



LEWIS COLLEGE OF BUSINESS
BRAD D. SMITH SCHOOLS OF BUSINESS
MONDAY MORNING MEMO
from Associate Dean Nancy Lankton

March 27, 2023

Second Annual Business Ethics Case Competition



Marshall's Center for Public Trust student organization held the college's second annual Ethics Case Competition on Thursday, March 9 in the Shawkey

Dining Room. Case competitions are part of the Lewis College of Business Strategic Plan and promote high demand skills such as critical thinking, problem solving, and communication. They also promote experiential learning and external engagement. Undergraduate and graduate students at the Lewis College of Business and Marshall University had the opportunity to apply their values and knowledge to a difficult real-world situation in this second annual Ethics Case Competition. The competition exposed students to a thought-provoking business ethics case that they could face in their professional careers.

The keynote speaker at the event was Allan McVey, West Virginia Commissioner of Insurance. He spoke to the students about the importance of ethics as they move forward in their careers.

The competition featured a case about pharmaceutical and drive-sharing pricing practices and was open to both undergraduate and graduate students. The case analysis could be done in teams up to four students. The teams were asked to complete a written evaluation of the case and if selected for the final round, to evaluate the case via a live oral presentation. Lewis College of Business faculty served as judges and used an ethical problem-solving rubric to determine the finalists. The live presentations consisted of 15 minutes of uninterrupted presentation, followed by five minutes of questions from the judges. Judges were Marie Archambault, associate professor of accounting, Joshua Blanton, adjunct instructor of marketing, and Scott Anderson, CFO of the Marshall foundation.

Winners were as follows:

First Place (\$1,000): Cyrah Moore

Second Place (\$500): Maddy Branham and Isabella Schrader

Third Place Tie (\$300): Nico Raffinengo tied with a team of four consisting of Isabel Horter, George Karnes, Colton Horn, and Sela Mickey

The Ethics Case Competition was sponsored by the Maier Foundation, who has donated money to the college to enhance ethics education. We are very grateful to the Maier Foundation for their assistance in supporting the Ethics Case Competition. Congratulations to assistant professor, Tim Bryan and to students in the Center for Public Trust student organization: Kylie Shrewsbury (president), Emily Jordan, Claire Ellis, Cheyenne Fultz, and Trent Fuller for organizing the event.



Society for the Advancement of Management (SAM) Chapter Wins in International Competition



Marshall University's SAM (Society for Advancement of Management) Chapter has once again 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 receiving several awards.

Marshall SAM has once again 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.

The SAM Open Case Study Competition attracts top-performing teams from around the world, making Marshall's achievement even more impressive. The competition demands comprehensive and strategic thinking, along with the ability to identify and solve complex business problems in a rapidly changing global market.

The team's outstanding performance at the conference did not end there. Glen Midkiff, the chapter advisor of the Marshall SAM Chapter, received the SAM Outstanding Advisor Award for the third time and the Bronze Leadership Medal, while Dr. Avinandan "Avi" Mukherjee, Provost & Sr. Vice President of Academic Affairs, received the Gold Leadership Medal and the Advancement of Management Award. Nico Raffinengo also won 1st Place in the Undergraduate Division of the Business Pitch Competition, adding another feather to the team's cap.



Additionally, Marshall SAM achieved another impressive accomplishment, placing 2nd in both the undergraduate and open divisions of the Knowledge Bowl competition. The Knowledge Bowl is a highly competitive academic event that tests teams on their knowledge of business, current events, and pop culture. With a minimum of one and a maximum of five members per team, and three players active at any given time, the tournament is played in a bracket system, with each match consisting of two rounds of 10 toss-up and bonus questions.

Three members of the Marshall University team - Jamison Lewis (National), Bella Schrader (National) and Maddy Branham (Regional) - received the SAM Outstanding Student Award. The SAM Campus Chapter Performance Program also recognized the Marshall Chapter as the 2nd Place winner in the Small Chapter Division.

The SAM International Business Conference 2023 focused on "Advancing Management: Reimagining Leadership, Innovation, & Sustainability," and the Marshall team's success is a testament to their dedication and commitment to those values. The Society for Advancement of Management, established in 1912, aims to promote new management ideas and expertise by building connections among academics, practitioners, and students from different disciplines. With hundreds of volunteers from various fields, including accounting, finance, entrepreneurship, marketing, production, and research and development, SAM operates globally, making it an excellent platform for students to showcase their skills and network with professionals.

Other Marshall University attendees included Dr. Kateryna Schray, who co-presented with Dr. Avi Mukherjee, "Re-imagining Student Success Post-Pandemic and Making it Happen: Anticipating Customer Needs in Higher Education." Additionally, two graduate students attended: DBA student Amber Chatelain who presented on "Business social responsibility and community crisis response: Perceptions of small business owners in small to midsized communities," and Sidharth Arora, an Engineering Management major, who assisted with conference logistics.

For more information about the Marshall University SAM chapter, contact chapter advisor Glen Midkiff by e-mail at midkiff2@marshall.edu, or the faculty advisor, Dr. Marc Sollosy, at sollosy@marshall.edu.

All Award Winners

Bronze Leadership Medal

- Glen Midkiff

Gold Leadership Medal

- Avinandan Mukherjee

Advancement of Management Award

- Avinandan Mukherjee

SAM Outstanding Student Award

- Jamison Lewis (National)

- Maddy Branham (Regional)

SAM Outstanding Advisor Award

- Glen Midkiff

Campus Chapter Performance Program

- 2nd Place, Small Chapter Division

Business Knowledge Bowl Competition

- 2nd Place, Open Division

- 2nd Place, Undergraduate Division

Business Pitch Competition

- Nico Raffinengo - 1st Place, Undergraduate Division

Case Competition

- 1st Place, Open Division

SAM Outstanding Student Awards

- Jamison Lewis (National)

- Bella Schrader (National)

- Maddy Branham (Regional)

Contributed by Glen Midkiff.

For more information contact Nancy Lankton



Lewis College of Business | Brad D. Smith Schools of Business

Visit our website

Read past Monday Morning Memos

Marshall University | One John Marshall Drive, Huntington, WV 25755

[Unsubscribe lcob@marshall.edu](mailto:lcob@marshall.edu)

[Update Profile](#) | [Constant Contact Data Notice](#)

Sent by lcob@marshall.edu powered by



Try email marketing for free today!