

The Monday Morning Memo

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

September 16, 2024

The Student Center for the Public Trust receives Golden Star Status for the 6th year in a row

For the 6th Year in a row, the Marshall University Chapter of the Student Center for the Public Trust received Golden Star Status, the highest level of recognition available for the Center. Only 12 Chapters received this award out of 48 national chapters, and we congratulate them on their success!



Beta Gamma Sigma receives High Honors once again

The Beta Gamma Sigma chapter at LCOB has once again been named a “High Honors” chapter for 2023-2024. The Chapter Honor Roll program awards active collegiate chapters, who engage their members and in turn, allow members to take advantage of all BGS has to offer our members. This is the 7th year in a row that the LCOB chapter has been named on the BGS Honor Roll as either “High Honors” or “Highest Honors”, establishing our chapter as one of the top chapters on a very consistent basis.

The faculty advisors for 2023-2024 were Lacie Bittinger, Ben Eng, Tim Bryan, and Nabaneeta Biswas. The student advisors for the year were Bella Schrader, Maddy Branham, and Erin Roberts.

Beta Gamma Sigma



The International Honor Society, Beta Gamma Sigma
is proud to recognize

Marshall University

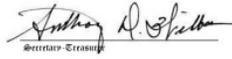
For qualifying as a

High Honors Chapter

For the 2023-2024 academic year


Chairman




Secretary-Treasurer

LCOB Student Organization Fair

Last week, the Lewis College of Business hosted an LCOB Organization Fair in the Dutch Miller Automotive Group Forum. This Organization Fair consisted solely of Student Organizations within the Lewis College of Business and has been the first of its kind in our new building.



United Way of the River Cities hosts conference in Encova Auditorium

The United Way of the River Cities funds non-profit organizations across six counties in West Virginia, Cabell, Wayne, Lincoln, Mason, Lawrence, and Gallia. Last week, they hosted a conference in the Encova Auditorium highlighting the personal stories about the differences being made for individuals thanks to United Way's contributions.



Faculty Publication

Dr. Alberto Coustasse-Hencke was published in Pharmacy Times, which circulates to more than 173,000 retail pharmacists. The article *New Frontiers in Technology: AI Use in Clinical Trial Patient Recruitment in Health Systems* can be read [here!](#)

Faculty Promotion and Tenure Highlights

Boniface Yemba

Dr. Yemba conducts high-quality research, with four papers in A journals on the ABDC ranking list, covering monetary policy, exchange rates, and economic growth. Notable service includes chairing the Graduate Curriculum Committee and serving as Faculty Advisor for the Global and Diversity Club, which organizes Global Business Day. He also chaired the Appalachian Research in Business Symposium this Spring, which featured over 100 researchers.



Yi Duan

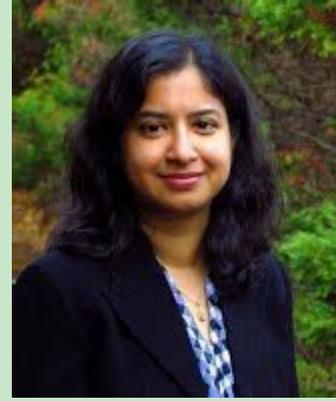
Dr. Duan's high-quality research includes two A journal publications on the ABDC list, focusing on aid, geographic isolation, and investments. Her work appears in journals like *Empirical Economics Letter* and *Applied Economics Letters*. She has contributed significantly through her roles on the DBA Task Force, SCORES event supervision, and the Strategic Planning and Analytics Task Force.



Nabaneeta Biswas

Dr. Biswas has high-quality research with one A* journal and two A journal publications on the ABDC list, addressing various economic issues. Her work is published in *Empirical Economics Letters*, *Studies in Higher Education*, and the *Journal of Human Resources*. She excels in teaching, receiving exemplary evaluations and a college award. She is actively involved in the Teaching and Learning Committee,

Undergraduate Curriculum Committee, and AOL Task Force, and has appeared on West Virginia Public Broadcasting Radio.



Jingran Zhang

Dr. Zhang has five A journal publications on the ABDC list, focusing on warehouse fulfillment optimization. Her research is featured in journals such as the International Journal of Industrial and Systems Engineering and Production Planning and Control. She participates in several committees, including the Graduate Curriculum Committee and the Strategic Planning Task Force, and is involved in academic conferences as a session chair and journal reviewer.



Guy Spriggs Dean's Speaker Series - Cynthia Cooper

On **Thursday, September 26th from 12:30 to 1:45pm**, the Lewis College of Business will host Cynthia Cooper to present in the Encova Auditorium as part of the Guy Spriggs Dean's Speaker Series.

Cynthia is an internationally recognized speaker, consultant, and best-selling author. In 2002, she blew the whistle on what would become the largest corporate fraud and bankruptcy in history. Cynthia has served on the Board of Directors for the National Association of State Boards of Accountancy Center for Public Trust (CPT), as Chair of the Board of Regents for the Association of Certified Fraud Examiners (ACFE), and as a member of the standing advisory group of the Public Company Accounting Oversight Board (PCAOB). In 2020, Cynthia was included in TIME's most influential women of the last 100 years. We ask all those who can attend to join us to hear Cynthia's amazing story.



GUY SPRIGGS DEAN'S SPEAKER SERIES



Presents:

*"Extraordinary Circumstances: Unraveling
the Largest Corporate Fraud in History"*

With:

Cynthia Cooper - An internationally recognized speaker, consultant, and best-selling author. In 2002, she blew the whistle on what would become the largest corporate fraud and bankruptcy in history.

Cynthia has served on the Board of Directors for the National Association of State Boards of Accountancy CPT, as Chair of the Board of Regents for the ACFE, and as a member of the standing advisory group of the PCAOB.

In 2020, Cynthia was included in TIME's list of the most influential women of the last 100 years.



12:30 - 1:45pm, September 26th, 2024 at the
Brad D. Smith Center for Business and
Innovation Encova Auditorium

Wildflower Homes Floorplan - Clip from The Monday Morning Meetup Ep. 1

In this clip from Episode 1 of The Monday Morning Meetup, Katy Spears takes us through the processes she undertook to obtain the necessary licenses for her to begin the construction of her Tiny Homes!

The full podcast with Katy can be found [here](#)



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. Let's create opportunities together!

For more information contact [Andrew Kesling](#)

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