



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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July 8th, 2025

The Lewis College of Business at Marshall University Announces Key Personnel Appointments

The Lewis College of Business (LCOB) and Brad D. Smith Schools of Business at Marshall University is excited to announce key personnel appointments. These appointments align with Marshall University's strategic priorities of enhancing student achievement through hands-on experiential learning, while also driving innovative business ideas and economic impact in the University's Areas of Distinction.

"We are thrilled for this exceptional group of scholars and leaders at the Lewis College of Business," said Dr. Ben Eng, Interim Dean. "Their expertise and passion will undoubtedly further our College's mission to create and share business knowledge that brings prosperity to our students, West Virginia, and beyond."

New Faculty Hires

Dr. Huayi Tang – Assistant Professor and Director, Marshall University Student Investment Management Program

Dr. Huayi Tang joins the Department of Finance, Economics, and International Business as an Assistant Professor and Director of the Marshall University Student Investment Management (SIM) Program. With a Ph.D. in Finance from the University of Utah, a Master of Science in Finance from Concordia University, and a Bachelor of Economics in Financial Engineering from the University of International Business and Economics, Dr. Tang brings extensive expertise in corporate finance, municipal finance, institutional investing, and sustainability. His research, including an accepted paper in the Journal of Accounting Research on racial disparities in financial complaints, and teaching experience in investments, corporate finance, and financial derivatives at the University of Kentucky and University of Utah, position him to lead the SIM Program effectively. A Certified Financial Risk Manager (FRM), Dr. Tang previously served as an Account Manager at China Everbright Bank.

About Marshall University Student Investment Management Program

The SIM Program provides hands-on portfolio management experience through the Marshall University Student Investment Portfolio. The program prepares participants for the Quinnipiac University Global Asset Management Education (GAME) Forum's Global Portfolio Competition and Poster Session, emphasizing ethical, long-term growth

strategies.

Dr. David Wiley – Term Associate Professor, Director of the Brad D. Smith Student Incubator, and Academic Affairs Fellow in AI Education

Dr. David Wiley has been appointed as a term Associate Professor of Management Information Systems and Entrepreneurship, Director of the Brad D. Smith Student Incubator, and an Academic Affairs Fellow in AI Education. His work and research occurs at the intersection of generative AI, entrepreneurship, open education, continuous improvement, and professional development. Dr. Wiley has received several recognitions for his work, including a National Science Foundation CAREER grant and appointments as a Nonresident Fellow in the Center for Internet and Society at Stanford Law School, a Peery Social Entrepreneurship Research Fellow in the BYU Marriott School of Business, and a Shuttleworth Fellow. As a social entrepreneur, he founded or co-founded numerous entities including Lumen Learning, Degreed, and Mountain Heights Academy, and was named an Ashoka Fellow. In 2009, Fast Company named him one of the 100 Most Creative People in Business. Dr. Wiley was an Education Fellow at Creative Commons and one of the original authors of the CC Certificate Program, as well as President of the international Association for Educational Communications and Technology from 2022 - 2023.

About iCenter Brad D. Smith Student Incubator Program

A partnership between the Lewis College of Business, the Honors College, and the iCenter, the Brad D. Smith Student Incubator Program fosters entrepreneurial thinking through mentorship and resources, empowering students to launch innovative ventures.

New Center Directors

Dr. Monisha Gupta – Director, Service Wire Company Transformative Sales and Service Excellence Center

Dr. Monisha Gupta, promoted to term Associate Professor of Marketing for upcoming Fall Semester, has been appointed Director of the Service Wire Company Transformative Sales and Service Excellence Center. With a Ph.D. in Economics from Dr. C.V. Raman University and years of industry experience in hospitality, retail, public relations, consulting, and franchise operations, Dr. Gupta has held roles such as Director of Sales and Marketing, Market Region Head, and as an entrepreneur. Prior to this appointment, she had led the Truist Center for Leadership as its Director since 2019 where she led its rebranding from BB&T to Truist, developed events like the Truist Business Leadership Symposium, and the Truist Emerging Leaders Certificate (ELC) program. Her innovative teaching has been recognized with the Dr. Robert P. Alexander Mentorship Award, LCOB Faculty Service Award, and John Marshall Leadership Fellow.

About Service Wire Company Transformative Sales and Service Excellence Center

The Service Wire Company Transformative Sales and Service Excellence Center provides hands-on training and professional development in sales and service, preparing students for successful careers through industry partnerships

Dr. Susan Lanham – Director, Center for Cyber Innovation in Business

Dr. Susan Lanham, Associate Professor of Accounting and a forensic accounting expert with over 30 years of litigation support experience, has been appointed Director of the recently launched Center for Cyber Innovation in Business. Dr. Lanham has been named an expert forensic accounting witness in over 200 cases, holds the GIAC Open Source Intelligence (GOSI) certification, and applies advanced OSINT techniques in cyber-enabled financial crime cases. She developed and teaches specialized courses at

Marshall in forensic and investigative accounting, valuations in civil litigation, and cyber investigations of accounting data. Her research, published in journals such as the Journal of Forensic and Investigative Accounting and Suffolk University Law Review, focuses on forensic accounting, analytics, and education. Dr. Lanham has been recognized with the Robert Bruce Hayes Award for Excellence in Teaching and selected for the John Marshall Leadership Fellows Program.

About Center for Cyber Innovations in Business

The Center for Cyber Innovations in Business advances research and education at the intersection of business and cybersecurity/forensics, supporting policy, innovation, and economic impact analysis in West Virginia, the tri-state, and beyond.

Dr. Jeff Larson – Director, Center of Excellence in Healthcare Management Research

Dr. Jeff Larson, an Assistant Professor in the Department of Management and Health Care Administration, has been named Director of the recently launched Center of Excellence in Healthcare Management Research to support Marshall University's Health Sciences Area of Distinction, focusing on addiction, gerontology, rural health, and obesity. With 22 years of managerial and executive experience in hospital systems, Dr. Larson's research centers on leadership and team coordination in healthcare settings, complemented by his teaching expertise in healthcare leadership, management, and operations. He has published his research in journal such as Medical Care Research and Review, Health Care Management Review, and Personnel and Human Resources Management. He received a PhD in Management and Organizations from the University of Arizona and an MBA from the University of Oregon.

About Center of Excellence in Healthcare Management Research

The Center of Excellence in Healthcare Management Research is a think tank conducting research that addresses healthcare challenges in the tri-state area, focusing on addiction, gerontology, rural health, and obesity.

Dr. Uyi Lawani – Director, Truist Center for Leadership

Dr. Uyi Lawani, Associate Professor of Strategic Management at LCOB, has been named Director of the Truist Center for Leadership. A dedicated educator and advocate for student success, Dr. Lawani has served on numerous department, college, and university committees, including as the LCOB representative on the Faculty Senate Executive Committee. Uyi's research has been published in many journals including International Journal of Business and Social Science, Pan-Pacific Journal of Business Research, Journal of International Business Disciplines, and International Journal of Healthcare Management. He received the Dr. Robert P. Alexander Mentorship Award for the Marshall University College of Business Advisory Board in 2017.

About Truist Center for Leadership

The Truist Center for Leadership develops leadership skills through innovative programs, certifications, and industry partnerships, empowering student academic success and career achievement.

LCOB Student Receives Statewide Student Impact Award

The Lewis College of Business is proud to share that Jamison Lewis (MBA student)



was recently selected as the first-ever recipient of the West Virginia Higher Education Student Action and Impact Award, which he will receive at the 2025 WV Student Success Summit on July 23-24.

This award recognizes one WV student leader for actions that inspire others to develop their own leadership potential.

The recipient exhibits outstanding leadership skills, demonstrates a sense of compassion for helping others, displays an exceptional ability to inspire and mobilize their peers towards meaningful action, and serves as a role model for their fellow students through community service and/or campus leadership roles.

Jamison is one of the LCOB's most involved and accomplished students, who has made a substantial impact on the college and Marshall University as a whole over the past 5 years through his programming efforts and commitment to student success. From launching the Shark Tank Innovation Challenge and helping elevate TEDxMarshallU to record attendance, to his sustainable work with the Marshall Thrift Store and serving as a student voice on university committees, his contributions have significantly enriched the academic and social lives of his peers.

Congratulations, Jamison!

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?

Sales Development Representative - Netranom

Full-Time, based in Hurricane, WV

Please Contact Kesling8@marshall.edu for more information

Cost Accountant - Service Wire Company

Full-Time

Assistant Controller - Service Wire Company

Full-Time

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

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 at Kesling8@marshall.edu

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