



LEWIS COLLEGE OF BUSINESS BRAD D. SMITH SCHOOLS OF BUSINESS MONDAY MORNING MEMO

February 28, 2022

Center for Entrepreneurship and Business Innovation (iCenter) Spreads Innovation

Student Start-Ups

Dr. Ben Eng's special topics class, "The Marshall Start-Up Academy," has been actively engaged with student start-ups. The students in this semester's academy are Isabella Schrader, Tommie McCartney, Olivia Andrew-Vaughn, Jaxson Smith, Nico Raffinengo, Jack Feur, and Cade Cunningham. Their ideas consist of an app that connects parents to daycares, a social enterprise that converts vacant lots into community assets, a sports agency representing students, an app connecting shelter dogs to potential owners, and ridesharing for college students. As a student-start-up, the students receive 1:1 coaching and workshops from the iCenter's staff, its Entrepreneurs in Residence, Brandon Dennison, Collin Meadows, and David Wiley, and LCOB staff. Students also receive three hours of course credit.

University Innovation

The iCenter has been actively engaging with various university departments, staff, and faculty to expose them to D4D and its applicability within their disciplines. Marshall's Athletics Department has been innovating for the in-game experience during home basketball games. Dining Services is innovating for its meal plan structures, and the John Marshall Leadership Fellows are utilizing D4D to innovate for challenges that simultaneously impact both Marshall and the community.

Workshops to College of Business Students and Student Leaders

Dr. Ben Eng, the iCenter's Executive Director, and Paige Leonard, innovation coordinator, introduced Design for Delight, Intuit's Design Thinking model to students in Dr. Rick Weible's Management Information Systems class and to student leaders at the Marshall University LEAD Conference. Students were introduced to the problem-solving framework and ideation formation.



iCenter's Innovation Coordinator Receives Specialized Coaching Certificate

The iCenter's newest team member, Paige Leonard, recently completed the LeanStack Coaching Certificate program, facilitated by Ash Maurya, creator of the business modeling tool "Lean Canvas" and author of bestselling books *Running Lean* and *Scaling Lean*. As a LeanStack Coach, Paige is trained to coach individuals on how to deliver on their business model outcomes.

Global Perspectives

Dr. Uday Tate, professor of Marketing, invited faculty members Monisha Gupta and Olen York as guest speakers in his MKT371-International Marketing F2F class.

Marketing Assistant Professor, Dr. Monisha Gupta, presented her viewpoints on how cross-cultural differences pose challenges and opportunities to such global corporations as Starbucks, McDonald's, and Unilever. Dr. Gupta also focused on what lessons can be learned from cross-cultural blunders made by corporations in the global context. She also addressed the importance of developing leadership qualities via BB&T Center for Leadership. Plus, Dr. Gupta shared her academic and corporate experience and the lessons she learned from it.

Entrepreneurship Instructor, Mr. Olen York, addressed the issues and challenges related to patents from the perspectives of the United States. He gave an overview of hurdles faced by US-based patents across many countries. Mr. York also focused on the entrepreneurial mindset, team formation, utilization of creativity, and design thinking within the context of opening and running a business venture. Olen also highlighted the main issues related to patent applications, intellectual property, copyrights, etc.

Chase Bank and Goodwill Present Money Smart Workshop

The John F. Rahall Center for Strategic Engagement and the BB&T Center for Leadership teamed up to host a financial workshop given by

Chase Bank and Goodwill. Students who attended the Money Smart Workshop learned tips on how to better manage their money and meet their financial goals. The event was coordinated by Dr. Monisha Gupta, Director of the BB&T Center for Leadership and Mr. Glen Midkiff, Director of the John F. Rahall Center for Strategic Engagement.

DBA Students Visit the Huntington Campus

DBA students visited the Huntington campus February 25 and 26 for their third on-campus visit since starting the program in fall 2021. Students attended classes taught by Drs. Jingran Zhang, Alan Letton, Timothy Bryan, Ralph McKinney, Kevin Knotts, Doohee Lee, and Alberto Coustasse. Says Dr. Doohee Lee, Director of the DBA program, “The on-campus visit is a time when students can meet their professors face-to-face, interact in live discussions, get to know other faculty and staff, and get together with their classmates for study and social time.” A special event taking place during this semester’s first visit included an expert panel titled, “How to Get Published.” The panel included three renowned scholars: Jason Thatcher, Professor and Milton F. Stauffer Professor in the Department of Management Information Systems at the Fox School of Business at Temple University; Peter Hilsenrath, Emeritus Professor of Health Care and Economics at University of the Pacific, California; and G.K. Kalyanaram, Founder of GK Associates and Visiting Professor at City University of New York. The panel was moderated by Dr. Avi Mukherjee and Dr. Nancy Lankton. The on-campus visit ended with a social hour/mixer at the Drinko Library Atrium, giving students and faculty a time to discuss research ideas and potential dissertation topics. Thanks to everyone including Dr. Doohee Lee, DBA Director, Dr. Monica Wei, DBA Associate Director, Wes Spradlin, Associate Director of Graduate Programs, Glen Midkiff, Director of Strategic Engagement, Guodong Huang, International Program Coordinator, and all the faculty and staff who joined us to make this a successful visit.



The Lewis College of Business Celebrates Black History Month

The Herd Insights Webinar on February 28 featured Mr. Bruce Felder, the Director of Human Resources here at Marshall University, who is a Certified Senior Professional in Human Resources (SPHR) and a Senior Certified Professional in Human Resources (SHRM-SCP). The webinar titled, “DEI: Is HR Doing Enough?” was moderated by Glen Midkiff, the College’s Director of the John F. Rahal Center for Strategic Engagement.

Glen and Bruce discussed topics such as what DEI is, the value of DEI and why it is important, how employers can create a diverse organization, and how HR can create a diverse and equitable hiring process. Bruce stressed that, “DEI is an expanded way to find more candidates to fill the job. . . and can help increase skills, productivity, and innovation through a very diverse decision-making process.” At the end of the presentation, Bruce shared that an important concept underlying DEI is to seek to understand before being understood. Glen shared that his perspective of DEI comes from a moral imperative to embrace people of different backgrounds.

Lewis College of Business | Brad D. Smith Schools of Business

[Visit our website](#)



[Read past Monday Morning Memos](#)