



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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April 7th, 2025

LCOB Students Showcase Research Excellence at 2025 Student Research and Creativity Symposium

Angela Lin, a marketing senior, presented "Balancing Personalization and Privacy: The Impact of AI-Driven Marketing on Consumer Trust and Loyalty".



Ala Baryun, a management senior, presented "Revolutionizing Product Testing and Consumer Feedback with Augmented Reality (AR): A New Era of Immersive Innovation".



These research proposals were part of requirements for the special topics class MIS 480: Research in Business Technology, taught by Dr. Nancy Lankton.



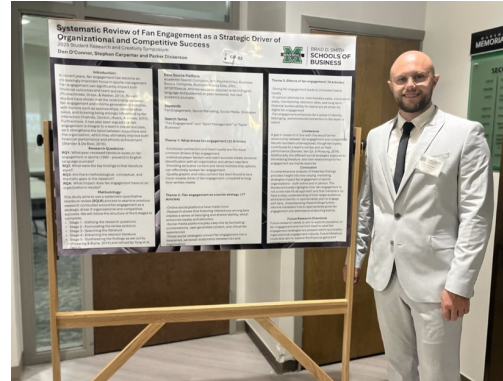
Graduate students from the Master of Science in Sport Administration program proudly participated in the 2025 Student Research and Creativity Symposium, presenting their work during the Poster Sessions held on April 3. Representing a growing field of scholarship in sports business, eight students delivered research addressing key issues in professional sports:

Addison Painter examined *The Role of Brand Image in Professional Sports: A Systematic Review of Characteristics,*

Strategies, and Impact (Graduate GP-03), highlighting the evolving dimensions of brand identity and its organizational implications



Daniel O'Connor, Parker Dickerson, and Stephen Carpenter showcased *Systematic Review of Fan Engagement as a Strategic Driver of Organizational and Competitive Success* (Graduate GP-02), exploring how emotional connection and active engagement shape team performance and brand equity.



Brandon L. Kelley presented *Optimizing Sponsorship Strategies in Professional Soccer: A Systematic Review* (Graduate GP-01), offering insights into best practices and strategic alignment in global sponsorship models.



Emily Suter, Abi Hugh and Mikal Dawson delivered *Game-Changing Endorsements: A Systematic Review of Celebrity Athletes' Impact on Consumer Behavior* (Graduate GP-04), providing a comprehensive look at how athlete endorsements influence audience perceptions and purchasing decisions.

These projects exemplify the rigorous research training and industry relevance central to Marshall University's graduate curriculum in sport administration. The presentations not only reflect the students' scholarly excellence but also contribute meaningfully to the field's understanding of strategic communication, consumer behavior, and brand management in professional sports.

Delta Sigma Pi Marsh Newsletter

DELTA SIGMA PI

Xi Upsilon Chapter



NEW BROTHERS

From left to right: Ginger Ward, Brandon Kelley, Kasi Gorlis, and Louis Parlock

Not Pictured: Madison Branham

We want to welcome our newest Brothers to the Xi Upsilon chapter of Delta Sigma Pi. These five individuals have officially joined our brotherhood on March 13th, 2025. They have shown that they are ready to enhance their career goals through our professional and social interaction.

Marshall SCORES

The SCORES Academic Festival is hosted once a year at the Marshall University Campus where students from participating high schools compete in various events. SCORES is a great way to learn more about Marshall University, visit our campus, and meet our award-winning faculty.



Students participated in 7 events at the Brad D. Smith Center for Business and Innovation, covering Health Care Knowledge, International Finance Management, Financial Management, Accounting, Entrepreneurship, and other team building exercises.





Feld Entertainment - Career Opportunities for Students / Alumni

Feld Consumer Products Career Opportunities



Interested in **Travel**?

Interested in **Tuition Reimbursement**?

Want a career within the Sports & Entertainment industry with a focus on Sales, Logistics, Merchandising, Food & Beverage?

Join the World Wide Leader in Producing & Presenting Live Touring Family Entertainment Experiences!

Feld Consumer Products, the merchandise division for Feld Entertainment, Inc., is looking for energetic team members that are driven with a competitive spirit. We are always seeking talented, hardworking people to join our touring shows and add value to the team. We offer a challenging work environment with competitive wages and incentive programs.

The majority of college students are graduating with massive debt after completing school which can take years to pay back. Why have outstanding college loans, when we have a tuition reimbursement program? We offer a generous tuition reimbursement so you can go to school and gain hands on experience at the same time!

With hard work and a proven track record, opportunity for **UPWARD MOBILITY** can be yours!

ASSISTANT MANAGER

Assist Consumer Product Manager with overlooking a multi-million dollar sales operation with a focus on Logistics, Merchandise Sales, Food & Beverage.

BOOKKEEPER

Manage, Process and Reconcile all sales & inventory transactions for the Consumer Products sales operation.

SALES COORDINATOR

Detail-oriented, customer service driven individual that provides support for all sales and travel related functions for the Consumer Products sales operation.

DISTRIBUTION CLERK

Responsible for all merchandise inventory distribution for the Consumer Products sales operation.

STOCKPERSON

Assist with the merchandise inventory distribution for the entire Consumer Products sales operation.

SALES ASSOCIATES

We are also looking for **FUN**, outgoing individuals with great customer service skills to sell our unique products to our guests.

- SALES ASSOCIATE

- SALES REPRESENTATIVE

Merchandise
Merchandise, Food & Beverage
Photo



If this sounds like the opportunity for you, please visit: FeldEntertainment.com/Careers

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Looking to Hire?

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!

Looking for a Job?

[Lawrence County Commissioners Office Clerk](#)

On-Site, 111 South 4th Street, Ironton, OH

[Outside Account Executive](#)

On-Site, based in Huntington, WV

[Human Resources Assistant - Heritage Farm](#)

On-Site, based in Huntington, WV

[Digital Executive Producer - WOWK-TV](#)

On-Site, based in Charleston WV

[Executive Assistant - Service Wire Company](#)

Please contact Kesling8@marshall.edu for more information

[Guest Services Representative - Clay Center for the Arts & Sciences of West Virginia](#)

\$10 - \$15 / hr

On-Site, based in Charleston, WV

[Staff Accountant - Enterprise Mobility West Virginia Administrative Office](#)

On-Site, Scott Depot, WV

[Senior Director of Philanthropy - The Marshall University Foundation](#)

[Media Executive - WSAZ Newschannel 3 / Gray Media Group](#)

[Sales Territory Manager - AAA Cooper Transportation](#)

[Accounting/Administrative Assistant - Metro 911 of Kanawha County](#)

[Asset Manager - Emerald City Associates](#)

For more information contact [Andrew Kesling](#)

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