



MONDAY MORNING MEMO

Lewis College of Business
 Dr. Avi Mukherjee, Dean



March 5, 2018

Business School Impact

I chaired a panel discussion on "Business School Impact" in the 48th Annual Meeting of the Southeast Decision Science Institute at Wilmington, NC. Joining me on the panel were higher education leaders – Dr. Javier Reyes, Dean, College of Business and Economics, West Virginia University; Dr. Alphonso Ogbuehi, former Dean, College of Business, Clayton State University; and Dr. Ali Nazemi, former head of Business department of Roanoke College. AACSB's new accreditation standards introduced in 2013 made it imperative for business schools to foster, document, measure and manage the impact of their activities pertaining to teaching, research and community engagement. Our panel discussed how business schools are defining and demonstrating impact of a variety of types, such as economic development impact, global impact, research impact, and career impact. This highly interactive forum helped share best practices and outcomes for impact created by business schools, with focus on execution processes, assessment methods, and mission alignment. Marshall was able to demonstrate leadership in developing a comprehensive approach to enhancing and demonstrating impact based on our school's unique mission and community of stakeholders.

Research Boot Camps

The Lewis College of Business is organizing Research Boot Camps for its faculty on March 2, March 16, April 6 and April 20 – 9am to noon each day. The objective of these boot camps, run by the Faculty Development Committee (FDC), is to encourage faculty to explore and collaborate on new research ideas, devote time and energy to investigate research projects, and to earn an Annual Report bump as a reward. Participation may involve sharing ideas, interacting with other Faculty, asking for help, searching for data, cleaning data, or even presenting. In each session, the FDC "chaperones" will keep track of participation and will facilitate the process. The focus of the boot camps is to enable faculty to hone research ideas and build up research momentum, leading to presentations in the LCOB Research Day on April 27.

LCOB Twitter Analytics

The Lewis College of Business is very active on Twitter, with our hashtag *@herdbusiness*. Please follow us to get regular updates: <https://twitter.com/herdbusiness?lang=en>. Our Twitter analytics is very positive (see below).

Analytics Home Tweets Audiences Events More

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28 day summary with change over previous period

Tweets
 15 ↑50.0%

Tweet impressions
 18.3K ↑86.8%

Profile visits
 391 ↓1.3%

Mentions
 26 ↑225.0%

Followers
 1,003 ↑15

