



MONDAY MORNING MEMO from Dean Avi Mukherjee



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LCOB Faculty Tenure and Promotion News

The Lewis College of Business congratulates four of our faculty members on newly announced tenure and promotion decisions, effective Fall 2020.

Ben Eng, Marketing & Entrepreneurship



Ben Eng received tenure and promotion to Associate Professor of Marketing and Entrepreneurship at Marshall University's Lewis College of Business. He is also the executive director and co-founder of our Innovating for Impact - Center for Entrepreneurship and Business Innovation (iCenter).

Dr. Eng teaches marketing and entrepreneurship courses where his students learn by applying cutting-edge techniques on real businesses to solve real problems. In 2018, Eng won the Pickens-Queen Teacher Award, which is Marshall University's highest teaching award for newer faculty members. In 2019, he won the Robert P. Alexander Mentorship Award, which goes to the faculty member in the College of Business who demonstrates excellence in mentoring students.

His research focuses on design thinking and celebrity branding. Eng's research papers have been accepted in the *Journal of Product and Brand Management* and *Sage Research Methods*. He has presented his research at conferences such as the Association for Consumer Research North American Conference and the Marketing Management Association Spring Conference.

Ralph McKinney, Management

Ralph E. McKinney, Jr. received tenure and promotion to Associate Professor of Management at the Lewis College of Business. McKinney has authored a number of publications concerning cryptocurrency, economics, forensic business practices, human resource management, indigent criminal defense, and poverty. Dr. McKinney has received various honors for his research including the 2017 Meet the Scholars Research; 2017 Intuit's Design for Delight Challenge; the 2016 MU Robert P. Alexander Award of Research Excellence; and in 2010, one of eleven instructors for the Pearson NEIS Economics Insider Contest Instructor Award. He holds degrees from Aston Business School at Aston University in Birmingham, England (DBA 2015), Marshall University (MBA 2003) and West Virginia State University (RBA 1998). Additionally, he is a licensed Private Investigator.





Susan Lanham, Accountancy



Susan Lanham received tenure and promotion to Associate Professor of Accounting at Marshall University's Lewis College of Business. She is also the Director of the Master of Science in Accountancy Program.

Dr. Lanham came to Marshall with nineteen years' experience offering litigation support services as an expert in forensic accounting. She designed and developed two forensic accounting courses for the LCOB. One is an undergraduate course focused on forensic and investigative accounting in criminal litigation and the other is a graduate course focused on valuations in civil litigation.

In 2019, Susan won the Robert Bruce Hayes Award for Excellence in Teaching. She was also selected to be a member of the 2020 cohort of the John Marshall Leadership Fellows Program and the 2020-2021 EDGE Mentoring Program.

Susan's primary research focuses on forensic and investigative accounting, accounting analytics, and accounting education. Her papers have been accepted in the *Journal of Forensic and Investigative Accounting*, *American Journal of Business Education*, and *Business Education Forum*.

Uyi Lawani, Management

Uyi Lawani received tenure and promotion to Associate Professor of Management at the Lewis College of Business at Marshall University. Uyi Lawani has been a university teacher since 2006. He joined Marshall University's Lewis College of Business in the summer of 2014 after spending three years as an Assistant Professor at Concordia University, Wisconsin. He primarily teaches strategic management and organizational sustainability. His research work spans the areas of management strategy, corporate performance, and emerging economies.



Prior to becoming an academic, Uyi trained as an infantry soldier and was in active service for nine years. Upon leaving the army in 1998, he worked as a laboratory scientist in manufacturing and thereafter as a risk analyst in banking.

To date, Dr. Lawani has received several awards including the Marshall University Robert P. Alexander mentorship award in 2017.

He earned a PhD in Strategy and Economics as a Toulouse Fellow at the University of North Texas. He holds an MBA in Finance from East Carolina University and a B.Sc. in Microbiology from the University of Benin in his native Nigeria.



New Department Chairs at the Lewis College of Business

The Lewis College of Business congratulates two newly appointed department chairs, effective July 1, 2020.

Jean Price, Chair, Department of Accounting & Legal Environment (promoted to Full Professor in 2020)



After earning her Ph.D. at Indiana University in 1992, Jean Price taught accounting at Clemson University and Valdosta State University. She joined Marshall's Lewis College of Business in 2002, and has since been a valuable faculty member of Accountancy. In addition to her teaching and research duties, she has served her Department, the University, and the LCOB in a variety of roles. Dr. Price served as the Associate Dean for Accreditation and Strategic Initiatives during 2018-2019. Since Fall 2019, she has been the Interim Chair of the Accounting department. For several years, Dr. Price has served as course coordinator for the introductory accounting course, while also serving on the Department's Recruiting Committee. She is an active member of Marshall University's Budget and Academic Policy Committee. At the College level, she contributed to the Policy Development Committee and was a member of the Doctoral Education Task Force. In addition, Dr. Price has served as chair of the College's Undergraduate Curriculum Committee for five years. She has also worked on AACSB reports and College Impact Reports. Dr. Price's contributions to the College were recently recognized when she was awarded the 2018 Robert P. Alexander Faculty Award for Excellence in Service. In 2017, Dr. Price received the Outstanding Accounting Educator Award from the West Virginia Society of CPAs.

Shaorong Zhang, Chair, Department of Finance, Economics, & International Business

Shaorong Zhang earned his Ph.D. in Finance at University of Missouri in 2004 and immediately joined the Lewis College of Business. He also obtained his CFA charter in 2004 and has been an active member of CFA Institute since then. He was selected as a John Marshall Leadership Fellow in 2019.

Dr. Zhang has taught various finance courses at both undergraduate and graduate levels and has developed several new courses for both undergraduate finance program and the MBA program, including recently developed Investments and Financial Institutions and Markets courses for the MBA Finance Concentration. Dr. Zhang's research focuses on empirical corporate finance, including new issues of securities, corporate governance, payout policies, family firms, and emerging markets. He has published his research in reputable journals such as Journal of Financial and Quantitative Analysis, The Financial Review, and Advances in Accounting. In addition to teaching and research, Dr. Zhang has served his division, the college and the university on various committees and task forces, including chairing several division and college committees and coordinating finance program AoL activities. Dr. Zhang has also provided consulting services to local companies and is currently serving on the Supervisory Committee of Pioneer West Virginia Federal Credit Union.

