

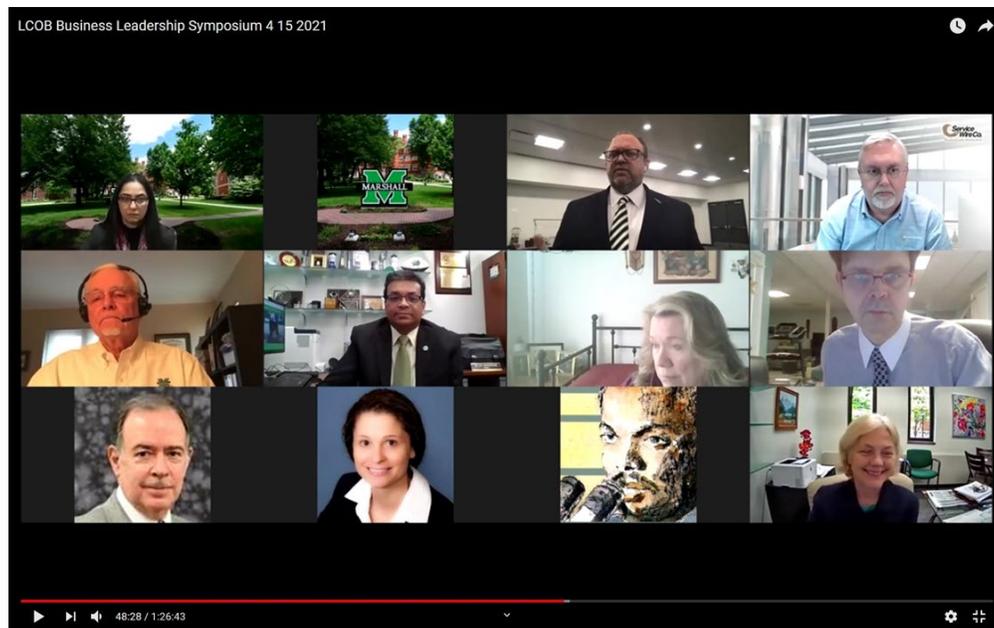
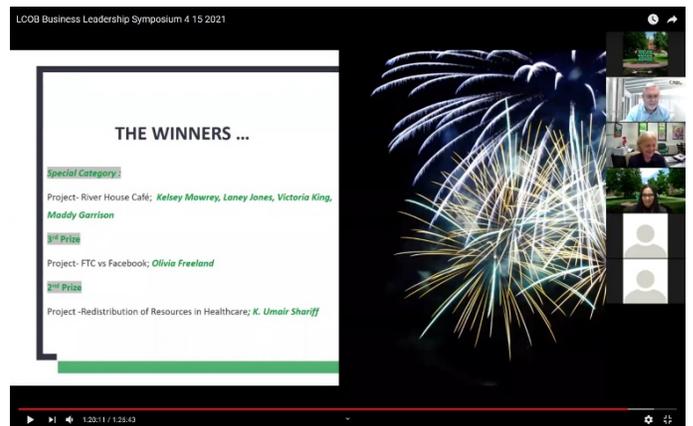


MONDAY MORNING MEMO

from Dean Avi Mukherjee

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Business Leadership Symposium





The BB&T Center for Leadership in the Lewis College of Business at Marshall University held its inaugural Business Leadership Symposium (BLS) on April 15, 2021 to celebrate our students' accomplishments with community engagement and economic development. The event was hosted on the virtual Zoom platform and was attended by over 80 participants. BLS is conceived as a conduit between the classroom and the world of business by showcasing some of the great applied experiential project work going on in our undergraduate and graduate business courses. The event provided a sampling of our students' innovative and interdisciplinary business solutions, with their impact and implications extending well beyond theory into the world of practice. With the change of name of the center from the BB&T Center for the Advancement of American Capitalism to the BB&T Center for Leadership, we have rebranded our Business and Economic Research Symposium which we had started in 2018 to the Business Leadership Symposium from this year. Our business school contributes to economic and business development through engagement, innovation and impact. And so, we have incorporated student projects in our business courses as much as possible and we have developed the Herd Business Solutions initiative for student consulting project, all with the goal to enhance experiential learning, which is truly a DNA of our college and a cornerstone of our academic mission. The Lewis College of Business faculty are thought leaders and influencers. They are highly sought-after experts in their fields, who are regularly consulted about marketplace trends and phenomena. And, as they mentor our students on consulting projects, they help to develop the next generation of business leaders with a spirit of discovery and exploration. Experiential learning is one of our key strategic priorities. During 2017 – 19, 352 students mentored by 13 faculty worked with 46 organizations to help real businesses solve real problems for real customers.

The BLS event was conceived, administered, and presented by Dr. Monisha Gupta, Director of the BB&T Center for Leadership, who shared the mission and vision that the center upholds and works to provide to the students. She further shared the various activities that the center has undertaken in the recent past, which include: Hosting the Emerging Leadership Certification program; Introducing a Business Consulting class; Appointing an advisory board; and Inducting student leadership fellows. The attendees were introduced to the Advisory Board members Mr. Chuck Oldaker, Dr. Bob Simpson and Ms. Lisa Chamberlin Stump. The advisory board members independently addressed the students and emphasized the significance of soft skills like leadership and the role they play in building corporate careers. Dr. Bill Bissett, the President & CEO of the Huntington Regional Chamber of Commerce, was the keynote speaker for the event. The Huntington Regional Chamber represents more than 550 businesses in the Cabell and Wayne County area. Dr. Bissett shared valuable insights on leadership through his personal experiences.



The screening and selection process was orchestrated by Dr. Gupta who worked diligently to ensure timely submissions, accurate judging, and final summation of the overall scores. The projects were split between a panel of 13 judges, who viewed these independently and graded them on a comprehensive assessment scale. This process ensured that each student submission was judged by a cross section of judges which included academicians and industry representatives.

This symposium drew 17 project submissions by 56 students from various disciplines of the business school. The projects ranged from sustainable solutions for retail, restaurants, and businesses to financial solutions for evaluating investment criteria. Other project submissions included solutions in health care management, service marketing and legal implications of erroneous advertising. The faculty members present commended the innovative and pioneering platform this symposium provided for students to network and establish industry-wide connections.

The final prizes were awarded to:

- **1st Prize:** Caleb Griffith, Josie Pratt, Sean Marks for their project on J P Morgan's investment valuation, supervised by Dr. Timothy Bryan. This award of \$1000 was sponsored by Service Wire and was presented by Mr. Chuck Oldaker, Executive Vice President and CFO, Service Wire to the winning team.
- **2nd Prize** of \$ 750 went to K Omar Shariff for his project on redistribution of resources in Healthcare. He worked with Dr. Alberto Coustasse-Hencke.
- **3rd Prize** of \$500 was won by Olivia Freeland who presented a project on FTC vs Facebook and the role of anti-competitive behavior on social media and guided by Dr. Casey Baker.
- **Special category Prize** of \$400 was given to Kelsey Mowrey, Laney Jones, Victoria King and Maddy Garrison who were overseen by Professor Margie Phillips. This special category was introduced to applaud the outstanding effort of this group.

Dr. Nancy Lankton, Associate Dean for LCOB, handled the Q&A session and also presented the prizes for the second and third positions. I want to thank Dr. Monisha Gupta, Director of the BB&T Center, and the advisory board members for the center, for their dedication and commitment to student experiential learning. I also want to thank our judges for devoting their valuable time to evaluate our projects. A special note of appreciation is also due to many of our faculty members who incorporated these projects in their classes, and to all students participating in these projects who went above and beyond their regular coursework to imbibe in experiential learning.

The BB&T Center for Leadership website is: <https://www.marshall.edu/bbtcenter/>



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Business students take home honors from SAM international collegiate competition



A team of students from Marshall University took third place honors at the International Collegiate Business Skills Championships in the associate division at the 76th Annual Society for Advancement of Management (SAM) International Business Conference. Also, Marshall freshman Jamison Lewis earned third place in the Business Knowledge Bowl competition.

This annual series of competitions, reaching back over 40 years, is organized by SAM and provides an opportunity for students to showcase existing skills and further develop fundamental skills for business success.

The business faculty and I are extremely proud of our students' accomplishments during this year's SAM conference and competition because they have utilized the skills and talent they have developed while as students in the Brad D. Smith Schools of Business.

Students compete in five business competitions designed to engage them in the application and practice of classroom learning to real-world challenges. The International Collegiate Business Skills Championships (ICBSCP) is composed of five events: the Extemporaneous Speech, Business Knowledge Bowl, Business Pitch, Written Case Study and Presentation Case Study Competitions. Teams are scored by Academic and Industry Professionals that have real-world experience in leadership and management.



"SAM is an avenue that paves the way for students to become lifelong learners and successful professionals," said Kelly Leonard, an M.B.A. student at Marshall. "I am grateful for SAM and the networking and professional development opportunities it provides students like myself. I am inspired and enthusiastic for the future of SAM and witnessing the successes of students affiliated with this valuable organization."

The Marshall team took third place, in Team Overall Achievement, with the New England Institute of Technology earning first place and the University of South Carolina — Sumter earning second place.

"The SAM 2021 International Business Conference was a great, beneficial experience for me," Lewis said. "I am especially proud to have won third place overall in the Knowledge Bowl with the highest overall score in the Super Quiz qualifier round, particularly as a freshman. This was my first-ever victory at a national business conference, as well as my seventh time placing in business competitions over the past three and a half years. I look forward to representing Marshall University SAM at future conferences."

The annual series of competitions is "an overwhelmingly positive experience for all of our collegiate competitors," said Dr. Sandi Zeljko, SAM vice president of special projects. "This year, the entries reflected a variety of dynamic approaches to solving our case challenge and some very exciting business pitch ideas. We are delighted with the results of the competition and will continue to provide this amazing opportunity to recognize the outstanding efforts from our competitors and the institutions that have imparted the wisdom so many of these students have displayed."

The Society for Advancement of Management is the world's oldest management society, formed in 1912 to provide a place for discussion and promotion of Frederick Winslow Taylor's principles of scientific management. It is a nonprofit organization run and advanced by hundreds of volunteers. Its members come from a variety of disciplines— productions, finance, marketing, accounting, research and development, entrepreneurship—but share a common bond of interest in becoming stronger managers. SAM builds bridges among academicians, practitioners and students not only to better share management expertise but also to develop and promote new management ideas.

The Lewis College of Business at Marshall University is among only 1.5% of the world's 13,000 business programs that are accredited by the Association to Advance Collegiate Schools of Business (AACSB) for both business and accounting programs. For more information about Marshall University's Lewis College of Business and Brad D. Smith Schools of Business, visit www.marshall.edu/cob.

For more information about the Marshall University SAM chapter, contact the chapter advisor, Glen Midkiff, by e-mail at midkiff2@marshall.edu, or the faculty advisor, Dr. Marc Sollosy, at sollosy@marshall.edu