

HERD BUSINESS

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Accreditation

The Lewis College of Business holds accreditation by AACSB International (AACSB), a global organization that provides quality assurance, business education intelligence, and learning and development services to over 1,700 member organizations, and more than 800 accredited business schools worldwide. The mission of AACSB is to foster engagement, accelerate innovation, and amplify impact in business education. AACSB standards ensure quality and continuous improvement in collegiate business education. **The Lewis College of Business is accredited in both Business and Accounting, an honor held by only 188 institutions worldwide.**



The Carnegie classification is the basic framework for categorizing colleges and universities in the United States. Carnegie recently designated Marshall a “Doctoral University: High Research Activity,” or “R2” institution. **The designation places Marshall among the top six percent of colleges and universities in the nation, and is the second-highest Carnegie classification an institution can receive.** Marshall’s research expenditures have increased 35 percent over the past two-and-a-half years from \$23 million to \$31 million, and are expected to climb further in 2020-2021.



8	FAMILY
16	ENGAGED
22	INSPIRED
24	INQUISITIVE
29	RECOGNIZED
36	CONTEMPORARY
38	ENTREPRENEURIAL
40	GLOBAL
43	GOLDEN

A MESSAGE FROM

DEAN DR. "AVI" MUKHERJEE

Greetings from Marshall University's Lewis College of Business and the Brad D. Smith Schools of Business. With humble beginnings of a business program under the Department of Commerce in 1921, and with a separate School of Business established 50 years ago, there are many things in our history for which Marshall University and its Lewis College of Business are known.

The Lewis College of Business is the first of all AACSB-accredited business schools in the country to be named solely after a woman, Elizabeth McDowell Lewis. In late 2018, alumnus Brad D. Smith, Executive Board Chairman and former President and CEO of Intuit, and his wife, Alys Smith, donated \$25 million to the Lewis College of Business. This transformative gift has created two schools within the College, the Brad D. Smith Undergraduate School of Business and the Brad D. Smith Graduate School of Business. It has inspired the creation of the Center for Entrepreneurship & Business Innovation (the iCenter) and the foundation of a new state-of-the-art business school facility.

Over 12,000 successful alumni all over the world make our college proud every day. We are committed to offering high-demand programs, developing leadership skill sets and mindsets in students, fostering entrepreneurship and innovation, encouraging experiential learning and creating global connections. Our research creates a lasting impact, with the collective citation score (Google Scholar®) for our faculty well exceeding 10,000. Since 2017, our Herd Business Solutions program has involved 352 students and 13 faculty helping 46 organizations and real businesses solve real problems for real customers.

This has only been possible due to the sustained and committed support of a wide variety of our stakeholders including our faculty, students, staff, alumni, administrators, advisory board members and community members. I would like to cordially invite all of you who are interested in expanding your business or enriching your careers to explore our Brad D. Smith Schools of Business further, either online or through a visit to our beautiful campus. We look forward to working together in the coming years to bring Marshall University to a new era of excellence.

Dean Avi

DR. "AVI" MUKHERJEE
LEWIS COLLEGE OF BUSINESS DEAN

THE MARSHALL UNIVERSITY LEWIS COLLEGE OF BUSINESS
IS PROUD TO PRESENT THE

BRAD D. SMITH SCHOOLS OF BUSINESS

Alumnus Brad D. Smith, Executive Board Chairman and former President & CEO of Intuit, and his wife, Alys, recently donated \$25 million to the Lewis College of Business. This gift has created two schools within the college: the Brad D. Smith Undergraduate School of Business and the Brad D. Smith Graduate School of Business.



BRAD D. SMITH

Brad was born in Huntington and grew up in the nearby town of Kenova. After graduating from Marshall in 1986 with a bachelor's degree in business administration with an emphasis in marketing, he received his M.B.A. degree from Aquinas College in Michigan. Alys Smith graduated from The Ohio State University with a B.A. in biology and then earned a law degree from the University of Akron School of Law. Residents of California, Brad Smith has served as the leader of Silicon Valley software giant Intuit for 11 years and his wife, Alys, is an attorney. They have two daughters, Peyton and Devon.

During Brad Smith's tenure as CEO, Intuit has grown and thrived, while consistently being recognized as one of the world's best places to work. Intuit has placed on the "Fortune Best Companies to Work For" list each year, ranking No. 13 in the United States in 2017, as well as being ranked the No. 1 best place to work in India, Singapore, and Canada in 2017. Brad is ranked among the top executives in the United States by Fortune, coming in at No. 6 on its list of top CEOs.

In 2011, Brad was inducted into the Lewis College of Business Hall of Fame, and in 2018, he was inducted into West Virginia's Hall of Fame.



WE ARE FAMILY.

Students. Alumni. Friends.
Sons and Daughters.

The Lewis College of Business is proud of its students, staff and faculty, and is blessed by the strong support from its alumni and friends. These stakeholders are all actively involved in our programs. When graduating, students join more than 210,000 Marshall University alumni all over the world.

We are more than educated, talented and generous business leaders:
WE ARE FAMILY.

GRADUATES CELEBRATE RECEIVING ANY OF
10 DIFFERENT UNDERGRADUATE AND 5 GRADUATE
DEGREES FROM THE LEWIS COLLEGE OF BUSINESS.



VISION STATEMENT

THE LEWIS COLLEGE OF BUSINESS WILL PROVIDE CURRENT AND COMPREHENSIVE UNDERGRADUATE AND GRADUATE EDUCATION AND BE RECOGNIZED AS A MAJOR CONTRIBUTOR TO THE REGION'S ECONOMIC DEVELOPMENT.

12,000+

ALUMNI FROM THE LEWIS COLLEGE OF BUSINESS

\$90K

AWARDED IN UNDERGRADUATE SCHOLARSHIPS DURING 2018-2019



STUDENT PROFILES

KASUN (OWITIGALA) WIJAYAGURUSINGHE

HE PARTICIPATED IN THE VOLUNTEER INCOME TAX ASSISTANCE PROGRAM AND WAS PRESIDENT OF THE INTERNATIONAL STUDENT ORGANIZATION AND THE KAPPA PHI CHAPTER OF BETA ALPHA PSI,

Kasun (Owitigala) Wijayagurusinghe, an international student from Sri Lanka, graduated with a B.B.A. in accounting in 2018 and an M.S. in accountancy in 2019. While at Marshall, Kasun worked on campus as an accounting intern at INTO Marshall, a graduate assistant at the Office of Intercultural Affairs, and a research assistant at the Lewis College of Business. He participated in the Volunteer Income Tax Assistance program and was President of the International Student Organization and the Kappa Phi Chapter of Beta Alpha Psi for which he had previously served as Vice President of Finance. Kasun was the proud recipient of the Marshall University's Division of Student Affairs Spirit of Excellence Award and the WVSCPA's Graduate Student Scholarship. He was also a Kathy Eddy Scholar in 2017 and a Presidential Ambassador from 2017-2018. Kasun interned with the accounting firm, Ernst & Young in Charleston and began working full-time at the firm in fall 2019.



Boram Kim is an international student from Korea and is working towards her B.B.A. in finance with a minor in dance. Boram has a strong academic background with a high GPA qualifying her for the Lewis College of Business Dean's List. She received the William F. Agee Scholarship in Finance for three years. Boram is a member of Beta Gamma Sigma and Beta Alpha Psi, and a dancer in the Marshall University Dance Theatre. She was on the team that won second place in the Peoples Bank Competition in 2019. Boram is the Vice President of Finance for Delta Sigma Pi and is the Secretary/Treasurer for the Society of the Advancement of Management. She also participated in the Society for the Advancement of Management's International Management Conference in 2019 and received the Cohen Business Professionalism certificate multiple times. Boram has worked with INTO Marshall as a welcome desk assistant and an academic administrative assistant. She has also participated in the Volunteer Income Tax Assistance program with Beta Alpha Psi.



BORAM KIM

SHE IS AN INTERNATIONAL STUDENT FROM KOREA AND IS WORKING TOWARDS HER B.B.A. IN FINANCE WITH A MINOR IN DANCE.



Mya Linden graduated from Marshall in 2019 with a B.B.A. in marketing. While at Marshall, Mya participated in the college's inaugural WVIBMC (West Virginia Innovation and Business Model Competition) hosted by the iCenter. Mya and two other students won the competition for their "Millions for Medicine" idea, which was a lottery-type system to help defray medical debt. She was also involved in planning and marketing the Start-Up Weekend event in coordination with the Robert C. Byrd Institute. Mya founded the annual LCOB/Brad D. Smith Schools of Business Office Olympics and was a student leader through Beta Gamma Sigma, the American Marketing Association and the Dean's Student Advisory Board. Mya was on the Dean's List every semester while attending Marshall and enjoyed a marketing internship with the Developmental Therapy Center where she set a fundraising record. She also interned at Intuit on its Global Brand and Events team. She accepted a full-time job offer from Intuit as an Associate Marketing Manager.

MYA LINDEN

MYA WAS ON THE DEAN'S LIST EVERY SEMESTER WHILE ATTENDING MARSHALL AND ENJOYED A MARKETING INTERNSHIP WITH THE DEVELOPMENTAL THERAPY CENTER WHERE SHE SET A FUNDRAISING RECORD.



JOSHUA MEANS

BEFORE GRADUATING, JOSHUA SECURED HIS FUTURE CAREER BY ACCEPTING A POSITION WITH THE FDIC AS A FINANCIAL INSTITUTION SPECIALIST.

Joshua Means graduated from Marshall in 2018 with an M.B.A. degree with an area of emphasis in human resource management. During his time at Marshall, Joshua was a member of the Golden Key Honor Society, the Society for the Advancement of Management, Beta Gamma Sigma and the International Business Honor Society. Before graduating, Joshua secured his future career by accepting a position with the FDIC as a Financial Institution Specialist. He applied for the position and traveled to Arlington, VA for four days of interviews. There were 957 applicants from across the country, 48 of the applicants made it to Arlington, and 22 were selected to work with the FDIC in field offices across the United States. Joshua started working full-time for the FDIC after graduating in July 2018.

THE MARSHALL UNIVERSITY LEWIS COLLEGE OF BUSINESS

FEATURED ALUMNI PROFILES

With thousands of alumni located across the world, our College is proud of the positive impact we've made in our communities. Our alumni are leaders of industry in business, communications, and education. Many have set the standards for innovative ideas and big-picture thinking. From Fortune 500 company CEOs to recent graduates navigating the waters of their first career, our alumni are the heart and soul of the Marshall family.



Father and son head up the Porter & Associates CPA firm in Huntington, West Virginia

Jay Porter, CPA

Jay received a B.B.A. degree in marketing from Ohio State in 2008 and a M.S. degree in accountancy at Marshall University in 2013. In 2014, Jay passed the CPA exam. After initially beginning his career in sales, Jay joined Porter & Associates in 2015. He focuses on tax planning for small and medium size business clients and high net worth individuals. Jay serves on the Advisory Board for the Division of Accountancy and Legal Environment and participates in numerous educational events.

For three years, Jay has been active with the American Institute of Certified Public Accountants. He has served on tax panels, has published in the Tax Advisor magazine, and has been involved with the AICPA's ENGAGE conference. Jay has been married to his wife, Susan, for nine years. Jay also ran 50 kilometers as part of the Mountain State Trail Run Series. He has participated twice in Marshall Marathons and has completed the 25K Mountain State Trail run.

Jeffrey Porter, CPA

Jeffrey Porter began working as an accountant at his father-in-law's practice about 40 years ago. In 1977, Jeffrey had graduated magna cum laude with a B.B.A. degree from Marshall. He received a master of taxation degree from the University of Tulsa. He served on the Board of Directors for the Marshall Alumni Association from 1995 to 2005, and was President from 2000 to 2003. In 2017, Jeffrey won the Marshall University Distinguished Alumni Award, the Alumni Association's highest honor. In 2006, he won the Distinguished Service to Marshall Award.

For 30 years, Jeffrey Porter has been active in the American Institute of Certified Public Accountants. He has served in various capacities on committees and on the Board of Directors. Jeffrey has testified five times before the U.S. House of Representatives and the U.S. Senate. In addition to his hard work as a certified public accountant, Jeffrey has visited six countries on mission trips and has four grandchildren with his wife Sharon.

32,000 Tax returns have been prepared by Porter & Associates, CPAs in the last 40 years.

40 Years Jeffrey Porter has been in business practicing accounting in Huntington, West Virginia

65 Years Porter & Associates, CPAs has been in business.

JOHN MARSHALL

Marshall University traces its origins to the founding of the Marshall Academy in 1837. The academy was named in honor of John Marshall, the fourth Chief Justice of the U.S. Supreme Court, who died on July 6, 1835.

The Marshall University community has taken great pride in observing the memory of its namesake, who has been described by the late Jean Edward Smith, a biographer and noted member of the Marshall faculty, as the “Definer of the United States Constitution.”

John Marshall was a man for the ages in an era that brought forth greatness. He was characterized by others as befitting Thomas Babington Macaulay’s description, “He neither sought nor shunned greatness, and found glory only because glory lay in the plain path of duty.”

Chief Justice John Marshall served the Supreme Court in that capacity from 1801 to 1835, the longest-serving chief justice in U.S. history. He is widely regarded as having set a broad interpretation of the Constitution of the United States, which established the document as the basis of the American legal system and the “rule of law” as the law of the land. During his tenure, the judicial branch of the new American government rose to a level of importance commensurate with that of the executive and legal branches.



WE ARE ENGAGED.

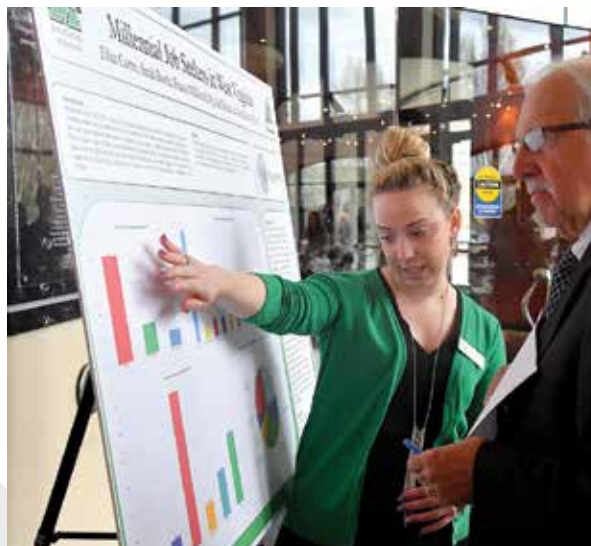
Involved. Committed.
Immersed. Practiced.

The Lewis College of Business is tremendously proud of its rich tradition of providing practical, experience-based business education that it has upheld since its founding in 1969. The College's business programs prepare students with the design-thinking, consulting, and project management skills they need to frame and solve real-world problems and enhance economic development. Located in the Huntington-Ashland Metropolitan Area with a population of 356,474, Marshall University offers unique opportunities for students to engage with Tri-State Area (WV-OH-KY) companies and communities in a variety of ways.

We do more than think and talk about business: **WE ARE ENGAGED IN BUSINESS.**

"The best thing about experiential learning is that you actually get prepared for the real world outside of the university and you can see how you make an impact in that world."
- Jonas Westmeyer, M.B.A. student

MARKETING STUDENT ELLEN CASTRO SHOWCASES
HER RESEARCH AT THE 2018 BERS EVENT.



150 Faculty,
staff, students, and
community partners
attended the first BERS
event in Spring 2018.

STUDENTS PRESENT PROJECT FINDINGS
TO THE GREENBRIER VALLEY THEATER BOARD.



Over **350** students
engaged in Experiential
Learning projects from
2017-2019.



STUDENTS MAKE A DIFFERENCE



BERS

The Lewis College of Business supports the BB&T Center for Leadership in hosting the Business and Economics Research Symposium (BERS) each semester. The symposiums encourage student consulting and research projects, which progress through preliminary competitive judging to a final stage in which students with the most qualified projects display their work to the business community. Through these highly engaging and interactive sessions, students are able to explain their projects and findings, answer questions, and receive feedback from a variety of business professionals in a formal setting. The winners are announced at the Awards Dinner ceremony. The first symposium was held in Spring 2018 at the Clay Center in Charleston. The second event was held in Huntington in Fall 2018 at the Brad D. Smith

Foundation Hall, and the third event was in Spring 2019 at the Charleston Civic Center as part of the Lewis College of Business 50th Gala Celebration.

Experiential Learning Projects

Nearly 350 students advised by 13 faculty have completed consulting projects for 46 local and national companies, entrepreneurial ventures, and not-for-profit organizations. Students' learning experiences have benefited the business community, and provided the perfect opportunity for students to begin putting their education into action.

As one example, students in Strategic Marketing (MKT 465) prepared a market analysis for La Famiglia Express Market. La Famiglia, a well-known Italian food restaurant, was planning on extending its current business into the Memorial Student Center by Fall 2019 with La Famiglia Express. Assisted by Dr. Liz Alexander, the students conducted research on the company's new target market. They created a competitive analysis, identified a social media strategy, and performed various surveys. The data from the surveys provided insight on the specific items of interest to the target market, the prices they are willing to pay, and how often students visit the Memorial Student Center. The student team recommended a meal swipe and flex points system, which is a different strategy from La Famiglia's original restaurant and could result in more campus customers.

Student Organizations and Case Competitions

- LCOB students finished second nationwide in 2018 in the Thomas Greensmith Open Division of the Society for Advancement of Management (SAM) Business Case Competition.
- Human Resource Management students finished second place in 2018 in the West Virginia Society for Human Resource Management Classic Case Competition.
- Business majors finished second and fourth place in 2018 and 2019, respectively in the Peoples Bank Undergraduate Business Case Competition hosted by Marietta College.
- Accounting students participated in the regional Beta Alpha Psi Conference "Project Run with It" Competition.
- The Beta Gamma Sigma chapter was included in the High Honors category in 2018 and the Highest Honors category in 2019.
- The Beta Alpha Psi (Kappa Phi) chapter received international recognition as a Superior Chapter in 2017 and 2018.

Students helped **46**
organizations via consulting
and research projects.

COLLEGE ADVISORY BOARD

TONY MARTIN, Corporate Director of Operations,
State Electric Supply Company (President)

MARK A. CHANDLER, Sr. Vice President & CFO,
Highlands Drilling LLC, Carina Energy LLC (Vice President)

ANGELA SWEARINGEN, Vice President of Finance/CFO,
St. Mary's Medical Center (Second Vice President)

JAMES RORRER, Managing Director (Retired),
Capital Advisory Group (Secretary)

DR. ROBERT ALEXANDER, Distinguished Professor of Management,
Former Dean Lewis College of Business (Parliamentarian)

CHUCK ABBOTT, Vice President & General Manager,
Steel of West Virginia, Inc.

DAVID R. BEAUREGARD, Managing Director,
Monument Square Advisors, LLC

DARRIN L. BIRD, General Manager, Special Metals Corporation

JIM DATIN, President and CEO, BioAgilytix Labs

ROGER ELSWICK, Owner,
Community Toyota Kia Honda Dealership, Texas

CARYN FOSTER-DURHAM, Managing Partner/Principal,
Charles Ryan Associates

MICHAEL GERBER, Chief Operating Officer (Retired), Hayflich CPAs

CAROL HARTLEY, Vice President, Wealth Management, Morgan Stanley

DAVID HELMER, Regional Corporate Banking Manager (Retired), BB&T

JOE HOLLEY, Executive Vice President, JABO Supply Corporation

ROSS JOHNSON, President, Mountain State Insurance Agency, Inc.

MARTHA M. (SHELLIE) KELLY, Financial Management Analyst,
Department of the Army

CALVIN A. KENT, Former Dean, Lewis College of Business

SHAHIN MAFI, Founder and CEO, Home Health Connection

KEITH MAY, President & CFO, IVS Group, Inc.

P. SEAN MAYBERRY, Executive Director, Lanham O'Dell & Company, Inc.

MARK MORGAN, CEO, Huntington Internal Medicine Group

NORMAN MOSRIE, Assurance Market Leader,
Dixon Hughes Goodman LLP

JOHN RULLI, Chief Administrative Officer & Senior Executive
Vice President, Simon Property Group, Inc.

TODD SHELL, Chief Investment Officer, Guyan International

RICHARD SLATER, Principal of Services & Growth, Kaufman Rossin

BRAD D. SMITH, Chairman of the Board, Intuit

MONTE WARD, Vice President of Finance, Cabell Huntington Hospital

KELLIE WOOTEN-WILLIS, Nationwide Insurance Agent and Owner
(Retired), Wooten-Willis Insurance, LLC

DIVISION ADVISORY BOARDS

ACCOUNTANCY & LEGAL ENVIRONMENT

Tina Brison, Review Examiner, FDIC

Rachel Burdette, CPA, Tax Manager, Dixon Hughes Goodman LLP

Barry Burgess, CPA, CGMA, Managing Partner, Somerville & Company PLLC

Todd Campbell, CPA, President and CEO, St. Mary's Medical Center

Shayna Chapman, CPA, CITP, CGMA, Owner, Shaynaco LLC

Valerie Ellis, CPA, CGMA, Partner, Brown Edwards CPAs

Drema Foster, RAFA, Human Resource Director, Suttle & Stalnaker CPAs

David Hill, CPA, CGMA, Partner, Arnett Carbis Toothman LLP

Tatiana Hliatsevich, Manager Business Tax Services, KPMG US

Michael Misiti, CPA, CFE, Partner, The Fyffe Jones Group, AC

Rick Montgomery, CPA, Comptroller, City of Huntington

Anna Neil, CPA, Assistant Comptroller, Huntington Federal Savings Bank

Jay Porter, CPA, Porter & Associates CPAs

Melissa Price, CPA, Partner, Brown Edwards CPAs

Akia Rice, CPA, MST, Tax Partner, Hayflich CPAs

Patrick Smith, CPA, ABC, CGMA, Partner, Arnett Carbis Toothman LLP

James Ware, VP of Finance, State Electric Supply Co.

Susan Wheeler, CPA, Partner, EY

JR Yost, Senior Manager, SEC Reporting, Braidly Industries



DEAN AVINANDAN MUKHERJEE AND
COMMODORE TONY MARTIN PRESENT DR. UDAY TATE
THE DR. ROBERT P. ALEXANDER MENTORSHIP AWARD AT
THE FALL 2018 LCOB ADVISORY BOARD MEETING.

FINANCE, ECONOMICS & INTERNATIONAL BUSINESS

Brandon M. Cline, CFP, CLU, Managing Director/
Wealth Management Advisor, Northwestern Mutual
Russ Rucker, AAI, CPCU, Owner, Rucker, Billups & Fowler, Inc.
Pastor M. J. Watts, HOPE Community Development Corporation
Caleb C. Gibson, Financial Advisor, Edward Jones
Marsha Slater, CLU, ChFC, LUTCF, Agent,
Marsha H Slater Insurance Agency, Inc.
Dan McGowan, CPA, CMA, CITP, CGMA, CCE, President and CEO,
Pioneer West Virginia FCU

MARKETING, MIS & ENTREPRENEURSHIP

Rudi Arrowood, Owner and Chief Marketing Officer,
The Kingmaker Marketing Agency
Scott Blatt, Director of Scheduling & Logistics, SunCoke Energy
Sara Pucke, Account Executive, WSAZ
Paula Taylor, Communications Strategy Manager,
Charles Ryan Associates
Katie Trippe, Executive Recruiter and General Manager, Qworks
Jeremy Turner, Founder and Managing Director, Epic Mission, Inc.
Diana Sole Walko, CEO/President, Motion Masters
MacKenzie Morley, Owner, Kenzington Alley
Jeff Barnes, President & CEO, The Barnes Agency

MANAGEMENT & HEALTH CARE ADMINISTRATION

Sailesh Patel, Vice President of Research and Technology,
Special Metals
David L. Michael, Executive Director/CEO, Huntington WV,
Area Habitat for Humanity
Christine Anderson, President, Rotary Club
Gordon Waters, General Manager, Huntington Armstrong Utilities, Inc.
Sean Hornbuckle, WV House of Delegates
Alissa Stewart Sparks, CEO & Executive Director,, Goodwill Industries
of KYOWVA Area, Inc.
Nathan Godby, Production Manager, Alcon Laboratories
Dave Meyn, Senior Director of Distribution, Cintas Corporation
Terry D. Sayer, Director (Retired), Yeager Airport
Brent Brown, Director, Huntington Tri-State Airport
Tim Hazelett, Huntington Health Department

WE ARE INSPIRED.

Networked. Linked. Shared.
Connected.

Being connected means sharing ourselves with the people closest to us. Being connected in today's world is a much more complicated concept. At the Lewis College of Business, having an outsider from the business world share a different perspective has tremendous value and makes classroom learning come to life.

We do more than collect business cards:
WE ARE INSPIRED.



BEST-SELLING AUTHOR AND MOTIVATIONAL SPEAKER, EMILY BENNINGTON, WAS FEATURED IN THE FALL 2018 SPEAKER SERIES.

Over **50**
professionals connected
with our students via
Speaker Series programs
during 2017-2019.



MARSHALL ALUMNA, ISABELLE ROGNER, PRODUCT MANAGER AT INTUIT, SPOKE AT THE COHEN BUSINESS PROFESSIONALISM SPEAKER SERIES IN SPRING 2019. MS. ROGNER RECEIVED THE 2019 AWARD OF DISTINCTION AT THE MARSHALL ALUMNI AWARDS BANQUET.



SPEAKER SERIES

The Lewis College of Business has developed two speaker series. The Cohen Business Professionalism Speaker Series began in 2017 with sponsorship by Ron and Sandy Cohen. Each presentation provides a forum where business professionals share their experiences and inspire students who are preparing for their careers. It helps students connect the classroom with real-world applications.

Sponsored by Don Williams and The Joachim Foundation, the Dean's Distinguished Speaker Series was conceived in 2018. The Series is a forum to provide students, faculty, alumni, board members, community members and other stakeholders, the opportunity to experience and learn from highly successful and renowned leaders and entrepreneurs. These individuals have reached the top of their profession and offer profound insights and lively discussion on what has made them successful.

Recent speakers for both speaker series have included:

- Diana Sole Walko, CEO, MotionMasters
- Dr. Bill Bissett, President & CEO, Huntington Regional Chamber of Commerce
- Jordan Wooldridge, Small Business Specialist, BB&T
- Commander Tim Clark, USS West Virginia
- Kerri O'Rourke-Robinson, Vice President, Federal Reserve Bank of Richmond
- Dr. Bill Dingus, Executive Director, Lawrence County (OH) Area Chamber of Commerce
- Jason Quehl, Site Leader, Amazon
- Chuck Fordyce, Recruiter, Verizon Wireless
- Alfonzo D. Alexander, President, Center for the Public Trust, National Association of the State Boards of Accountancy

Attendance topped **1,250**
at the 2018-2019 Speaker Series
events.

- Jason Moses, Executive Manager, Moses Auto Mall
- Thomas Barkin, President & CEO, Richmond Federal Reserve
- Jim Datin, CEO, BioAgilytix
- Zach Stone, Vice President of Human Resources, City National Bank
- Terri Rowe, Vice President, BB&T
- Raymond Washington, Area Rental Manager, Enterprise Holdings
- Mark Morgan, CEO, HIMG
- Isabelle Rogner, Product Manager, Intuit
- Don Williams, Serial Entrepreneur and Civic Leader
- Jennifer Giovannitti, President, Claude Worthington Benedum Foundation
- John B. Jung, Jr., Senior Managing Director and Head, BB&T Capital Markets
- Emily Bennington, Best-Selling Author and Career Coach
- Dr. William J. Kehoe, William F. O'Dell Professor of Marketing, University of Virginia
- Dr. George T. Solomon, Director, Center For Entrepreneurial Excellence, George Washington University
- Dr. Ron McNeil, Dean Emeritus, University of Massachusetts & University of Illinois
- Thomas "Tom" B. Wright, III, Executive Advisor, Human Resources and Administration EPR Properties, and former Senior Vice President of Hallmark Cards
- Rick Slater, Managing Partner, Dixon Hughes Goodman LLP
- Dr. Charles "Skip" Hageboeck, President and CEO, City National Bank



DR. CHARLES "SKIP" HAGEBOECK, PRESIDENT AND CHIEF EXECUTIVE OFFICER, CITY NATIONAL BANK WAS FEATURED IN THE SPRING 2019 DEAN'S DISTINGUISHED SPEAKER SERIES.

WE ARE INQUISITIVE.

Scholarly. Analytical. Published.
Thought-Leaders.

The Lewis College of Business is mission driven, with a mission that emphasizes pedagogical and applied scholarship. Knowledge gained from this research influences classroom teaching, collaborative academic partnerships, and service to the community. Our faculty publish in high-quality journals including the Journal of Strategic Information Systems, World Development, International Journal of Production Economics, Journal of Business and Psychology, and Psychology & Marketing. They also attend regional, national, and international academic research conferences.

We are more than academic scholars: **WE ARE INQUISITIVE
THOUGHT-LEADERS.**

Over **10,000**
Google Scholar Citations

12 Papers presented at the
Lewis College of Business
Fall 2018 Research Day

RESEARCH DAYS

The Lewis College of Business celebrated its fourth Research Day event in spring 2019. Offered every semester, this event provides an opportunity for faculty to present their current or recently completed research projects. The College's Faculty Development Committee, led by Dr. Alberto Coustasse, created the Research Day events to promote and showcase faculty research efforts. Its goal is to encourage dissemination of research ideas and cultivation of opportunities for collaboration. Each event features a plenary Dean's Distinguished Speaker from outside the university who is a renowned scholar with a top-notch record of research excellence and impact. The Speaker, along with a panel of academic, community, and student leaders, judges the presentations and presents awards to the top three.



DR. GEORGE SOLOMON FROM GEORGE WASHINGTON UNIVERSITY'S SCHOOL OF BUSINESS WAS THE DEAN'S DISTINGUISHED SPEAKER FOR RESEARCH DAY IN FALL 2018.



"I was delighted to see such an overwhelming response to our Research Day because it is a celebration of our faculty's intellectual accomplishments, and a recognition of how our applied research can help the business community. We hope to make Research Day a signature event for the Brad D. Smith Schools of Business."

- Dean Avi Mukherjee

NEW FACULTY



Shuqin (Monica) Wei,
Assistant Professor of
Marketing

"Monica Wei received her PhD degree from Southern Illinois University and has been an Assistant Professor at Texas A&M University-Central Texas. Her research interests include customer engagement and relationships in multi-actor service contexts. Monica has published in top journals such as the *Journal of Service Management* and the *Journal of Retailing and Customer Services*. She won best paper award at the Society for Marketing Advances Conference in 2018.



**Tyson Ang, Assistant
Professor of Marketing**

Tyson Ang received his PhD degree from Southern Illinois University and was previously an Assistant Professor at Texas A&M University and at Huston-Tillotson University in Austin, Texas. His research interests include customer-to-customer and firm-to-customer interactions. He has published his work in the *Journal of Service Management*, the *Journal of Retailing and Customer Services*, and others. Tyson received a faculty research award at Texas A&M University.



Amanda Meadows,
Instructor in Accounting

Amanda Meadows joined the LCOB from the University of Charleston where she was Assistant Professor in Accounting since 2011. She received her MBA from the University of Charleston and is a CPA. She has taught a variety of accounting courses including principles of accounting I and II, cost accounting, and federal taxes. Amanda has served on roundtables as a representative for the School of Business & Leadership, and on committees for the West Virginia Society of CPAs.



**Timothy Bryan, Assistant
Professor of Accounting**

Timothy G. Bryan received his DBA from Jacksonville University, Florida in 2019. He has published a peer-reviewed journal article in the *Journal of Business & Economics Research* and has presented his research at annual and regional meetings of the American Accounting Association. Tim has public accounting experience, and is a CPA and member of the American Accounting Association, American Institute of Certified Public Accountants, Indiana CPA Society, and Beta Gamma Sigma.



**Jingran Zhang, Assistant
Professor of Management**

Jingran Zhang earned her PhD and master's degree in Industrial Engineering from the New Jersey Institute of Technology. Her research focuses on the performance advantages of innovative operation systems for online retailing and warehousing. Jingran has published in leading journals including the *International Journal of Production Economics*, the *International Journal of Production Research*, and *Production Planning and Control*.



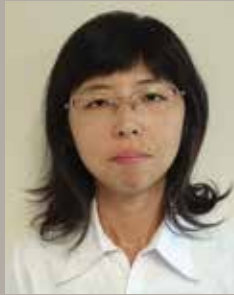
**Bo Feng, Assistant Professor
of Economics, and Director,
Center for Business and
Economic Research (CBER)**

Bo Feng was previously at The Ohio State University as a Research Associate for the C. William Swank Program in Rural-Urban Policy. He obtained his PhD degree from the Department of Agricultural, Environmental, and Development Economics at The Ohio State University. His research focuses on state and local fiscal policies, regional development programs, and topics such as persistent poverty, intergenerational mobility, and migration and education.



Kevin Knotts, Assistant Professor of Management

Kevin Knotts received his PhD in management from West Virginia University. His teaching and research interests are in leadership, human resources, and organizational behavior. Kevin has published peer-reviewed Journal articles in the *Journal of Leadership and Management*, and the *Employee Responsibilities and Rights Journal*. He has presented at conferences including the Western Academy of Management and Southern Management Association.



Yi Duan, Assistant Professor of Economics

Yi Duan came to the LCOB from Valparaiso University, Indiana, where she worked as Visiting Assistant Professor of economics. Yi received her PhD degree in economics from the University of Oklahoma in 2017. Her primary research fields are economic development, applied macroeconomics, and spatial analysis. She has published an article on foreign direct investment and productivity, in *World Development*, a top journal in developmental economics.



Boniface Yemba, Assistant Professor of International Business

Boniface Yemba came to the LCOB from Clarion University of Pennsylvania. He holds MA and PhD degrees in economics from the University of Kansas, having graduated in May 2015. His teaching and research are in the fields of international economics, macroeconomics, monetary economics, and econometrics. He has taught courses in macroeconomics, microeconomics, labor economics, quantitative analysis for business, and global environment for business.



Monisha Gupta, Assistant Professor of Marketing, Term Faculty

Monisha Gupta joined the LCOB with over twenty years of experience in sales-related jobs including advertising, hospitality, retail, consulting, and sales operations. Monisha has worked for organizations including Dabur India, Taj Group of Hotels, Fabindia, J. Walter Thompson India, and Saatchi & Saatchi Advertising. She has completed a master's in business economics, a master's in philosophy, and a PhD in economics, all from India.



Tessa White, Instructor in Accounting

Tessa White graduated from Marshall with a bachelor's in accounting and an MBA with an accounting emphasis. She was previously employed as a Senior Manager at Arnett Carbis Toothman, LLP in Charleston. Tessa serves as the Executive Director for The West Virginia Bar Association and performs accounting and consulting services to various clients. She serves on the boards of the YWCA of Charleston and the Charleston Area Alliance.



Nabaneeta Biswas, Assistant Professor of Economics

Nabaneeta Biswas came to the LCOB as a tenure-track Assistant Professor of Economics in the Division of Finance, Economics, and International Business. She received her PhD degree in economics from the University of Georgia in 2017 and taught principles of microeconomics while studying there. Nabaneeta's primary research fields are applied microeconomics, applied econometrics, development economics, and health economics.

FACULTY RESEARCH HIGHLIGHTS

Agesa, R. U., & Agesa, J. (2019). Time spent on household chores (fetching water) and the alternatives forgone for women in sub-Saharan Africa: Evidence from Kenya. *Journal of Developing Areas*, 53(2), 29-42.

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Carnes, A. M., & **Knotts, K.** (2018). Control and expectancy: Locus of control as a predictor of psychological entitlement. *Employee Responsibilities and Rights Journal*, 30(2), 81-97.

Coustasse-Hencke, A. M., Frama, M., & **Mukherjee, A.** (2018). Is upcoding anesthesia time the tip of the iceberg in insurance fraud? *JAMA network*, (November), e184302.

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Karim, M. A., Rathinasamy, R., & Zaidi, S. K. (2018). Market reaction to split announcements: Rational response or behavioral bias? *Academy of Accounting and Financial Studies Journal*, 22(2), 1-15.

Lanham, S. H., & Lucas, K. (2017). "Reasonable degree of certainty" during expert testimony. *Journal of Forensic & Investigative Accounting*, 9(3), 883-902.

Lankton, N., McKnight, D. H., & Tripp, J. F. (2017). Facebook privacy management strategies: A cluster analysis of user privacy behaviors. *Computers in Human Behavior*, 76(November), 149-163.

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Mukherjee, A., & Nunez, R. (2019). Doing well by doing good: Can voluntary CSR reporting enhance financial performance? *Journal of Indian Business Research*, 11(2), 100-119.

Nunez, R., & **Mukherjee, A.** (2018). Antecedents and consequences of corporate social responsibility reporting by corporations: The role of management strategy and organizational characteristics. *SAM Advanced Management Journal*, 83(1), 50-62.

Onal, S., **Zhang, J.,** & Das, S. (2017). Modelling and performance evaluation of explosive storage policies in internet fulfillment warehouses. *International Journal of Production Research*, 55(20), 5902-5915.
Onal, S., **Zhang, J.,** & Das, S. (2018). Product flows and decision models in Internet fulfillment warehouses. *Production Planning & Control*, 29(10), 791-801.

Onel, N., & **Mukherjee, A.** (2017). Why do consumers recycle? A holistic perspective encompassing moral considerations, affective responses, and self-interest motives. *Psychology & Marketing*, 34(10), 956-971.

Onel, N., **Mukherjee, A.,** Kreidler, N., Diaz, E., Furchheim, P., Gupta, S., Keech, J., Murdock, M., & Wang, Q. (2018). Tell me your story and I will tell you who you are: Persona perspective in sustainable consumption. *Psychology & Marketing*, 35(10), 752-765.

Price, J., & Lankton, N. K. (2018). A framework and guidelines for assessing and developing board-level information technology committee charters. *Journal of Information Systems*, 32(1), 109-129.

Robertson, B. M., **McKinney, R. E.,** & Shao, L. P. (2017). Self-inflicted injuries: Designation for risk assessment or cost avoidance. *Journal of International Finance and Economics*, 17(3), 37-40.

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Sollosy, M. D., Guidice, R. M., & Parboteeah, K. P. (2019). Miles & Snow's strategic typology redux: An examination through the lens of ambidexterity. *International Journal of Organizational Analysis*, 27(4), 925-946.

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WE ARE RECOGNIZED.

Ranked. Endorsed. Respected.
Honored.

The Lewis College of Business understands that the university students choose can have a major impact on their lives. We strive to ensure our programs are ranked and endorsed by external constituencies to help prospective students assess the quality of our programs and to enable our graduates to be proud of their alma mater. Being recognized takes a tremendous amount of effort and manpower on all fronts and a constant vigilance about what is important in higher education and business.



We do more than demand quality:
WE ARE RECOGNIZED.

"The Lewis College of Business introduced me to wonderful and caring professors who are passionate about their subject matter, as well as the business professional fraternity Alpha Kappa Psi. Within the fraternity, I have learned about networking, resumes, building an online presence, and how to be a better business leader."

- **Dena Woodward '18,**
Health Care Administration



THE MARSHALL UNIVERSITY LEWIS COLLEGE OF BUSINESS

RECOGNIZED

Leading professional societies endorse LCOB academic programs.

- The M.S. in Human Resource Management degree has been fully aligned with the Society for Human Resource Management (SHRM) HR Curriculum Guidelines since 2018.
- The B.B.A. in Accounting program recently became endorsed by the Institute of Management Accountants (IMA) in 2019.
- The B.B.A. in Health Care Management is a member of the Association of University Programs in Health Administration (AUPHA).
- The student chapter of Beta Gamma Sigma in the Lewis College of Business was recognized as a Highest Honors chapter by the AACSB for the first time in 2019.

STUDENT POPULATION [FALL 2018]
UNDERGRADUATE [979] GRADUATE [377]

PROGRAMS [FALL 2018]	
DIVISIONS [4] UNDERGRADUATE MAJORS [10] UNDERGRADUATE MINORS [10]	MBA AND MASTERS [5] DOCTORAL PROGRAM [1]

FACULTY [FALL 2018]
TERM INSTRUCTORS [9] PROFESSORS: FULL [21] ASSOCIATE [10] ASSISTANT [13]

RECOGNIZED

#3 Best M.S. in Accounting and M.B.A. Accounting Concentration in 2019.
[**College Consensus**]

Among the Best Business Schools for 2019 and recognized as one of 252 Outstanding on-campus M.B.A. programs.
[**Princeton Review**]

Ranked among the Leading Business Schools of 2017.
[**Newsweek**]

#31 among the Top B.B.A. in International Business programs.
[**Study.com**]

Online M.B.A. ranked one of the Best in Nation and only program of Excellence in West Virginia.
[**OnlineMBAPage.com**]

#187 of the Best Online M.B.A. Programs in 2019.
[**US News & World Report**]

#25 Most affordable M.S. in Healthcare Administration degree. [**The Healthcare Administration Degree Programs website**]

#39 M.S. in Healthcare Administration program.
[**PublicHealthOnline.org**]

#4 Among the 50 Best Online M.B.A. Programs in 2019.
[**College Consensus**]

27th Most affordable M.B.A. program.
[**TopManagementDegrees.com**]

Most Affordable B.B.A. in Accounting programs in West Virginia in 2018-2019, with a CPA first-time exam pass rate of 60%.
[**AccountingEdu.org**]

#9 Among the 50 Best Bachelor's Degrees in Business Economics for 2018.
[**Best College Reviews**]

FACULTY AWARDS

The following faculty and staff members have received awards for their teaching, research, service and outstanding performance.

Dr. Kent Willis

Assistant Professor of Health Care Administration

2019 Robert Bruce Hayes Award for Excellence in Teaching

Dr. Marc Sollosy

Associate Professor of Management

2018 Robert Bruce Hayes Award for Excellence in Teaching

Dr. Susan Lanham

Assistant Professor of Accounting

2019 Robert Bruce Hayes Award for Excellence in Teaching

Dr. Mohammad Karim

Associate Professor of Finance

2018 Robert P. Alexander Award for Excellence in Research

Dr. Alberto Coustasse

Professor of Health Care Administration

2019 Robert P. Alexander Award for Excellence in Research

Dr. Jean Price

Associate Professor of Accounting

2018 Robert P. Alexander Award for Excellence in Service

Dr. Ben Eng

Assistant Professor of Marketing

2019 Robert P. Alexander Award for Excellence in Service

Glen Midkiff

Director of Stakeholder Engagement

2018 Advisory Board Award for Staff Member

Sandy Hicks

Business Manager

2019 Advisory Board Award for Staff Member

Dr. Ben Eng

Assistant Professor of Marketing

University 2017-18 Pickens-Queen Teacher Award

Dr. Jean Price

Associate Professor of Accounting

2017 WVSCPAs Outstanding Accounting Educator Award

Amanda Thompson-Abbott

Instructor of Accounting

University 2017-2018 Council of Chairs Award for Excellence in Teaching





Glen Midkiff

Director of Stakeholder Engagement
2019 Dean's Service Award

Dr. Fred Mader

Professor of Marketing
Lifetime Achievement Award

Dr. Uday Tate

Professor of Marketing
2018 Robert P. Alexander Mentorship Award

Dr. Nancy Lankton

Professor of Accounting
2018 WVSCPA's Outstanding Accounting Educator Award

Dr. Ben Eng

Assistant Professor of Marketing
2019 Robert P. Alexander Mentorship Award

LCOB DESIGN-THINKING TRAINING DAY 2019

HALL OF FAME INDUCTEES

Hall of Fame membership is the most prestigious honor granted by the Lewis College of Business. It is a lifetime award conferred upon leaders, who have outstanding records of achievement in their fields and have dedicated themselves to excellence.

BUSINESS
HALL OF FAME
COLLEGE OF BUSINESS AT MARSHALL UNIVERSITY

2019 INDUCTEES



RICK SLATER
Principal of Services and
Growth, Kaufman Rossin



MICHAEL G. SELLARDS
President and CEO (Retired)
St. Mary's Medical Center



DR. KATHY D'ANTONI
Assistant State
Superintendent of Schools

2018 INDUCTEES



JIM DATIN
President and CEO,
BioAgilytix



JOE HOLLEY
Co-owner and Executive
Vice President, JABO Supply
Corporation



GREG BURTON
Executive Chairman,
Motorists Insurance
Group



STEVE ROBERTS
President, WV Chamber
of Commerce



BARTOW NED JONES
President, Wahoo
Enterprises, Inc.



MICHAEL MOE MYINT
CEO, MPRL E&P Group
Companies



PRENTISS LEE FAULCONER, JR.
(1945-2013) and
DIANE RAMY FAULCONER



CHARLES R. 'DICK' TUTWILER
CPCLA, PCLA, Founder & CEO -
Licensed Public Adjuster - Appraiser
- Umpire - Loss Consultant -
Expert Witness

WE ARE CONTEMPORARY.

Cutting-Edge. Digital. Up-to-Date.
Flexible.

Business schools across the United States realize how crucial innovation, creativity and critical thought are to pushing the business world forward. The Lewis College of Business knows the importance of employing a dynamic approach to education, adapting curricula to meet emerging trends and equipping students with the progressive skills necessary to succeed. Our students and faculty embrace new skills, technology and topics to stay ahead of the curve, and compete in local, national and international work environments.

We do more than teach business classics: **WE ARE CONTEMPORARY.**

143% increase
in second-year enrollments
for the fully online
M.B.A. program.

LEARNING GLASS LIGHTBOARD TECHNOLOGY

Marshall's award-winning fully online M.B.A. program has taken a giant leap with its pioneering adoption of the Learning Glass Lightboard technology. San Diego State University physics professor Matt Anderson invented the Lightboard technology to meet the challenges of engagement in online education. The technology works using a special glass, LED lights and a transparent whiteboard. A camera on the other side of the glass captures the image, and flips it, so the image appears correct on video. Students are able to see their instructor, increasing engagement and retention of information. Universities, businesses, and government organizations on the forefront of instructional design have adopted the Learning Glass Lightboard technology, offered by Learning Glass Solutions based in San Diego, CA. To see a demo video, visit our YouTube channel and view "Hoops Family Video Studio Introduction."

8 areas of
concentration
in the M.B.A.
program.



DR. MARC SOLLOSY, DIRECTOR OF THE M.B.A. PROGRAM,
DEMONSTRATES THE LEARNING GLASS LIGHTBOARD TECHNOLOGY.



NEW PROGRAMS

New Fully Online M.B.A. Program

Marshall's M.B.A. Online program is a 36-credit hour degree designed for those students looking to complete a first-class M.B.A. education without enrolling in a full-time, on-campus program. The program takes the best of the Marshall University's on-campus curriculum and adapts it in an online format to help students prepare for career achievement and advancement. With an emphasis on applying theory into real-world practice, graduates are able to meet current needs and changing demands of the global market place. The program helps polish students' management, critical thinking, communication, and problem-solving skills. The faculty of the M.B.A. program is composed of professors with educational backgrounds and experiences in the functional fields of business administration, accounting, finance, management, marketing, economics, law, MIS, communications, and organizational behavior.

New Fully Online M.S. Accountancy Program

The new 100% online M.S. in Accountancy (M.S.A.) program is designed for both entry-level and seasoned accounting professionals who want to advance in their careers or get the additional credits required to sit for the CPA exam and/or become a licensed CPA. The M.S.A. is a 30-credit hour degree program that is catered towards students with family and work obligations who want a premiere graduate degree with the convenience of an online program. Students proceed through coursework that helps them understand accounting theory and regulations, use financial data to make strategic business decisions, become effective communicators, and understand legal and ethical issues in business. Marshall's M.S.A. prepares students to be successful in the rapidly expanding fields of accounting, auditing, and tax, while also offering coursework in law, forensics, and data analytics.

Areas of Concentration for the M.B.A. Program

Building on the knowledge gained in the M.B.A. core curriculum, students can now customize and focus their learning experience to fit their individual skills and goals. Marshall University M.B.A. students can specialize in a "Concentration" by taking

electives in one functional area. Concentrations include: Accounting, Finance, Healthcare Administration, Human Resource Management, Management, Marketing, Supply Chain Management, and Military Management.

A PharmD/M.B.A. dual degree program

The PharmD/M.B.A. program produces pharmacists who are knowledgeable in the areas of pharmacy and business administration. The field of health care has become increasingly cost conscious and pharmacists need information and knowledge on accounting, marketing, operations management, human behavior, finance, decision-making, and strategic planning. Combining a Doctor of Pharmacy and the M.B.A. degree prepares students for leadership positions that demand knowledge of pharmacy sciences and management concepts and provides graduates with the skills, knowledge, and practical experience needed for a successful career in the pharmaceutical industry.

Business Analytics

Business analytics is an important skill set for Lewis College of Business students. Today's students will need to be able to help businesses develop new insights and understand performance based on data and statistical methods. The College now offers business analytics courses throughout the curriculum. Standard courses such as business statistics and auditing have incorporated analytics topics. Specialty data analytics courses focus on areas such as Accounting Analytics, Marketing Analytics, and Business Intelligence and Analytics. Lewis College of Business faculty attend conferences and company trainings to gain expertise in the emerging technologies and teaching methods related to analytics.

M.S. in Health Informatics

The Lewis College of Business is now home to the University's M.S. in Health Informatics program. This program is a STEM-designated program designed for students with strong math and coding skills who are interested in how data can be used to improve and enhance health care. It is one of only 15 CAHIIM accredited graduate programs in the U.S.



WE ARE ENTREPRENEURIAL

Ground-Breaking. Innovative.
Design-Thinkers.

Entrepreneurs are people who organize, operate and assume risk for a business venture. They have the ability to innovate, create and develop business plans, raise venture capital and manage a business. The Lewis College of Business has not only positioned itself to create entrepreneurial students through its new major, but we are reaching out to the community through new centers and programs for helping business entrepreneurs succeed through all phases of development.

We do more than create business plans: **WE ARE ENTREPRENEURIAL.**

BRAD D. SMITH,
JENNIFER GARNER, AND
CHAD PENNINGTON AT THE
DESIGN FOR DELIGHT STUDENT
CHALLENGE IN APRIL 2017.



35K cash and in-kind
awards were given to students
involved in the WV Innovation
& Business Model Competition.





iCenter and the West Virginia Innovation & Business Model Competition

The Lewis College of Business launched its new Center for Entrepreneurship & Business Innovation (iCenter) in fall 2018. This new center spearheads a critical emerging area of focus for the College. It seeks to inspire the inner-entrepreneur in all members of the college, campus and community, and empower them with the innovation knowledge they need to reframe the future of West Virginia and the Appalachian region.

Founded by Professors Ben Eng and Olen York, inspired by alums Brad D. Smith and Isabelle Rogner from Intuit, and centered around design thinking, the iCenter is affiliated to the academic major and minor in entrepreneurship offered by the Brad D. Smith Undergraduate School of Business. Through outreach initiatives such as workshops and competitions, the iCenter will build partnerships with entities such as the Brad D. Smith Business Incubator, the Alliance for the Economic Development of Southern WV, the WV Department of Education, and other colleges and universities in WV to disseminate best practices in innovation and entrepreneurship.

In spring 2019, the iCenter launched and hosted the West Virginia Innovation & Business Model Competition (WVIMBC), an intercollegiate student entrepreneurship and innovation competition. Students from eight universities in West Virginia developed innovative business models using design thinking and presented them to a panel of leading innovators and entrepreneurs. The winners of the competition received money to invest in their business, an all-expense paid trip to the Intuit headquarters in Mountain View, CA, and an all-expense paid invitation to participate in the International Business Model Competition hosted by Brigham Young University in Provo, UT. Millions for Medicine, a team comprised of Marshall students Mya Linden, Kelly Leonard, and Sarah Moir were the winners of the inaugural WVIMBC.

The WVIMBC website is: www.wvinnovates.com/

The iCenter welcomed its first cohort of iCenter Innovation Fellows including Kelly Leonard, McKenna Sunderland and Annika Behnke in fall 2019. The Innovation Fellows will be trained by Stanford University's prestigious University Innovation Fellowship program and will apply what they learn to build an entrepreneurial ecosystem in the college and community. The iCenter will also be unveiling its Business Innovation Lab, which will provide members in the college, campus, and community access to innovation and collaboration space, a prototyping lab and on-site mentors.

More information on the iCenter is available at: www.muicenter.com/



WE ARE **GLOBAL**

International. Cultural. Diverse.
Openminded.

The Lewis College of Business recognizes “going global” is not an option reserved only for executives at worldwide companies. It is an essential activity every decision maker must perform to keep pace in today’s world. Opportunities to cross global boundaries at the Lewis College of Business are varied and many.

We do more than think and act global: **WE ARE GLOBAL.**

CELEBRATING WITH MARSHALL ALUMNI IN CHINA



DEAN AVI EXECUTES A MEMORANDUM OF UNDERSTANDING ON BEHALF OF MARSHALL UNIVERSITY WITH DR. R. S. BAWA, VICE-CHANCELLOR OF CHANDIGARH UNIVERSITY, WHICH IS ASIA'S FASTEST GROWING PRIVATE UNIVERSITY.



International Faculty

During 2018-2019, Lewis College of Business faculty and staff were representative of 11 different countries: Bangladesh, Chile, China, Congo, India, Indonesia, Kenya, Korea, Nepal, Nigeria, and Thailand. The Lewis College of Business hosted two visiting scholars from China during 2018-2019: Dr. Min Zhao, Associate Dean, Shanxi Agricultural University; and Dr. Lingyan Sun, Associate Researcher, Shandong Academy of Social Sciences.

International Curriculum

The Lewis College of Business provides a high-quality education that reflects the global diversity of business by offering a variety of courses in the international aspects of business. Seven courses (in economics, finance, management, and marketing) are currently certified by the University General Education Council as International Studies courses, which students can take to satisfy college-wide and university-wide International Studies requirements.

International Articulation Agreements

China:

- Guizhou University of Finance and Economics (GUFE)
- Zhejiang Normal University (ZJNU)
- Shandong University of Finance and Economics (SUFU)
- Shougang Institute of Technology
- Dongfang College, Zhejiang University of Finance and Economics (ZUFE)
- Luliang University
- Yanshan College, Shandong University of Finance and Economics
- Shanxi Agricultural University

India:

- Chandigarh University

Two Lewis College of Business faculty taught at China's Guizhou University of Finance and Economics (GUFE) in 2018 and five faculty taught there in 2019. They taught introductory classes in accounting, management, marketing, and management information systems. Dean Avi Mukherjee and the Director of International Programs, Guodong Huang also visited GUFE in 2019, and held a big celebration with the GUFE students, faculty and administrators.

Study Abroad

The LCOB hosted its first-ever study abroad program in Spring 2019. Instructor Patrick Donahoe and a group of twelve students visited Ireland as part of an independent study class. They toured Fexco, an Ireland-based financial services and financial technology company. They also toured and sat in on a lecture at the National University of Ireland in Galway. The students saw some beautiful scenery, including the Cliffs of Moher and the Ring of Kerry. They learned a lot about international accounting issues during the trip through lectures and presentations by Donahoe and other tax experts in Ireland.

The Lewis College of Business also participated in the 2019 summer study abroad program to Sydney, Australia that was organized by Global Academic Ventures. The trip included class lectures, excursions, site visits, and guest lectures. Faculty member Dr. Uyi and over 40 students from the University of Central Florida, Villanova University and Marshall University took excursions and site visits to 3M, AGL Energy and the Tank Stream Labs in Sydney. Students learned about the technical, institutional and cultural aspects of conducting business in Australia and the larger Asia-Pacific region.

"We learned a lot about international accounting issues during the study abroad trip to Ireland. We also ate amazing food, listened to traditional Irish music (and even joined in on some traditional Irish dancing), did a lot of shopping, and just had a great time exploring this beautiful country!"

- Kaylee Stengel '19,
M.S. in Accountancy

WE ARE GOLDEN.

2019 Celebrated The Lewis College of Business's 50th Birthday!

Celebrations kicked off with two Golden Galas - the first gala took place Monday, April 15, at the Charleston Coliseum and Convention Center and the second gala took place Wednesday, April 17, at the Brad D. Smith Foundation Hall in Huntington.

Two of the College's most distinguished alumni made appearances at the events. Intuit Executive Board Chairman Brad D. Smith served as speaker, and Broadway singer and actor J. Mark McVey performed in the events. MacKenzie Morley, Huntington business owner and marketing advisory board member, served as the emcee. Other speakers included Mary Kay Buckius (niece of Elizabeth McDowell Lewis), Dr. Robert Alexander (founding faculty member and former Dean), Mike Hall (Chief of Staff to WV Governor), Cathy Burns (City Manager of Huntington), Delegate Sean Hornbuckle (WV Legislature), Cmdr. Tony Martin, President Gilbert and Dean Avi Mukherjee.

The 50th year "Birthday Bash" was held Thursday, April 18, at the University's Memorial Student Center plaza on the Huntington campus. This event was open to the public and included food, music and prizes.

The 50th anniversary celebrations were memorable opportunities to honor our past, celebrate our present and build our future with a renewed dedication to our community and student achievement. We thank all of our stakeholders, including alumni, faculty, staff, administrators, advisory board members and students from the past 50 years for joining us at these three events.



LEWIS COLLEGE OF BUSINESS OUR HISTORY



Marshall established the School of Business.



The School of Business merged with the College of Science.



The School of Business was renamed the College of Business.



Corbly Hall opened its doors. It remains home to the College on the main Huntington campus.



The College of Business was named after Elizabeth McDowell Lewis, becoming the Lewis College of Business.

1969

1972

1977

1980

1986

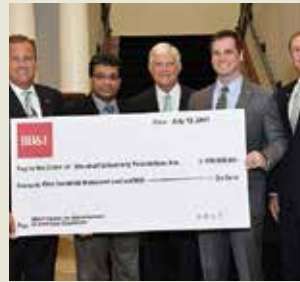
... and many more years to come ...



The Lewis College of Business received AACSB accreditation.



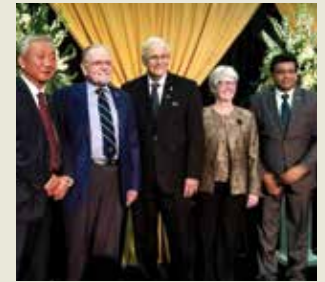
The Graduate School of Management was created from the merger of Marshall with the West Virginia Graduate College.



On February 8th, the BB&T Charitable Foundation announced a contribution of \$1 million to establish the BB&T Center for the Advancement of American Capitalism.



A transformative gift of \$25 million from Brad D. and Alys Smith created the Brad D. Smith Schools of Business.



The Golden Gala celebrations commemorated 50 years of excellence.

1997

1997

2008

2018

2019

THE BRAD D. SMITH SCHOOLS OF BUSINESS

The Lewis College of Business is in the process of conceptualizing a modern state-of-the-art facility incorporating contemporary design that is organic and capable of growing and morphing to keep pace with a rapidly evolving business environment. This futuristic space will be endowed with technological enhancements, design thinking, and open architecture. These features will foster collaboration among students, faculty and the community, thus equipping us to better respond to the emerging educational needs and demands in the rapidly evolving marketplace.





LEWIS COLLEGE OF BUSINESS DONOR LIST

21st Century Resources, Inc.
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Adams, Kevin Nigel
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Aluise, Sarah Frances
Ammar, Keleel A. Jr.
Amsbary, Christopher M.
Amsbary, David D.
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Arnold, Phyllis Huff
Ash, Robert Ray

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Bank of America
Bare, Richard J.
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Bird, Gloria McDerment
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Bjornson, Geraldine B.
Blackdeer, Crystal Swann
Blaine, Vernon L.
Blair, Bridget C.
Blatt, Christopher Martin
Blatt, Melissa A. Smith
Bobo, Tanya Leigh Jones
Bocard, Warren Rodger Jr.
Boggs, Jackie Anne
Boland, Deborah B.
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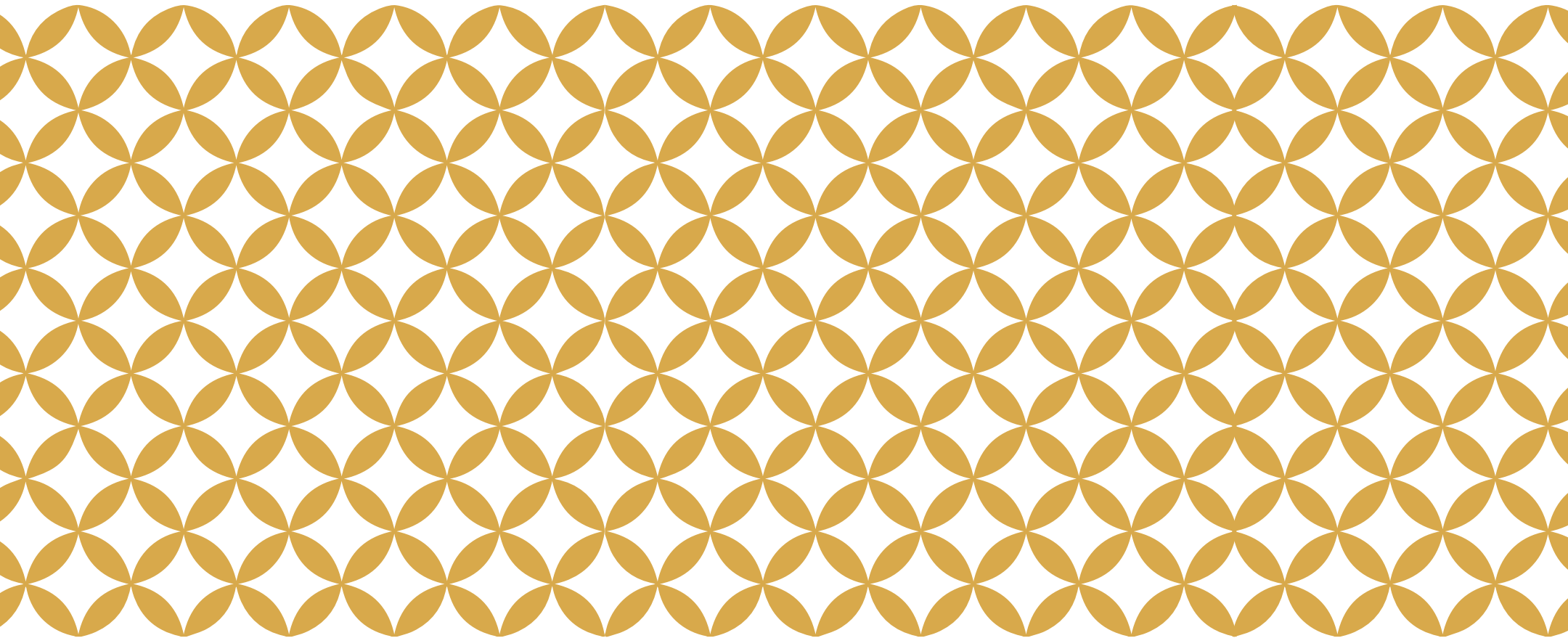
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