



MONDAY MORNING MEMO from Dean Avi Mukherjee



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Lewis College of Business Fall 2020 Annual Retreat

A warm welcome back to everyone as we return from the summer break! The Lewis College of Business hosted its Fall 2020 Faculty/Staff Annual Retreat by Zoom on Wednesday, August 19 from 9:30 am to 3:00 pm, with over 75 attendees. President Gilbert, Provost Taylor, Dr. Ron Area, and LCOB Advisory Board President Commodore Tony Martin delivered inspiring addresses and expectations for the new academic year. We had presentations from the Dean and Associate Deans. Discussions focused on strategic imperatives, mission alignment, accreditation updates, new building planning, doctoral program planning, STEM business initiatives, experiential learning, and global initiatives. Our new faculty members were introduced by their respective Department Chairs.



John F. Tripp was the Dean's Distinguished Speaker for the College Faculty Retreat. Dr. Tripp is an assistant professor of management at Clemson University. He has extensive experience teaching online at Michigan State University, Baylor University, and Indian School of Business. His presentation titled, "Teaching Online in a COVID-19 World," covered considerations for online teaching in general and a commentary on additional considerations due to the coronavirus crisis. Dr. Tripp discussed topics such as how online teaching requires not delivering the same course as face-to-face, and how it takes much more work to deliver an online course than a face-to-face course. He explained that the single biggest difference between the two modes of teaching is engagement strategy and that an instructor's engagement strategy requires intentional planning. He walked through different ways to do engage students in both synchronous and asynchronous teaching environments including video feeds, real-time check-ins, digital assessment, office hours, and hyper-responsiveness techniques.

The Assurance of Learning Seminar followed the keynote speaker. The purpose of the AOL seminar was to discuss strategic and operational issues pertaining to our Assurance of Learning, take stock of our current status and progress with our AOL coordinators, and brainstorm ideas for closing the loops with active participants in the college's AOL process. Coordinated by the Associate Dean for Accreditation, the discussion focused on learning goals, assessment rubrics, curriculum management, and opportunities for engagement and impact.



New Faculty at the Brad D. Smith Schools of Business

The Brad D. Smith Schools of Business welcome two new full-time faculty members joining us in Fall 2020.

Mohammad Riaz Uddin, Assistant Professor of Finance



Mohammad Riaz Uddin received a Ph.D. in Finance from the University of Texas at Arlington, an MS in Finance from the University of Illinois at Urbana-Champaign, and an MBA from the University of Dhaka, Bangladesh. He was a Fulbright fellow. He received the Financial Management Editors' Best Paper Award in Spring, 2017 and Outstanding Paper in the 2016 Emerald Literati Network Awards for Excellence for his research works. Before joining MU, Dr. Uddin has taught at the American University of Beirut, University of Dhaka, North South University, University of Texas at Arlington, and Bloomsburg University of Pennsylvania. His teaching interests include investments and corporate finance. His research interests include investments, equity returns predictability, political economy, insider trading, corporate intangibles, and behavioral biases. Dr. Uddin's research has appeared in many leading Finance journals including *Financial Management*, the *Journal of Business Finance & Accounting*, *Managerial Finance*, and the *Journal of Investing*.

Thomas Norton, Assistant Professor of Accounting



Thomas Norton is a proud son of Marshall where he graduated with a dual bachelors in accounting and finance. In the midst of graduating from Marshall and starting law school at West Virginia University, he passed all four parts of the CPA exam. After law school, Thomas gained extensive law experience advising judges at the Circuit Court level as well as the West Virginia Supreme Court. Thomas then turned his focus on taxation. He completed his LL.M. at Georgetown University while working as a CPA. Thomas brings a diversity of experience from both the legal and accounting professions.



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Herd 20-20 Insights Small Business Webinar - A Conversation with Brad D. Smith

The banner features the "HERD 20-20 insights" logo with a small icon of two people. It also includes the text "Small Business Webinar Series" and a "WATCH VIDEO" button with a hand cursor icon pointing to it. Below the banner, there is a circular portrait of Brad D. Smith, a photo of him with the caption "Brad D. Smith Executive Board Chairman of Intuit Chairman of Nordstrom Hosted by Dr. Avi Mukherjee, Dean", and the Marshall University logo.

"The Post-Pandemic Future of Work: Perspectives on the Economy, Businesses & Individuals."

Brad D. Smith
Executive Board Chairman of Intuit
Chairman of Nordstrom
Hosted by Dr. Avi Mukherjee, Dean

WATCH VIDEO

MARSHALL

On Monday, August 24, the Lewis College of Business hosted the fifth virtual webinar of the Herd 2020 Insights Small Business Webinar series, launched with the goal of helping the local economy and its small businesses as we emerge from the COVID-19 crisis. The webinar was titled "The Post-Pandemic Future of Work: Perspectives on the Economy, Businesses, and Individuals" and featured Brad D. Smith, Executive Chairman and former President and CEO of Intuit, in conversation with Dr. Avi Mukherjee, Dean of the Lewis College of Business and its Brad D. Smith Schools of Business.

Dean Avi first set the stage with some background information on how the pandemic has affected the world as we know it. The economy, businesses, and even ourselves as individuals have been hit hard in ways we could never have imaged. Brad D. Smith and Dean Avi then engaged in a lively and in-depth conversation that discussed the post-pandemic future of work at three levels of aggregation. The discussion first focused on the effect of the pandemic on the economy as a whole, followed by its effect on businesses, and eventually its effect on consumers and individuals. Afterward, Brad answered questions from the audience.

Here is an excerpt from Brad D. Smith:

"I think your opening part of a question says it all - it is a tale of two cities. Whether it's the impact of the pandemic or the road to recovery, it has been and will continue to be an uneven playing field. We can see the pandemic had a huge impact on different demographic groups, different geographic regions, different types and sizes of businesses and different industries."

The full event can be viewed on: https://www.youtube.com/watch?v=T1Ax2o_OCb4&feature=youtu.be