worldwide. The mission of AACSB is to foster engagement, accelerate innovation, and amplify impact in business education. AACSB standards ensure quality and continuous improvement in collegiate business education.

**The Lewis College of Business is accredited in both Business and Accounting, an honor held by only 194 institutions worldwide.**





- 9 **A Transformational Learning Forum**
- 9 **Thundering Thirteen**
- 9 **Outreach Centers**
- 9 **Experiential Learning**
- 9 **Impactful Conferences**
- 9 **New Faculty and Staff**
- 9 **Innovative Programs**

# Brad D. Smith Center for Business and Innovation

## A TRANSFORMATIONAL LEARNING FORUM

The new facility for the Lewis College of Business, Brad D. Smith Schools of Business opened to students in January 2024. The building is a state-of-the-art facility with space designs that are organic and capable of growing and morphing to keep pace with a rapidly evolving business environment. The building has been designed and built with an eye to the future, incorporating the latest technical enhancements while maintaining an open architecture capable of expansion and reconfiguration as time and change demand.

The facility serves as a center for the economic development of the region, which is an important component of the college's mission. Along with various pedagogical instruction modes for students, the building is equipped with conference facilities for small and large business gatherings.

On April 10, Marshall celebrated the dedication ceremony for the Brad D. Smith Center for Business and Innovation, filling the 360-seat Encova Auditorium. President Brad D. Smith, Chief Legal Officer Toney Stroud, Provost Avinandan "Avi" Mukherjee, Dean Don Capener, and Student Body President Walker Tatum made remarks at the ceremony. They spoke about how the Brad D. Smith Center for Business and Innovation will serve not only Marshall, but the Huntington community, and that it would not have been possible without aid from the Board of Governors, our donors, and the college's faculty, staff, and students. Closing remarks by Dean Capener thanked everyone for their attendance and contribution to making the event possible. Attendees met in the Dutch Miller Automotive Group Forum for food, drinks, tours, and mingling after the ceremony.



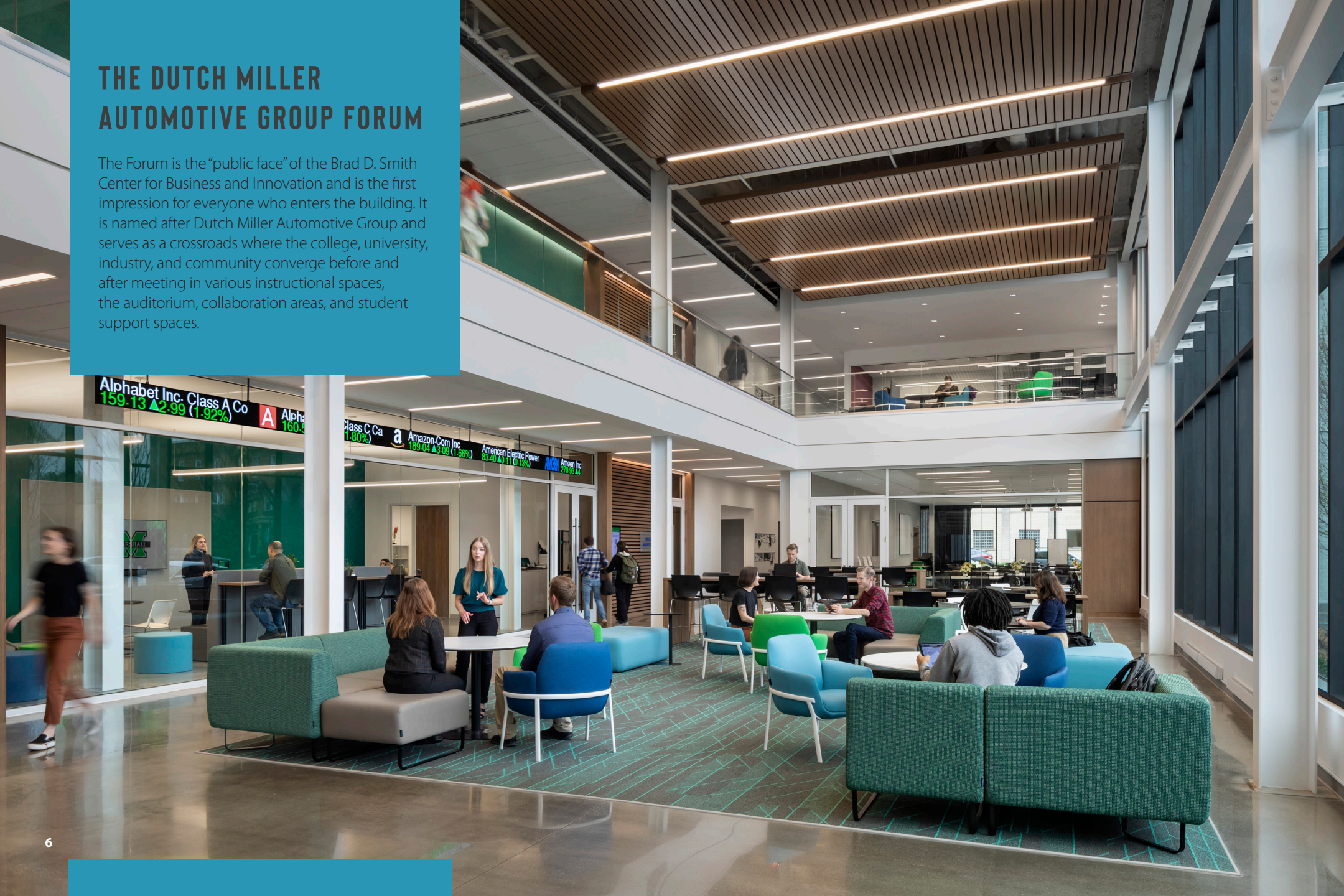


BRAD D SMITH CENTER *for*  
**BUSINESS & INNOVATION**



# THE DUTCH MILLER AUTOMOTIVE GROUP FORUM

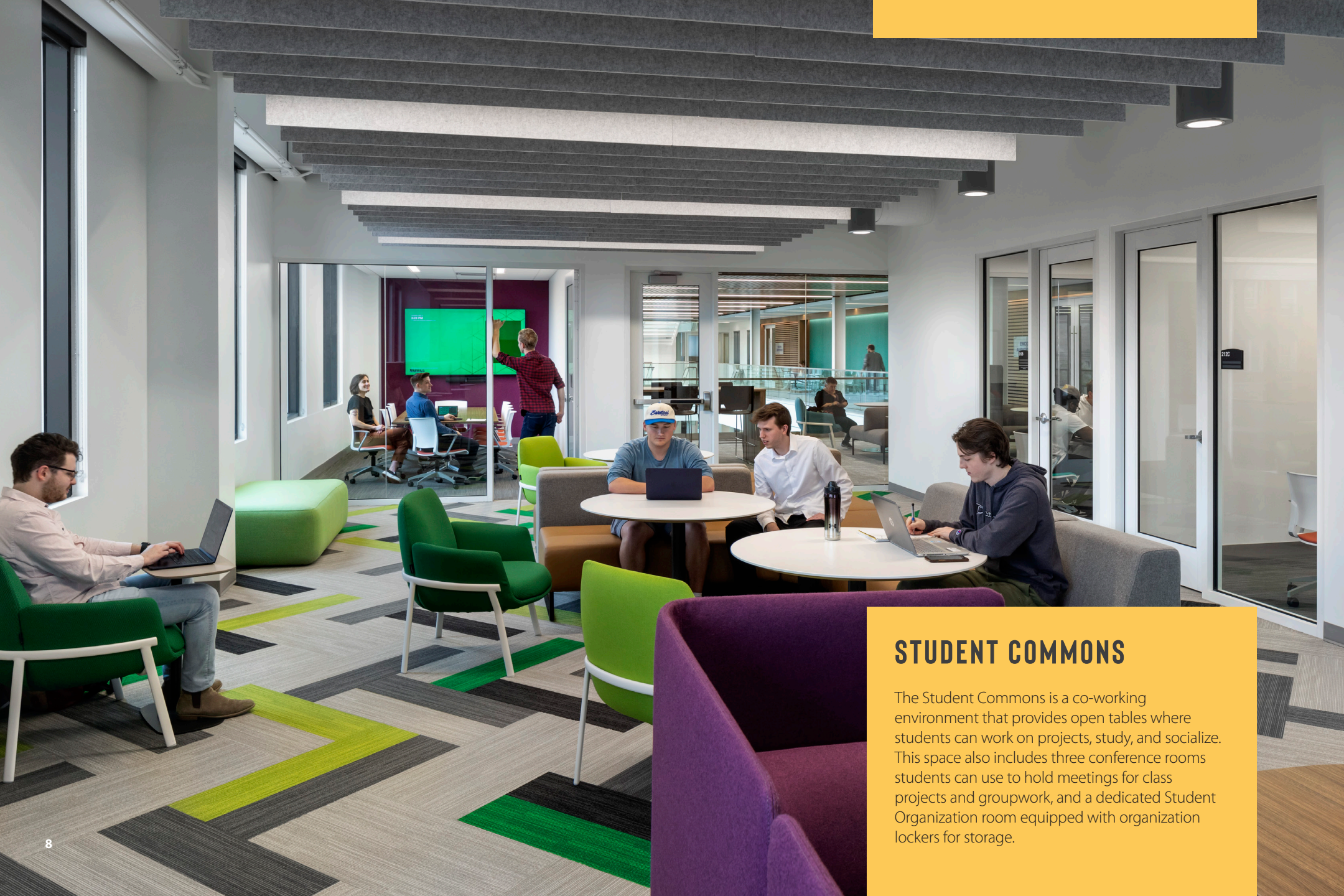
The Forum is the “public face” of the Brad D. Smith Center for Business and Innovation and is the first impression for everyone who enters the building. It is named after Dutch Miller Automotive Group and serves as a crossroads where the college, university, industry, and community converge before and after meeting in various instructional spaces, the auditorium, collaboration areas, and student support spaces.





## ENCOVA AUDITORIUM

The Brad D. Smith Center for Business and Innovation features a 360-seat, state-of-the-art auditorium made possible by a \$1.8 million donation provided by Encova Insurance. The Encova Auditorium is a shared resource with Marshall University. An ideal venue for the College's speaker series, lectures, business meetings, conferences, and workshops, the auditorium can also be divided in half to accommodate smaller group instruction and classes.



## STUDENT COMMONS

The Student Commons is a co-working environment that provides open tables where students can work on projects, study, and socialize. This space also includes three conference rooms students can use to hold meetings for class projects and groupwork, and a dedicated Student Organization room equipped with organization lockers for storage.



# CLASSROOMS

Classrooms maximize flexibility to serve the full range of needs, including lectures, small group work, and seminars. They support multimodal teaching with wheeled desks and chairs to accommodate differing teaching styles utilized by professors. This flexibility in teaching is supported by state-of-the-art technology, including:

- **ThinkHub Touchscreen Displays:** The primary apparatus of a ThinkHub Room, the ThinkHub Touchscreen Display runs the digital ThinkHub Canvas where users can create content on the fly, pull content from multiple sources such as the internet or a locally connected device, and allows the manual manipulation of the content – resizing, annotating, sketching, and more.
- **ThinkHub Student Stations:** For “Active Learning” classrooms, these display stations allow students to form breakout groups for in-class projects using a self-contained version of the ThinkHub Canvas. Students connect to these via the ThinkHub Cloud App.
- **HoverCam “Spark” Document Camera:** A digital version of an overhead projector used for showing physical documents and objects.
- **Microsoft Teams Room (MTR) Device:** Dedicated hardware and software that runs Teams meetings/ classes, freeing up resources on the classroom PC.
- **Other Technology:** Ceiling-mounted microphones and wall-mounted webcams are used for communicating during Teams meetings/classes. Wall-mounted displays help to make class content easily viewable no matter where a student sits in a classroom.



# THUNDERING THIRTEEN

The Lewis College of Business' "Thundering Thirteen" awards honor outstanding students from each of our undergraduate majors. These students were hand-picked by faculty and represent our most involved students with high academic achievement.



**Katie Potter – Accounting**  
**Hometown: South Lyon, Michigan**

Katie Potter is an Accounting student and is also on the Marshall Women's Golf Team. Having always enjoyed working with numbers, she took an immediate liking to accounting. As she advanced further in the program, she learned accounting takes analytical and problem-solving skills as well as basic math skills. Also pursuing a Legal Environment Minor, she appreciates how accounting can be utilized to catch fraud and perform litigation services. Katie wants to enter the MBA program when she graduates with her undergraduate degree and hopes to pair her love for accounting with her love for sports in an ideal future career.

**Emma Cox – Aviation Management**  
**Hometown: Hurricane, West Virginia**

Emma enjoys Aviation Management due to it being unlike any other program of study. The degree teaches the operations and leadership side of aviation and can be paired with Marshall's more technical flight school degree. Emma is excited that she gets to fly planes for school, and to eventually get paid to do so. Emma says, "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 hopes to go into corporate aviation for her future career, and says knowing the management side of aviation will help her.



**Ben Adkins – Economics**  
**Hometown: Ona, West Virginia**



Ben is a driven student who has gained valuable insights and practical skills during his academic journey at Marshall University. Ben's passion for finance and economics stems from the intersection of economic theory and informed investing. This passion has guided his career aspirations, with a current focus on venture capital and financial planning. Securing a position as an investment analyst with WVJIT, Ben aims to contribute to decisions benefiting West Virginia, empower individuals in achieving financial goals, and enhance financial literacy. His story underscores the importance of practical skills and unbiased financial guidance in navigating the complex world of finance.

**Liam Gue – Entrepreneurship**  
**Hometown: Barboursville, West Virginia**

Liam finds immense value in the Entrepreneurship Major, in which he gains a comprehensive understanding of business fundamentals alongside creative problem-solving and innovation skills. Liam's career aspirations are deeply rooted in his family business. He hopes to play a significant role in running and eventually acquiring ownership in his family's restaurant franchise, Guthrie's. Liam credits his classes for shaping his approach to improving customer service and refining business practices. The entrepreneurship program's emphasis on creativity and innovation has equipped him with valuable skills to devise unique solutions and approaches in the business world.

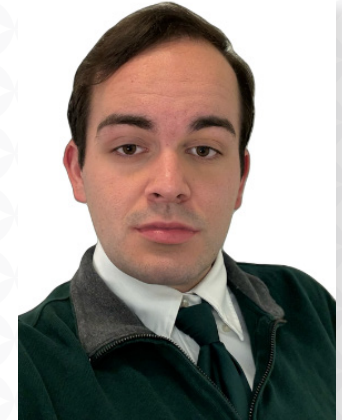


**Brady Doyle – Finance**  
**Hometown: Coal Grove, Ohio**

Brady's passion for Finance stems from its seamless integration with accounting and broader business concepts. Finance offers him a lens into the future, enabling him to assess business value and performance, a skillset vital for his career aspirations. Starting in public accounting, Brady aims to emulate Warren Buffett's philosophy of interconnectedness between investing and business acumen, striving to become a versatile professional adept in business, investing, and accounting, charting a fulfilling career trajectory.

**Scott Coleman – Health Care Management**  
**Hometown: Hamlin, West Virginia**

Scott is passionate about improving efficiency, quality, and access to care. Being a Health Care Management major, this field gives him the opportunity to work towards those goals. Scott enjoys Health Care Management because it allows him to make a meaningful impact on the delivery of health care services. Scott aims to specialize in human resources, being drawn to the dynamic nature of human resources within the health care sector. His goal is to contribute to the development and implementation of strategic human resource policies and practices.



**Erin Roberts – International Business**  
**Hometown: Hurricane, West Virginia**

Erin Roberts is an International Business student from Hurricane, West Virginia. She has been running the Global and Multicultural Student Organization for the past two years while maintaining an excellent GPA. After graduation, Erin plans to attend law school, and eventually specialize in corporate law. She has always had a great interest in both business and law, and believes that a career in corporate law will allow her to combine these passions.



# THUNDERING THIRTEEN



# THUNDERING THIRTEEN



**Jamison Lewis – Management**  
**Hometown: Nitro, West Virginia**

As a Management major, Jamison finds immense fulfillment in his academic journey. The program has offered him numerous opportunities for professional development, impactful involvement in student organizations/events, and connections with inspiring peers and faculty members. While Jamison's specific career goals are evolving, he plans to pursue an MBA at Marshall and anticipates securing his first job soon. The college has equipped him with essential business skills and valuable connections, instilling confidence in his ability to excel in any path he chooses.



**Adriana Collelo – Marketing**  
**Hometown: Wheeling, West Virginia**

Adriana is drawn to marketing for its creative demands. She sees the individuals behind the scenes as crucial to campaign success. Adriana values hands-on experience and is considering pursuing graduate studies in Marketing to gain more expertise. Her career goal is to explore various aspects of marketing, particularly digital marketing, to find her true passion in the field. With a focus on continued growth, she's ready to make her mark in the dynamic world of marketing.



**Mollie Hanscom – Management Information Systems**  
**Hometown: Shenandoah Junction, West Virginia**

Mollie's passion for Management Information Systems (MIS) stems from its inherent fusion of business and technology, perfectly complementing her career goals and her background in Information Technology. Positioned at the intersection of business strategy and technological innovation, MIS equips Mollie with the tools to refine operations, dissect complex data, and drive efficiency within organizations. With the ever-expanding demand for MIS expertise, Mollie's desired career path promises abundant opportunities for growth and innovation in a dynamic and evolving landscape.

# THUNDERING THIRTEEN



**Bert Roane – Online General Business**  
**Hometown: Indianapolis, Indiana**

With over 25 years in the retail industry, Bert's classes have provided him with valuable insights and perspectives previously unseen in his career. Bert's enthusiasm for Online General Business stems from the professors' active engagement with the online community and their commitment to providing effective feedback. With a business degree now in hand, Bert aspires to leverage his knowledge and expertise to bring value to any organization, drawn to the flexibility and versatility it offers in shaping his desired career path.



**Jonah Ridenour – Sports Business**  
**Hometown: Chesapeake, Ohio**

Jonah has always had a passion for athletics and explains that majoring in Sports Business has opened the doors to turn that passion into a career. Getting an education in Sports Business has given him a much deeper insight into the sports industry than he previously knew. He wants to work as a facilities manager in either the MLB or a Minor League Baseball team, explaining, "I love the sport of baseball, and facilities operation managers have a unique work environment and a can make a big impact on the fans' experience at the games."



**Bella Schrader – Sustainability Management & Technology**  
**Hometown: Huntington, West Virginia**

Bella enjoys learning about everything related to sustainability. Double majoring in Sustainability Management & Technology and Entrepreneurship, she has learned more about her future career path. Her goal is to become an entrepreneur and start her own company with a focus on sustainability and using business to solve environmental issues. She explains, "Growing up in West Virginia, I have always been appreciative of nature and the environment around us, and I knew that I want to be able to help in whatever way I can."



# OUTREACH CENTERS

## THE TRUIST CENTER FOR LEADERSHIP

### Business Leadership Symposium

The Business Leadership Symposium (BLS) was conceived as a conduit between the classroom and the world of business by highlighting the great applied experiential project work going on in undergraduate and graduate business courses. The annual event provides a sampling of students' innovative and interdisciplinary business solutions, with their impact and implications extending well beyond theory into the world of practice. The BLS events are administered and presented by Dr. Monisha Gupta, Director of the Truist Center for Leadership.

In April 2023, the Business Leadership Symposium featured the work of 11 teams of students who presented their individual or team projects, providing a glimpse of the innovative and interdisciplinary approaches they used to tackle real-world business challenges. First place went to the Student Exchange & Study Abroad project by Romane Soleillant, Anais Vincent, and Marine Kersuzan. This project investigated the experiences faced by French exchange students who came to Marshall in a semester-long study abroad program.

On April 11, 2024, the first-place prize in the BLS event went to Bella Schrader, who presented sustainability management techniques for nonprofit organizations. This project investigated how a local nonprofit could implement a set of sustainability techniques. This event also featured a speaker panel comprised of local individuals who serve as great role models for our students. Their insights and experiences proved invaluable for anyone aspiring to excel in their chosen careers.

### AI Panel

The Truist Center for Leadership hosted a discussion panel on AI this past February. The panel event was a great opportunity for students to witness Marshall faculty and administrators discussing the future of generative Artificial Intelligence. Panelists included Diana Adams, Jodie Penrod, Dr. Rick Weible, and Haroon Malik. Director of the Truist Center for Leadership, Dr. Monisha Gupta, stated, "It is always a leader's job to manage emerging technologies." The panel was a great success, boasting over 100 students in attendance.



# The Service Wire Company Transformative Sales and Service Excellence Center

The Service Wire Company Transformative Sales and Service Excellence Center was made possible by a generous donation from Service Wire to provide our students with a space that can prepare them to be a step ahead of the competition in their professional careers.

The primary objective of the Sales Center is to transform the region by preparing the next generation of sales and service leaders. The center focuses on preparing students for a career in one of the largest job fields, sales and service, by supplying realistic sales role-play training and hosting sales competitions. The Service Wire Company Transformative Sales and Service Excellence Center helps organizations meet students and hosts workshops and training for them on the latest sales and service techniques and technology.

## Sales Competitions

The Marshall University Sales Team, along with Faculty Advisor Clifton Dedrickson, participated in the Kings Hawaiian Case Competition held in Lawrence, Kansas, in April 2024. 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 proceeded to the finals round and won 4th place overall out of 13 attending schools.



## Engaging with Business

A requirement for Marketing 231 (Selling) students is to produce a role-play video in which they sell and promote wire products to potential customers. To ensure students have sufficient knowledge of the product they will be selling, marketing instructor Clifton Dedrickson arranged tours of the Service Wire facilities in Culloden, West Virginia, in the fall and spring semesters. This hands-on experience of how wire is reduced and twisted, how protective coating is added and how it is prepared for selling significantly enhances students' knowledge and ability to sell the product. Says Dedrickson, "I always get positive comments for arranging these tours, for which all the credit goes to Service Wire."





# The iCenter

## Brad D. Smith Student Incubator

The Brad D. Smith Student Incubator is designed for Honors students with an interest in making an impact on Marshall, their community, and the world, during their time in college. The Incubator is an interdisciplinary, highly selective, high-touch, immersive experience that is delivered by the iCenter, the Honors College, and the Lewis College of Business. Students accepted into the incubator program receive all the necessary resources needed to make an immediate impact, such as mentoring by subject matter experts, training in best practices in innovation and entrepreneurship, a Design Think Tank, dedicated class time, and access to capital. Examples of past and current innovations in the Incubator include: distributing feminine hygiene products to under-resourced women, converting dilapidated lots into neighborhood gardens, and producing handwritten notes on a digital calendar app.

The Brad D. Smith Student Incubator is made up of a collection of students from a variety of Colleges at Marshall University, such as the colleges of Arts & Media, Business, Engineering and Computer Sciences, Liberal Arts, Science, and Health Professions. From these colleges, the Brad D. Smith Student Incubator currently includes six Yeager Scholars and eight Honors students.



## Podcast Studio

Coming Fall 2024, the Lewis College of Business will introduce a marketing course on content creation and social media influencing that will utilize the new podcast studio located in the Brad D. Smith Center for Business and Innovation. Currently, the space is being utilized by multiple departments at Marshall to record podcasts, including the HerdCon PopCast, a podcast about pop culture, and the Thunder Trust podcast, which covers Marshall Athletics.

## THE RAHAL CENTER

### **The Rahal Center for Stakeholder Engagement**

The Lewis College of Business established the Rahal Center for Strategic Engagement to promote Marshall's business academic programs and boost student engagement and professional development. The center aims to connect faculty, students, alumni and corporate partners through strategic projects, keeping stakeholders informed of the college's latest initiatives, and developing internships that connect Marshall's corporate partners with students and graduates.

Programs like the Cohen Business Professionalism Speaker Series, experiential learning opportunities, and internships are critical to our college's mission of preparing successful business professionals advancing development throughout West Virginia and beyond. The Rahal Center for Strategic Engagement plays a significant role in the college's effort to connect and communicate with its stakeholders.

### **Cohen Business Professionalism Speaker Series**

The Cohen Business Professionalism Speaker Series originated to enhance the connection between classroom teachings and real-world business applications. In February 2023, the Lewis College of Business's Cohen Speaker Series started the semester with two informative and enthusiastic speakers. Amy Frasure from Bullseye Total Media kicked off the spring series. MacKenzie Morley from CJ Hughes Construction was the second speaker and delivered an inspiring presentation.

For the 2024 Spring Semester, the Cohen Professionalism Speaker Series kicked off with panels on Real Estate and Risk Management, and Energy in West Virginia. These panels were hosted virtually, and included information on the specific industries, opportunities in those fields, how students can cultivate their own success in those fields, and more. Ron Cohen himself was a guest on the Real Estate and Risk Management panel, in which he provided his expertise on real estate investment practices.



### **Guy Spriggs Dean's Speaker Series**

The Guy Spriggs Dean's Speaker Series offers an enriched learning journey for our students. Through this series, distinguished speakers delve into strategies for overcoming challenging obstacles, elaborating on the creation of exceptional company cultures, and mastering the art of competition.

The inaugural kick-off of the Guy Spriggs Dean's Speaker Series happened on April 4, 2024, with invited speaker Dr. Carlton Robinson, who presented, "Keys to Starting a Successful New Business" in the Encova Auditorium. Dr. Robinson 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 produce meaningful adaptations to business models and ideas. 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 by Dr. Robinson when he spoke about continually looking to modernize business to be more productive and stay at the forefront of innovation.



# COLLEGE ADVISORY BOARD

President – **MARK A. CHANDLER**, Senior Vice President and CFO, Highlands Drilling LLC, Carina Energy LLC

Vice President – **ANGELA SWEARINGEN**, Chief Operating Officer, St. Mary's Medical Center

Second Vice President – **MARK MORGAN**, Vice President of Physician Services, Mountain Health Network

Secretary – **ALISSA STEWART-SPARKS**, Executive Director, Goodwill Industries of KYOWVA Area, Inc.

Parliamentarian – **Dr. Robert Alexander**, Distinguished Professor of Management, Former Dean, Lewis College of Business

**CHUCK ABBOT**, Vice President and General Manager, Steel of West Virginia, Inc.

**DAVID R. BEAUREGARD**, Managing Director, Monument Square Advisors, LLC.

**DARRIN L. BIRD**, General Manager, Special Metals Corp.

**JIM DATIN**, President and CEO, BioAgilytix Labs

**CARYN FOSTER-DURHAM**, Managing Partner/Principal, Charles Ryan Associates

**MICHAEL J. EMERSON**, Steel Executive (Retired) & Business Consultant

**CAROL HARTLEY**, Vice President Wealth Management (Retired)

**JOE HOLLEY**, Executive Vice President, Jabo Supply Corporation

**SEAN HORNBUCKLE**, Financial Advisor, Edward Jones

**ROSS JOHNSON**, President, Mountain State Insurance Agency, Inc.

**MARTHA M. (SHELLIE) KELLY**, Financial Management Analyst, Department of the Army

**CALVIN A. KENT**, Former Dean, Lewis College of Business

**SHAHIN MAFI**, Founder and CEO, Home Health Connection

**ANTHONY (TONY) MARTIN**, Corporate Director of Operations (Retired), State Electric Supply Company

**KEITH MAY**, CEO, IVS Group, Inc.

**SEAN MAYBERRY**, Executive Director, Lanham O'Dell & Company, Inc.

**NORMAN MOSRIE**, Partner, Assurance Market Leader, Forvis, LLP

**JOHN F. RAHAL**, General Partner, Edward Jones James Rorrer, Managing Director (Retired), Capital Advisory Group

**JOHN RULLI**, Chief Administrative Officer, Executive Vice President, Simon Property Group, Inc.

**TODD SHELL**, Chief Investment Officer, Guyan International

**RICHARD L. SLATER**, Managing Principal, Services and growth, Kaufman Rossin

**MONTE WARD**, Vice President of Finance, Cabell Huntington Hospital

**MITCHELL L. WEBB**, Executive Director, Huntington City Mission

**KELLIE WOOTEN-WILLIS**, Agent and Owner (Retired), Nationwide Insurance



# Experiential Learning

## Financial Management Association

In March of 2023 and 2024, students from the Financial Management Association, along with club advisor Dr. Mohammad Uddin traveled to New York City to attend the Quinnipiac Global Asset Management Education (GAME) Forum. In addition to career networking, the groups attended multiple keynote sessions, panels, and workshops conducted by leading practitioners from Wall Street on various topics, including asset allocation, portfolio management, FinTech, hedge funds, and student managed investment funds. Each year, the groups take a Wall Street tour to learn more about the biggest financial district in the world and the 2008 financial crisis.

In observance of the National Financial Literacy Month of April, the Financial Management Association of Marshall University Chapter (FMA-MU) promotes financial literacy among the campus community. FMA-MU organized the Marshall Financial Literacy Week 2023 that included financial professionals from Chase, Truist, and State Farm presented workshops on many informative and pertinent topics that helped participants learn basic financial knowledge and skills to enhance their financial wellbeing. There were presentations by faculty and students as well.

In 2024, the Financial Management Association held their annual Financial Literacy Week, hosting speakers from various financial career paths and institutions including: Joshua Juckett (Truist Bank), speaking on "Financial Literacy & Why It's Important"; Caleb Gibson (Wells Fargo), speaking on "Investment and Wealth Management Basics"; and a CFO Panel on Exploring Careers in Finance, with Matt Tidd (Marshall University), Mark Morgan (St. Mary's Hospital), Phillip Ball (Putnam Co. Bank), and David Bumgardner (City National Bank).

## Society for the Advancement of Management

Marshall University's SAM (Society for Advancement of Management) Chapter demonstrated its exceptional skills and expertise at the SAM International Business Conference 2023. The team of eight students (Jamison Lewis, Maddy Branham, Brady Doyle, Bella Schrader, Cassidy Waugh, Evan Miller, Peyton Stover, and Nico Raffinengo) worked together and showcased their management and problem-solving skills, leading the chapter to receive several awards.

Marshall SAM proved its excellence in management and strategic thinking by winning first place in the Society for Advancement of Management (SAM) Open Case Study Competition. The international business competition required teams to analyze and solve real-world business problems, and the Marshall team's winning solution was a testament to their exceptional skills.





In the 2024 SAM International Business Conference, SAM students proved themselves once again, participating in various competitions and activities, such as The Collegiate Case Study, Written Case Study, Extemporaneous Speech, Business Pitch, Business Knowledge Bowl, and the Three Minute Thesis. The three participating students were Maddy Branham, Taya Horob (both graduate students), and Nico Raffinengo (a junior business student). Nico Raffinengo won first place in the open division in the Extemporaneous Speech competition and second in the Three Minute Thesis.

### **Beta Alpha Psi**

Former Interim Dean and Accounting Professor Jeffrey Archambault received the Business Information Professional of the Year award. This prestigious accolade recognizes outstanding professionals in the areas of education, industry, government, and professional services. Beta Alpha Psi chapters provide the nominations for this award to honor their own outstanding alumni members or honorary members. The recipients of this award are celebrated at the Beta Alpha Psi Annual Meeting.



### **Global Business Club**

The Global and Multicultural Student Organization provides its members with international business opportunities by exposing students to speakers, experiences, tools, and information from the international business world.

In March 2024, the Global Business Club presented “Discrimination Against Women in Developing Countries” as part of their Global Speaker Series. This event featured two guest speakers. Dr. Benoit Mukanda Bantu Kalasa spoke on the issues of discrimination against women and the effects it has on developing countries. Dr. Roxanne Aftanas spoke on how people can support women in developing countries and women in business.

Global Business Day was held in April 2024 and focused on the topic of The Use of AI and its Impact on Global Marketing, Finance, and The Supply Chain. It featured guest speakers from across the globe in addition to faculty from our college.

### Student Center for Public Trust

The annual Business Ethics Case Competition is a strategic part of the Lewis College of Business in promoting high demand skills such as critical thinking, problem solving, and communication. This competition also promotes experiential learning and external engagement. Undergraduate and Graduate Students at the Lewis College of Business and Marshall University use these opportunities to apply their values and knowledge to difficult, real-world situations they could face in their professional careers.

In Spring 2023, the Student Center for Public Trust hosted their second annual Business Ethics Case Competition. The keynote speaker at the event was Allan McVey, West Virginia Commissioner of Insurance, who spoke on the importance of ethics for entry-level professionals. The competition featured a case about pharmaceutical and drive-sharing pricing practices. First place for this event was awarded to Cyrah Moore.

In March 2024, the Student Center for Public Trust hosted their third annual Business Ethics Case Competition. This event featured the complex topic of AI Technology and the ethical considerations it presents for businesses in the future. The event included an excellent guest appearance from WV State Auditor John B. McCuskey, who spoke on economic development and growth within our state. First place for this event was awarded to Bella Schrader.

### Beta Gamma Sigma

Jamison Lewis and Erin Roberts, two undergraduate students in the Brad D. Smith Schools of Business, won second place in a sustainability-themed case competition at the 2023 Beta Gamma Sigma (BGS) x SDGs LAB Leadership Conference. Business students Maddy Branham and Nick Smith also represented Marshall at the event and competed on a separate team.

### WVIBMC

The Encova Auditorium in the Brad D. Smith Center for Business and Innovation played host to the finals of the sixth installment of the WV Innovation and Business Model Competition (WVIBMC) in April 2024. Four West Virginia colleges and universities were represented by the nine teams that participated in the finals, including West Virginia Wesleyan College, Shepherd University, West Virginia University, and host Marshall University. Each institution and their teams walked away with at least \$1,000 in funding for the proposed new ventures.



The WVIBMC judging panel awarded the top prize (\$3,000) to the Marshall University partnership of CJ Fazio and Dom Konopka representing the new venture Konaz, a new ice cream option infused with high protein for the health conscious. Fazio is from Easton, PA, and is pursuing a Bachelor of Business Administration (BBA) degree with a major in Entrepreneurship. Konopka is from Medina, OH, and is also pursuing a BBA degree with a major in Management. Fazio and Konopka are also members of the Marshall University football program.



In total, the 2024 WVIBMC organizers awarded over \$9,000 in funding to further the presented new venture opportunities.





## IMPACTFUL CONFERENCES

### **Marshall Business Research Conference**

On November 3, 2023, the Lewis College of Business held its annual Marshall Business Research Conference. The Marshall Business Research Conference is a peer-reviewed scholarly annual conference that disseminates innovative research ideas and findings across disciplines that can be readily applied to the world of business, organizations, and economies.

The conference had 30 presentations over three tracks. The keynote speaker was Dr. Mark McKnight, Professor of Accounting, from Southern Indiana University. He spoke about his research examining the literature on ChatGPT. The conference was chaired by Assistant Professor, Tom Norton, from the Lewis College of Business. Many committee members, session chairs, and judges made the day a successful interchange of ideas and knowledge in fields such as artificial intelligence, expert testimony, cybersecurity, remote work, CEO transitions, poverty, management control systems, healthcare gaps, pharmaceutical shortages, and more.

### **Teaching and Learning Conference**

In March of 2023, the third annual Teaching and Learning Conference presented by the Brad D. Smith Schools of Business, Lewis College of Business Teaching and Learning Committee was held in Drinko Library. The conference featured dual themes of teaching ethics and moving forward from the college's AACSB reaccreditation. The conference consisted of panels on various teaching topics, individual presentations from faculty, and student experiences. The keynote speaker was Dr. John Fraedrich, a renowned educator in business ethics from Southern Illinois University.

There were multiple panels on relevant teaching topics, such as student research in teaching, micro credentialing, and teaching diversity, equity, and inclusion. These panels included faculty members from the college and from the Marshall University community. Individual presentations came from faculty members across the college on relevant topics such as teaching ethics in various disciplines, community-based learning, and ChatGPT. The conference wrapped up with three students speaking about their learning experiences within the college.

In March 2024, the fourth annual conference was held. The theme for this year's conference was "Adaptability and Flexibility in Teaching". The keynote speaker was Dr. Robert Bookwalter, Dean of the College of Liberal Arts at Marshall University, who is heading the GenEd Curriculum Task Force. Three supplemental panel sessions based on related concepts to the conference theme including AACSB Societal Impact, Artificial Intelligence in Teaching, and LCOB Student Experiences were also featured.

### **Appalachian Research in Business Symposium**

The Appalachian Research in Business Symposium provides a venue for presenting new research, discovering contemporary ideas, and building connections among scholars at Appalachian State University, Eastern Kentucky University, East Tennessee State University, Marshall University, Radford University and Western Carolina University. The conference is held at each site, in turn.

ARBS 2023 was hosted by Radford University's Davis College of Business and Economics. It was held on the campus in Radford, Virginia, March 30-31. Participants found opportunities for presenting new research, discovering contemporary ideas, and building connections. Many faculty from our college attended this event to share their research ideas with colleagues from other schools.

In April 2024, the Lewis College of Business hosted ARBS 2024. There were 92 presentations and three keynote speakers for the 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.







# ENROLLMENT AND RANKINGS

## 2023 GRADUATE ENROLLMENTS

DOCTOR OF BUSINESS ADMINISTRATION [32]  
 DOCTOR OF NURSE ANESTHESIA PRACTICE [88]  
 MBA [139]  
 MS ACCOUNTANCY [18]  
 MS HEALTH CARE ADMINISTRATION [48]  
 MS HEALTH INFORMATICS [34]  
 MS HUMAN RESOURCE MANAGEMENT [21]  
 MS INFORMATION SYSTEMS [11]  
 MS SPORTS ADMINISTRATION [11]

## 2023 UNDERGRADUATE ENROLLMENTS

ACCOUNTING [131]  
 AVIATION MANAGEMENT [2]  
 ECONOMICS [13]  
 ENTREPRENEURSHIP [47]  
 FINANCE [95]  
 GENERAL BUSINESS [105]  
 HEALTH CARE MANAGEMENT [56]  
 INTERNATIONAL BUSINESS [23]  
 MANAGEMENT [187]  
 MANAGEMENT INFORMATION SYSTEMS [46]  
 MARKETING [150]  
 SPORTS MANAGEMENT [31]  
 SUSTAINABILITY MANAGEMENT AND TECHNOLOGY [4]  
 UNDECIDED [41]

**#17** of 50 Best Online  
 master's degrees in  
 accounting in 2023  
 [ **Online Master's Degrees** ]

**#8** Most Affordable Online  
 DBA Programs for 2023 [ **PhDs.me** ]

**#206** of the Best MBA  
 Program Ranking in 2024  
 [ **TFE TIMES** ]

**#61** of the 75 Best Online  
 master's in accounting for 2023  
 [ **University HQ** ]

## 2023 GRADUATE ENROLLMENTS & 2023 UNDERGRADUATE ENROLLMENTS

**#6** Affordable Online  
 MBA Programs with No  
 GMAT Requirement for 2023  
 [ **Discover Business** ]

**#204** of the Best MBA  
 Program Ranking in 2023  
 [ **TFE Times** ]

## FACULTY RESEARCH HIGHLIGHTS

**Baker, C. W., Norton, T., & McKinney, R. E.** (2022). U.S. state taxation of cryptocurrency-involved transactions: Trends and considerations for policy makers. *The Tax Lawyer*, 75(3).

**Baker, C. W., Lanham, S. H., Coustasse-Hencke, A. M.** (2023). Third circuit deals HHS another 340B blow: Congressional action needed to fill regulatory gaps. *Business Law Today*, August.

**Biswas, N., & Dasgupta, P.** (2024). Untapped potential: The spillover effects of college merit aid programs on secondary school outcomes. *Empirical Economics Letters*, 23(1).

**Chen, Y., Valenzuela, E., Capener, D.** (2024). How hotel firm value fluctuates with alternative leveraging strategies. *American Journal of Economics and Sociology*, 83, 177-197.

**Chen, Y., Capener, D., Valenzuela, E.** (2023). Valuation effects of earnings management on hotel firm value. *American Journal of Economics and Sociology*, 82, 167-185.

**Coustasse, A. M.** (2022). Tele-ICU in the United States: Is a cost-effective model? *International Journal of Healthcare Management*, 15(4).

**Demir, F., & Duan, Y.** (2024). Target at the right level: Aid, spillovers, and growth in sub-Saharan Africa. *Applied Economics*, 56(28).

**Deng, N., Feng, B., Partridge, M. A.** (2022). Blessing or curse: The spillover effects of city-county consolidation on local economies. *Regional Studies*, 56(9), 1571-1588.

**Duan, Y., Chen, Y., & Xu, C.** (2023). Social interactions and cognitive functions in elders: Causal evidence from CHARLS. *Empirical Economics Letters*, 22, 1-9.

**Festa, M., M., Jones, M. M., & Knotts, K.** (2023). A qualitative review of fraud surrounding COVID-19 relief programs. *Journal of Forensic Accounting Research*, 8, 208-226.

**Ha, D.** (2023). Information technology capability and firm performance: A longitudinal study. *Journal of Accounting and Management Information Systems*, 22(4), 693-722.

**Henderson, C. D., Gupta, G., Zaidi, S. K., & Karim, M. A.** (2024). What motivates students to enroll in online business courses? The role of espoused national culture. *The International Journal of Management Education*, 22(1).



**Lanham, S. H., Baker, C. W., & Coustasse-Hencke, A. M.** (2022). Prescription drug importation update. *Business Law Today*, September.

**Lanham, S. H., Thompson-Abbott, A. K., & Norton, T.** (2024). Assessing the EITC's Role in Poverty Alleviation. *Tax Notes*, 183(7), 1189-1200.

**Lee, D., & Halleck, J.** (2023). Nurse union and workplace performance. *Journal of Nursing Administration*, 53, 353-360.

**Lee, K. H., Lee, S., Ryu, J., Chun, S., & Heo, J.** (2023). Geographically varying associations between mentally unhealthy days and social vulnerability in the USA. *Public Health*, 222, 13-20.



**Mak, J., Pifer, N. D., Gulavani, S. S., & Henry, T. E.** (2024). The influences of country and gender on adolescent soccer players' brand perceptions and purchase intentions. *International Journal of Sport Management and Marketing*, 24(3/4).

**McKnight, M. A., Price, C., Dill, A., Bryan, T., & Bueltel, B.** (2022). Who gives a Trump? Evidence of framing effects of tax policy. *Journal of Accounting, Ethics & Public Policy*, 23(1), 149-164.

**Norton, T.** (2023). Analysis of the historic tax cuts in West Virginia. *Tax Notes*, 108(1), 23-27.

**Norton, T., & Baker, C. W.** (2022). The constitutionality of ARPA's funding stipulations. *Tax Notes*, 106, 107-113.  
**Norton, T.** (2022). Will Governor Justice's tax cuts help West Virginia? *Tax Notes*, 105, 753-757.

**Ryu, J., Heo, J., & Yang, H.** (2023). Older adults benefit from a new community-based physical activity program. *Annals of Leisure Research*, 26, 667-681.

**Ryu, J., & Heo, J.** (2022). Intergenerational service-learning experiences in undergraduates involved in pickleball. *Journal of Hospitality, Leisure, Sport & Tourism Education*, 31, 100396.

**Schaupp, C., Festa, M. M., Knotts, K., & Vitullo, E. A.** (2022). Regulation as a pathway to individual adoption of cryptocurrency. *Digital Policy, Regulation, and Governance*, 199-219.

**Tripp, J. F., McKnight, D. H., & Lankton, N. K.** (2023). What most influences consumers' intention to use? Different motivation and trust stories for Uber, Airbnb, and Taskrabbit. *European Journal of Information Systems*, 32(5), 81-840

**Uddin, M., Nasan, M. M. & Abadi, N.** (2022). Do intangible assets provide corporate resilience? New evidence from infectious disease pandemics. *Economic Modeling*, 110(C), 1-14.

**Walker, V., Ruley, M., Nelson, L., Layton, W., & Coustasse-Hencke, A. M.** (2022). The effect of the Affordable Care Act on Medicaid payments in long-term care facilities. *International Journal of Healthcare Management*, 15(1), 62-69.

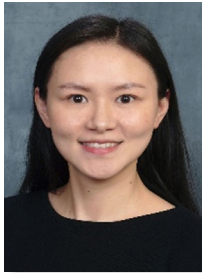
**Yemba, B. Kitenge, E., Tang, B., Gaekwad, N. B.** (2023). Monetary policy in China: A factor augmented VAR approach. *Internal Review of Economics and finance*, 89, 975-1008.

**Yemba, B., Duan, Y., Biswas, N.** (2023). Government spending news and stock price index. *Economics Bulletin*, 43.

**Yemba, B., Otunuga, M. O., Tang, B., & Biswas, N.** (2022). Nowcasting of Short-Run Euro-Dollar Exchange Rate with Economic Fundamentals and Time-Varying Parameters. *Finance Research Letters*, 53, 8.

**Yemba, B.** (2022). User cost of foreign monetary assets in a dollarized economy. *Finance Research Letters*, 49(October).

## NEW FACULTY



**Qing Huang** received her Ph.D. in Accounting and Information Systems from Rutgers University in 2024. She is a certified public accountant (inactive) in China. Her research focuses on continuous auditing, audit analytics, outlier detection, graph neural network, machine learning, and fraud detection. Huang will

serve as Assistant Professor in Marketing, Management Information Systems, and Entrepreneurship.



**Jeff Larson** joins us as an Assistant Professor of Management in the Management and Healthcare Administration Department at the Lewis College of Business. He received a PhD in Management and Organizations from the University of Arizona and an MBA from the University of Oregon. Prior to his

academic career Jeff worked in healthcare as a director and executive. He has over 14 years of experience managing departments and employees. Jeff's research focuses on corporate values, values-based leadership, and leader kindness. He is particularly interested in understanding how leaders can build positive workplace cultures and inspire performance in employees by appealing to shared values. Jeff has taught courses in Leadership, Healthcare Management and Strategic Management. He was twice named Outstanding Graduate Student Instructor at the University of Arizona.



**George S. Lu**, CPA, is receiving his Ph.D. in Accounting from The Ohio State University, where he also earned a B.S. degree in Finance *magna cum laude*. He is the incoming Hedrick Endowed Assistant Professor of Accounting at Marshall University. Lu's research focuses on financial institution regulation, bank financial

accounting and reporting, and corporate earnings management. His research has been presented at the American Accounting Association (AAA) Annual Meetings, the Hawaii Accounting Research Conference, and the AAA IAS, AIS and SET Midyear Meetings, among others. Before academia, he worked at The Goodyear Tire & Rubber Company, a global Fortune 500 company. Lu is a proud Buckeyes fan and a licensed CPA in the state of Ohio.



**David Steele** is serving as our new Instructor of Sports Business at the Brad D. Smith Schools of Business. David served as Assistant Athletics Director for Business at Rice University Athletics and worked at Rice for 11 years before coming to Marshall. Retiring in 2022 from the position of Associate Athletics Director for

Finance and Administration after 27 years with Marshall Athletics, David began teaching at Marshall as an adjunct in Sports Management/Business. Steele was raised in Texas and received his undergraduate degree from Rice University and a Masters in Sports Administration from Ohio University.



**Jim Woodrum** graduated with his B.A. in Sports Management & Marketing from Marshall in 1983 and an M.S. in Athletics Administration in 1986. Jim served as an Adjunct Instructor in Sports Management/Marketing at Marshall for four years in the mid-1990s. He previously was employed by Marshall in the

Department of Athletics from 1985-1998, serving last as an Associate Athletic Director-External Operations. Jim will start this fall as an Instructor in Sales, Sales Management and Marketing classes at Marshall. He will also serve as the Director of the Service Wire Sales and Service Center in the Lewis College of Business. In his 35+ year career, Jim sold and managed over \$400 million in sales and taught hundreds of students and corporate sales professionals the art of selling.

## NEW STAFF



**Charlotte Boyce** received her BBA in Management from Marshall in 2009, and received her MBA from ITT Technical Institute in 2011. She began working in the Dean's Office as the Business Manager in August 2023. In her role, Charlotte oversees the college's human resources and budgetary processes. Charlotte also helps with events and communications for the college. Previously, Charlotte was the Office Administrator for the Drinko Academy here at Marshall. Before that, she served as an Administrative Assistant and Production Technician at Alcon in Huntington. Charlotte lives in Lesage, West Virginia with her husband and daughter, Haley.



**Andrew Kesling** graduated from Marshall in 2022, dual majoring in Management and Sustainability Management & Technology. Shortly after, he received his MBA from Marshall in 2023. Andrew began as the Director of Stakeholder engagement in December 2023. His position primarily focuses on promoting student engagement and professional development, connecting faculty, students, alumni, and corporate partners through strategic projects; communicating college initiatives to stakeholders; and engaging our partners by developing internships and jobs for students and graduates.



**Hannah Merritt** earned her undergraduate degree at James Madison University in Virginia and her graduate degree at Glasgow Caledonian University in Scotland. Her passion for a career in higher education began during her time as a student at JMU, which is where she returned in 2017 to work as an academic advisor. She relocated to the Huntington area in early 2022 and joined the academic advising team in the Lewis College of Business in July 2022. She has been getting to know Marshall students and works diligently to help them achieve their academic goals.



**Drew Stephenson** is a native of Huntington who has three degrees from Marshall University. In 2020, he received a BBA in Management and B.A. in Theatre, with a primary focus in stage management. He received a master's degree in human resources management in 2022. Drew started as the Program Specialist in the Dean's Office in December 2022 and his primary responsibilities include documenting and processing data for the college's accreditation efforts. Since starting with the college, Drew has developed, tested, and implemented an online reporting system for assurance of learning. He also oversees the college's Final Destination Survey and completes its ranking surveys.



**Brandi Waiters** holds a Master of Science in Human Resource Management and a Bachelor of Arts with an emphasis in Instructional Technology and Library Science, both earned from Marshall University. Additionally, Brandi obtained an Associate of Science degree from Mountwest Community and Technical College, further enriching her educational foundation. Brandi began in her position as a Project Coordinator for the college's Management and Marketing departments in March 2023. In this role, she provides essential support to strategic efforts aimed at increasing and retaining student enrollment. Her responsibilities include academic event planning, recruitment initiatives, and inventory management, contributing to the overall success of the college.



**Kelly Sowards** assumed the role of Assistant Director of Graduate Programs in July 2024. She is a dedicated professional with over a decade of experience in higher education administration. Kelly served as the Office Administrator Senior for the Graduate College of Education and Professional Development at Marshall University for the past 10 years, demonstrating exceptional organizational skills and a passion for supporting academic endeavors. With a Master of Science degree in Human Resource Management, Kelly brings a wealth of knowledge and expertise to her new position.

# Innovative Programs

## Doctor of Business Administration

In February 2024, The Brad D. Smith Center for Business and Innovation held its first DBA Dissertation Defense. This milestone marked the final step of our inaugural cohort's journey through the three-year doctoral program that they started in fall 2021. The five students from this cohort (Maggie Abney, Accounting; Rachel Brassine, Accounting; AJ Kooti, Accounting; Amber Chatelain, Management/Entrepreneurship; and Clint Taylor, Management/Entrepreneurship) presented their research projects, which they had diligently worked on for over a year. All research projects involved in-depth, academic research on challenging problems of practice.

In April 2024, this inaugural cohort of DBA students attended the college's graduation reception held for the first time at the Brad D. Smith Center for Business and Innovation. Family, friends, and loved ones were in attendance to celebrate their achievements and milestones. These graduating DBA students were inducted into Beta Gamma Sigma as lifetime members due to their doctoral program requirements being fulfilled and successfully defending their dissertations. We wish them luck in their future careers as academics and professionals.





### Master of Business Administration

Our college's Master of Business Administration program has undergone changes toward a more flexible offering for our students. The flexible nature of the program allows you to attend classes online, on-campus (evening courses in Huntington), and even virtually. Students trying to fast-track their career can now complete the program in one calendar year. Another enhancement that was recently made was adding a required course in Business Ethics to help students study the ethical and legal issues they may encounter as a manager.

### Accounting STEM Program

In fall 2024, the Master of Science in Accountancy program will become a STEM-Designated degree. This graduate degree allows international students to obtain up to 36 months of Optional Practical Training in the United States upon graduation. With our in-person/virtual classroom instructional format from our state-of-the-art Brad D. Smith Center for Business and Innovation, students receive the choice of virtual or in-person classes. All students take the same six core courses and then can choose from one of three areas of emphasis including Business Analysis and Reporting, Tax Compliance and Planning, and Information Systems.

# HALL OF FAME 2023 – 2024 INDUCTEES

Hall of Fame membership is the most prestigious honor granted by the Lewis College of Business. It is a lifetime award conferred upon leaders who have outstanding records of achievement in their fields and have dedicated themselves to excellence.

BUSINESS  
HALL OF FAME  
COLLEGE OF BUSINESS AT MARSHALL UNIVERSITY



**CHARLES R HAGEBOECK**

President and Chief Executive Officer of  
City National Bank and Holding Company



**ROBERT A. HESS M.D.**

Co-Founder and President of OVP Health



**DUTCH MILLER**

Founder of Dutch Miller Chevrolet



**THOMAS B. WRIGHT, III**

Executive Vice President and  
Chief Human Resources Officer at  
Children's Mercy Kansas City





# INVEST IN THE FUTURE: THE LEWIS COLLEGE OF BUSINESS

MAKE A DIFFERENCE FOR  
THE LEWIS COLLEGE OF BUSINESS.

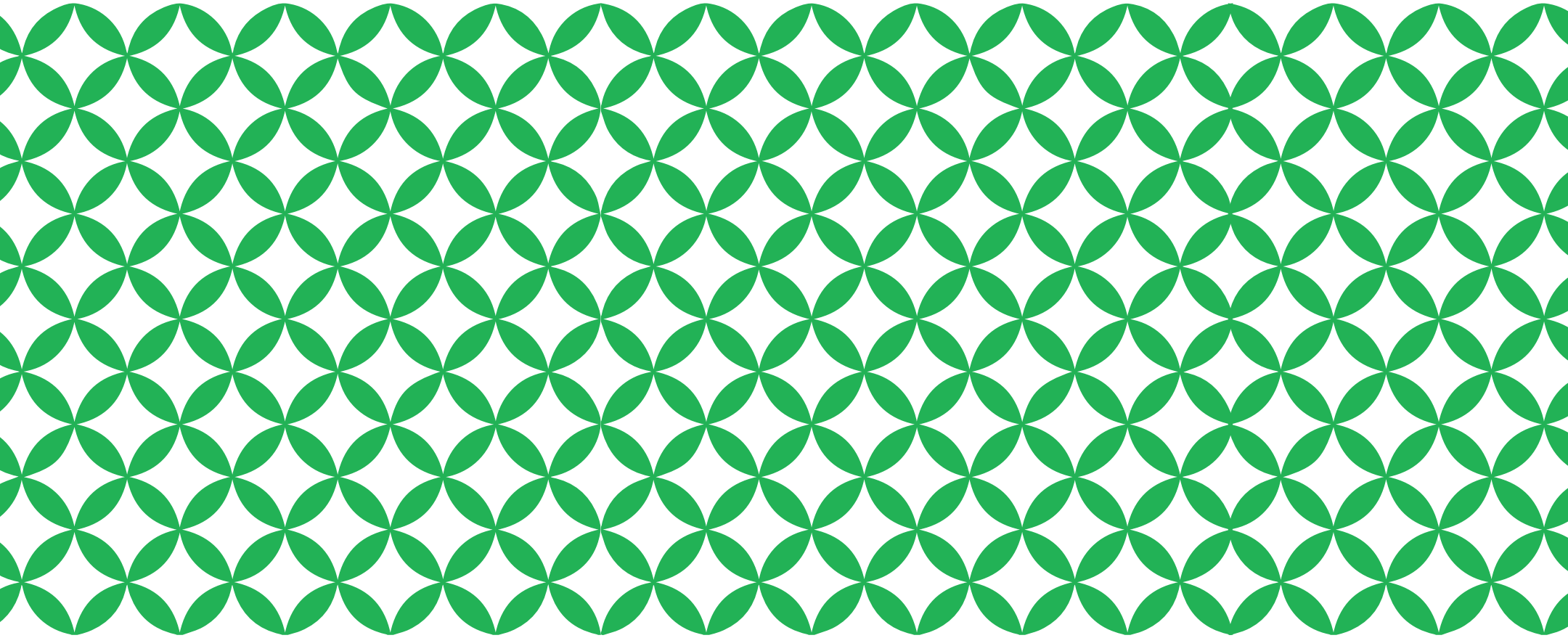
**Your donation helps us prepare students for success and provide them the skills to become tomorrow's business leaders.**

- **Your gift** identifies you as an active member of the Marshall Community.
- **Your gift** contributes to excellence in the LCOB.
- **Your gift** lets you pay it forward.
- **Your gift** says YES to Marshall.

**Please make checks payable to:**  
Marshall University  
Lewis College of Business  
Fund Number 204001 (forward Marshall)

**Please mail checks to:**  
Marshall University  
Lewis College of Business  
Brad D. Smith Schools of Business  
Dean's Office, Corbly Hall 107  
One John Marshall Drive  
Huntington, WV 25755





Marshall University  
**Lewis College of Business**  
**Brad D. Smith Schools of Business**  
Dean's Office, Corby Hall 107  
One John Marshall Drive  
Huntington, WV 25755  
T: 304-696-2314 | E: [lcob@marshall.edu](mailto:lcob@marshall.edu)  
[marshall.edu/cob](http://marshall.edu/cob)

