

HERD BUSINESS

2020 - 2022 IMPACT REPORT



LEWIS COLLEGE OF BUSINESS BRAD D. SMITH SCHOOLS OF BUSINESS

Marshall University

VISION

The Lewis College of Business will grow into a next-generation business school that prepares students to become sought-after business professionals and contributes to the region's economic development.

MISSION

The Lewis College of Business empowers students with the skills and knowledge to become successful business professionals in West Virginia and beyond. The college provides a high-quality, innovative business education in a supportive environment that encompasses exemplary teaching, experiential learning, external engagement, and impactful scholarship.

CORE VALUES

COLLEGIALITY: Collaboration, partnership, community, and teamwork.

CURIOSITY: Openness to new ideas and forms of expression, intellectual curiosity, and entrepreneurial spirit.

INCLUSIVITY: Diversity, equality, fairness, impartiality, and respect.

INTEGRITY: Accountability, ethical behavior, honesty, and reliability.

LIFELONG LEARNING: Developing convenient opportunities for students to learn new skills and advance their careers.

RESILIENCE: Grit and ability to overcome difficulties.

SERVICE: Sharing academic and professional resources and expertise with external stakeholders.

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 900 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 192 institutions worldwide.**





Jeffrey Archambault
Interim Dean



Nancy Lankton
Associate Dean

- 9 **Outreach Centers**
- 14 **Experiential Learning**
- 18 **Innovative Programs**
- 21 **Impactful Conferences**
- 22 **New Faculty**
- 24 **DEI and Global Initiatives**

Brad D. Smith Center for Business and Innovation

A NEW EDUCATIONAL JOURNEY BEGINS

The Lewis College of Business, Brad D. Smith Schools of Business has begun construction of its new Brad D. Smith Center for Business and Innovation. The generous gift from Brad D. and Alys Smith is the cornerstone for creating the new facility that will house a next-generation business school focused on empowering students to achieve their professional and entrepreneurial dreams, while making a positive impact on the local and regional economy.

The new 77,000-square-foot facility is expected to be completed by the fall of 2023. Classes are projected to begin in January 2024. The building will sit on the former “Flats” site on the 1400 block of 4th Avenue in Huntington. Fairmount Properties is leading the project team, providing P3 developmental expertise, with P.J. Dick serving as the construction manager, and Perkins Eastman serving as the executive architect.

The building will be a new state-of-the-art facility that will serve as a center for the economic development of the region, which is an important component of the college’s mission. The building will accommodate various pedagogical instructional modes including traditional lecture, experiential learning, and case discussions. It will feature a forum and auditorium, and have computer and finance labs, offices, meeting rooms, centers, and student spaces. Faculty spaces and offices will be designed to elicit comfort, visibility, and privacy while encouraging collaboration and engagement among faculty, staff, and students.

A groundbreaking ceremony was held Wednesday, November 10, 2021 for the new building. Featured speakers included Marshall University President Jerome A. Gilbert, Dean Avinandan Mukherjee, and Marshall President-elect Brad D. Smith, former CEO of Intuit and a Marshall graduate and benefactor. Smith and his wife, Alys, donated \$25 million in 2018 to the Lewis College of Business, helping to make the vision of the new facility a reality. It marked one of the top three gifts to Marshall University in its history. Other guests at the event included representatives from Marshall’s Board of Governors and the Lewis College of Business Advisory Board.

The Lewis College of Business, Brad D. Smith Schools of Business is sincerely grateful for the continued support of its donors, without whom this transformational project would not be happening. The Encova Foundation of West Virginia made a \$1.8 million gift for the 360-seat auditorium positioned in the center of the building. Other generous gifts from Dutch Miller Auto Group, Ohio Valley Bank, and others are contributing to make this project a reality. We thank everyone for being a part of this wonderful, exciting, and transformative opportunity.





STUDENT PROFILES

Kathryn (Kelly) Leonard, from Barboursville, West Virginia, graduated from Marshall in 2020 with a BBA in marketing and minors in entrepreneurship and Spanish, and in 2022 with an MBA. During her time at Marshall, Kelly was an Innovation Fellow for the Center for Entrepreneurship and Business Innovation (iCenter) and a graduate assistant for the Lewis College of Business Dean's Office. Kelly also held positions as a Special Events Coordinator at a local nonprofit, the Developmental Therapy Center, and a marketing intern at The Wild Ramp, a local nonprofit farmer's market. Kelly served as Marshall University's Chapter President of the American Marketing Association and Vice President of Programs and Activities for the Society for the Advancement of Management. Kelly received the Outstanding Service to Marshall Award and Campus Being a Difference Award. Additionally, Kelly and her team placed first in the West Virginia Innovation and Business Model Competition and was within the Top 40 in the International Business Model Competition. Kelly also participated in Stanford University's University Innovation Fellows, a program that teaches best practices in design thinking. She served as a marketing intern for Core10, a financial technology firm, and became full-time with the firm as a Marketing Specialist in April 2022 after graduation.



KATHRYN (KELLY) LEONARD

KELLY WAS AN INNOVATION FELLOW IN THE ICENTER, SERVED AS CHAPTER PRESIDENT OF THE AMERICAN MARKETING ASSOCIATION, AND PLACED FIRST IN THE WEST VIRGINIA INNOVATION AND BUSINESS MODEL COMPETITION.

ASHLEE SMITH

ASHLEY WAS A MEMBER OF THE STUDENT CENTER FOR PUBLIC TRUST, PARTICIPATED IN THE PEOPLE'S BANK CASE COMPETITION, AND WAS PRESIDENT OF BETA ALPHA PSI.

Ashlee Smith, a student from Prichard, West Virginia, graduated from Marshall University with a BBA in accounting in May 2021 and graduated with an MS in accountancy in May 2022. While at Marshall, Ashlee was a member of several organizations within the Lewis College of Business including the Student Center for the Public Trust, Beta Gamma Sigma, Delta Sigma Pi, and Beta Alpha Psi. She was a member of the 2020 People's Bank Case Competition Team. She proudly served as Vice President of Communications, President, and Director of Professional Development for the Kappa Phi chapter of Beta Alpha Psi. During the 2019, 2020, 2021, and 2022 tax seasons, she participated in the Volunteer Income Tax Assistance Program hosted by the Kappa Phi chapter in a partnership with the United Way of River Cities. Ashlee received several scholarships based on academic performance and extracurricular involvement including the Accounting Education Foundation Scholarship. She worked as an accounting intern at Steel of West Virginia located in Huntington from 2018 until 2021, and upon graduation with her bachelor's degree, she became an auditing intern for Brown Edwards & Company located in Charleston, WV. She is now full-time at the firm after graduating with her master's degree and is studying to become a licensed Certified Public Accountant.



HADI SAMER ALSAYED SULIMAN ATASSI

HADI SERVED AS THE SECRETARY OF DIVERSITY AND INCLUSION WITH MARSHALL'S STUDENT GOVERNMENT ASSOCIATION, WAS A MEMBER OF THE JOHN MARSHALL EMERGING LEADERSHIP INSTITUTE, AND WORKED AS THE SALES DEVELOPMENT MANAGER IN THE COLLEGE'S SALES CENTER.



Hadi Samer AlSayed Suliman Atassi

was an international student from Jeddah, Saudi Arabia. He started at Marshall University in 2016 and graduated in 2020 with undergraduate BBAs in both finance and accounting and a minor in entrepreneurship. Throughout his undergraduate years at Marshall, Hadi worked on campus as the head of the International Peer Educator Program at INTO Marshall, as a Resident Advisor with Marshall University Housing, and as Secretary of Diversity and Inclusion with Marshall's Student Government Association. Hadi was a member of the John Marshall Emerging Leadership Institute, the International Student Organization, and

the Xi Upsilon Chapter of Delta Sigma Pi, in which he served as Vice President of Operations and Vice President of Finance. He was nominated to join the honors society of Beta Gamma Sigma. Hadi earned a sales marketing internship through the Lewis College of Business Center for Stakeholder Engagement in which he was promoted to different roles within the company. Hadi was also involved in the Lewis College of Business where he served on the Dean's Student Advisory Board and presented to the College Advisory Board. In his graduate studies, Hadi worked as a graduate assistant for the Office of Recruitment. He gave tours of Marshall's campus to prospective students and their families and worked as the Sales Development Manager at the college's Transformative Sales and Service Excellence Center. Hadi graduated with his MBA in Spring 2022.



Pedro Dolabella is a graduate student at Marshall University pursuing his MBA with a concentration in supply chain management. He is originally from Brasilia, Brazil, and has been at Marshall since 2017, where he started his bachelor's degree in marketing in 2020. Pedro currently plays professional soccer for Rochester NYFC in New York and will be graduating in the summer of 2022. Pedro was the captain of Marshall's Men's Soccer Team in 2021 and was the Player of the Week twice. He has won leadership accolades on and off the field throughout his career at Marshall. Most recently, Pedro was named Conference USA Player of the Year, Offensive MVP, Co-Midfielder of the Year, and Senior CLASS Second Team All-American. His team

won the United Soccer Coaches Second Team All-American and First Team All Southeast Region. Off the field, Pedro is certified in the Emerging Leadership Certification Program by the Truist Leadership Institute.

PEDRO DOLABELLA

PEDRO IS CERTIFIED IN THE EMERGING LEADERSHIP CERTIFICATION PROGRAM, PLAYS PROFESSIONAL SOCCER FOR ROCHESTER NYFC IN NEW YORK AND IS GRADUATING WITH HIS MBA WITH A CONCENTRATION IN SUPPLY CHAIN MANAGEMENT.



OUTREACH CENTERS

Truist Center for Leadership

Business Leadership Symposium

The Business Leadership Symposium (BLS) was conceived as a conduit between the classroom and the world of business by highlighting the great applied experiential project work going on in undergraduate and graduate business courses. The events provide a sampling of students' innovative and interdisciplinary business solutions, with their impact and implications extending well beyond theory into the world of practice. The symposiums are rebranded from the Business and Economic Research Symposium that was started in 2018. The BLS events are administered and presented by Dr. Monisha Gupta, Director of the Truist Center for Leadership.

The inaugural BLS event was held virtually in April 2021 and the second annual event was held in a face-to-face mode in April 2022. The projects in these symposiums have ranged from sustainable solutions for retail, restaurants, and businesses to financial solutions for evaluating investment criteria. Other submissions have included projects dealing with health care management, service marketing, and the legal implications of false

advertising. Student submissions are judged by faculty and professionals, and prizes are awarded for the best projects. In 2022, the first prize was awarded to Ashley Carangi for her project on preparing a strategic roadmap for Cabell County, supervised by Drs. Monisha Gupta and Uyi Lawani. In 2021, first prize was awarded to Caleb Griffith, Josie Pratt, and Sean Marks for their project on JP Morgan's investment valuation, supervised by Dr. Timothy Bryan. Service Wire sponsored the awards in 2021 and Truist sponsored the awards in 2022.

Truist Emerging Leaders Certificate Program

The Truist Center for Leadership hosts an Emerging Leaders Certification program for highly motivated students offered by the Truist Leadership Institute based in Greensboro, NC. The Truist Leadership Institute works with over 70 universities in the USA and has coached approximately 7,000 students in the last few years. Lewis College of Business students are now part of this privileged group, which entitles them to share their accomplishments on LinkedIn and their resumes, making them more attractive to employers. The program focuses

on helping students build the self-awareness necessary to lead others more effectively. It helps participants understand the relationship between beliefs, motivation, behavior, and results. The certification program is aimed at creating a personal action plan for each student that helps outline the changes needed to make their individual leadership more effective. Up to 40 students participate in this program each year.

Herd Business Solutions

The Herd Business Solutions is an initiative for student consulting projects, with the goal to enhance experiential learning, which is truly the DNA of the Lewis College of Business and a cornerstone of the academic mission. Dr. Monisha Gupta, director of the program, developed the consulting course BUSN 440 Business Consulting Methods, to instruct students on consulting methods in preparation for a semester-long, real-world, business-consulting project. In spring 2020, the first time offered, there were 15 students engaged in three projects.





The Transformative Sales and Service Excellence Center

In fall 2020, the Lewis College of Business announced the launch of a new center called the Transformative Sales and Service Excellence Center (“the Sales Center”), a long-term dream and vision of the marketing department that was brought into reality.

The primary objective of the Sales Center is to transform the region by preparing the next generation of sales and service leaders. The Sales Center focuses on preparing students for a career in one of the largest job fields, sales and service, by supplying realistic sales role-play training and hosting sales competitions. The Sales Center helps organizations meet students and hosts workshops and training for them on the latest sales and service techniques and technology.

Sales Competitions

For the first time, a Sales Team representing the Lewis College of Business traveled across the country to showcase their creative problem-solving and selling skills. On April 8 and 9, 2022, Gabe McGinnis, Maddy Branham, Jada Betaudier, and Benjamin Fain attended the Kansas University / King’s Hawaiian Professional Sales Competition to test their skills against 11 other teams of sellers across the nation. With the support of their coaches, the Sales Team applied their skills and experience after weeks of training. During two rounds of roleplay, the Sales Team was challenged to identify needs, goals, and responsibilities; present clear, effective, and creative solutions; and formulate a comprehensive, leveraged, goal-oriented solution to best fit a potential buyer of King’s Hawaiian. In the end, the Team proved to be formidable competition among other large universities and were able to make impactful impressions among

the King’s Hawaiian representatives, who also posed as “buyers” in roleplays and judged the performances. The team experienced tremendous growth as a result by gaining valuable insight into the structure, expectations, and strategies to perform effectively in this competitive selling setting.

Sales Workshops

In addition to helping students, the Sales Center has produced several sales workshops for external stakeholders. A sales workshop titled “*Selling Through Discovery: A New Age of Sales*” was given by the Sales Center on Coalfield Council Day (March 26, 2021) to Coalfield Development’s employees (60+ participants). Another virtual sales workshop titled “*Virtual Selling: Delivering an Authentic Virtual Sales Pitch*” was given to local employees on May 14, 2021.





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 one-on-one coaching and workshops from the iCenter's staff and its entrepreneurs in residence.

University Innovation

Design thinking workshops are central to the iCenter's mission of inspiring the inner entrepreneur in everyone. The iCenter teaches Intuit's version of design thinking, Design for Delight (D4D), through hands-on workshops that allow participants to learn and apply deep customer empathy, go broad to go narrow, and complete rapid experiments with customers. The iCenter has spread D4D to more than 500 individuals across the state and region through its hands-on workshops that range from one hour to multiple days.

Most recently, 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.

iCenter Design Thinking Lab and Content Creation Studio

In June 2021, the iCenter repurposed its space in Corbly Hall to provide students, faculty, and community members with a place for design thinking activities and content creation. The design thinking space has areas, materials, and equipment for customer interviews, collaboration and brainstorming, and rapid experimentation. The content creation studio has space and technology for podcasting, video production, and editing.

The iCenter

The Simulated Workplace Entrepreneurship Education Pathway Program

The Simulated Workplace Entrepreneurship Education Pathway (SWEET) program is funded by a POWER (Partnerships for Opportunity and Workforce and Economic Revitalization) grant from the Appalachian Regional Commission (ARC) awarded to The EdVenture Group. The iCenter, along with the West Virginia Department of Education and West Virginia University, is a key partner on the grant and will receive approximately \$150,000 over the course of the three-year grant period.

SWEET delivers an experiential entrepreneurship curriculum framework for West Virginia Community and Technical Education (CTE) students. This four-course sequence provides theoretical and practical instruction and experience in developing and enriching entrepreneurship skills. The project will pilot ESHIP 1: Introduction to Entrepreneurship, in four locations during the fall semester: Mingo Central High School, Randolph

County Technical Center, Spring Valley High School, and Wheeling Park High School. Students will study and develop entrepreneurial mindsets, problem identification and framing, and design thinking. In addition to the high school pathway, the grant partners are working with James Rumsey Technical Center in Berkeley County, West Virginia, to create a school thinktank/makerspace in the creation of the Eastern Panhandle Community Innovation Zone. The space will provide existing and prospective entrepreneurs within the local community with business development and entrepreneurial support infrastructure to ideate, launch, and scale their ventures.

Student Start-Ups

Dr. Ben Eng's special topics class, "The Marshall Start-Up Academy," has been actively engaged with the development of student start-ups. The students in the inaugural Spring 2022 Marshall Start-Up Academy were Isabella Schrader, Tommie McCartney, Olivia Andrew-Vaughn, Jaxson Smith, Nico Raffinengo, Jack Feur, and Cade Cunningham. Their ideas consisted of an app that connects parents to day care organizations, a social enterprise that converts vacant lots into community

The Rahal Center for Strategic Engagement

The Lewis College of Business established the Rahal Center for Strategic Engagement to promote Marshall's business academic programs and boost student engagement and professional development. The center aims to connect faculty, students, alumni, and corporate partners through strategic projects, as well as keeping stakeholders informed of the college's latest initiatives and developing internships that connect Marshall's corporate partners with students and graduates.

Glen Midkiff, Center Director, works closely with stakeholders throughout the region, such as chambers of commerce, economic development organizations, area development districts, and workforce development organizations to connect business students with members of the business community by creating internship and career opportunities.

Additionally, students in the Brad D. Smith Schools of Business can enhance their classroom experience through professional development experiences such as the Ron and Sandy Cohen Business Professionalism Speaker Series – CohenTalks. The series allows students to make the connection between classroom teachings and real-world business applications through meeting experienced and successful industry professionals.

Programs like the Cohen Business Professionalism Speaker Series and experiential learning opportunities, and internships, are critical to our college's mission of preparing successful business professionals advancing economic development throughout West Virginia and

beyond. The Rahal Center for Strategic Engagement plays a significant role in the college's effort to connect and communicate to its stakeholders.

The Center continues to engage with the business community through roundtables, panel discussions,

networking and guest speaking opportunities, as well as workshops, mentoring, mock interviews and more. Says Glen Midkiff, "Professional enrichment activities by involving our business partners provide a great opportunity for our students to advance their skills, knowledge and leadership as they search and find internships."



COLLEGE ADVISORY BOARD

President: **MARK A. CHANDLER**, Senior Vice President and CFO, Highlands Drilling LLC, Carina Energy LLC

Vice President: **ANGELA SWEARINGEN**, Chief Operating Officer, St. Mary's Medical Center

Second Vice President: **MARK MORGAN**, Vice President of Physician Services, Mountain Health Network

Secretary: **ALLISA STEWART-SPARKS**, Executive Director, Goodwill Industries of KYOWVA Area, Inc.

Parliamentarian: **DR. ROBERT ALEXANDER**, Distinguished Professor of Management, Former Dean, Lewis College of Business

CHUCK ABBOTT, Vice President and 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

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

CAROL HARTLEY, Vice President, Wealth Management, Morgan Stanley

JOE HOLLEY, Executive Vice President, JABO Supply Corporation

SEAN HORNBUCKLE, Financial Advisor, Edward Jones

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

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

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

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

NORMAN MOSRIE, Partner, Assurance Market Leader, FORVIS, LLP

JOHN F. RAHAL, General Partner, Edward Jones

JAMES RORRER, Managing Director (retired), Capital Advisory Group

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

TODD SHELL, Chief Investment Officer, Guyan International

RICHARD SLATER, Managing Principal, Services and Growth, Kaufman Rossin

MONTE WARD, Vice President of Finance, Cabell Huntington Hospital

MITCHELL L. WEBB, Executive Director, Huntington City Mission

KELLIE WOOTEN-WILLIS, Agent and Owner (retired), Nationwide Insurance



Student Organizations

Beta Alpha Psi: Won Marshall University's Student Organization of the Year Award in 2020, Maintained Superior Chapter Recognition 2020-Current.

Society for the Advancement of Management: Won Marshall University's Student Organization of the Year Award in 2022 – Won 27 Awards in the 2022 International Conference.

American Marketing Association: Dr. Monica Wei received Marshall University's Faculty Advisor of the Year Award in 2020.

Student Center for Public Trust: Organized the college's first Ethics Case Competition event in March 2022.

Delta Sigma Pi: Celebrated its 20-year anniversary in April 2022 with a dinner reception for faculty, staff, students, and alumni.

Beta Gamma Sigma: Recognized as a "High Honors" chapter. Induction ceremonies are held each April, with 44 students inducted in the Class of 2022, one of the largest in the chapter's history.

EXPERIENTIAL LEARNING



Working with Business

- Accounting students from the Lewis College of Business took part in a special experiential learning program in June 2021 at the State Fair of West Virginia. Students were asked to calculate and gather information to decide if it was more cost-effective for the State Fair to build or finance a new stage. After analyzing the data they had collected, the students presented their findings to fair officials. This program is part of a trip that selected students take each year to the annual meeting of the West Virginia Society of CPAs, accompanied by Dr. Amanda Thompson-Abbott. Support for this experience is provided by the Kathy Eddy New Horizons fund.
- Dr. Ben Eng's Advanced Marketing Management class worked on a 7-week engagement with Goodwill KYOWVA in which they were tasked with rebranding

the organization and then building a marketing plan for their new brand. This involved meeting with the Executive Director, Alissa Stewart, and the Marketing Director, Gina Goodson, visiting the site, and conducting customer research. The students used Design for Delight (D4D) to innovate a new brand and digital marketing strategies to develop the marketing plan.

- Lewis College of Business students Dylan Bentley, Ashley Carangi, and John Martin participated in an experiential learning project supervised by Drs. Uyi Lawani and Monisha Gupta. The Cabell County Commissioner's Office and the Cabell County Strategic Planning Commission engaged the Lewis College of Business requesting assistance with a strategic roadmap to help improve the fortunes of the county now and in the future. The primary objective was to lay out a strategic plan that enables Cabell County to grow sustainably over the next 10 years. The students recommended that the county should create a Land Use Zoning Board and implement a collaborative approach to economic development.

The West Virginia Innovation and Business Model Competition

The Lewis College of Business, Brad D. Smith Schools of Business hosted its fourth annual West Virginia Innovation and Business Model Competition (WVIMBC) finals in March 2022. The statewide competition is open to all students enrolled in a two- or four-year institution of higher education in West Virginia. This unique and exciting endeavor was conceived as a collaborative effort between business school deans and heads of four-year colleges and universities in West Virginia in 2018 to foster innovation and entrepreneurship across the state. This student competition also owes its origin to the Design for Delight event hosted by Marshall in collaboration with Intuit in 2017.

The focus of the competition is designing desirable, feasible, and viable business models that are attractive to investors. Students learn and apply a blend of entrepreneurial best practices like design thinking, business model canvas, and lean startup to identify problems, create game-changing solutions, and develop business models by testing their assumptions on real customers. The WVIMBC is passionate about giving students the mindset and tools they need to innovate high-impact businesses that will change their lives and the lives of those in the state and beyond.

As part of the competition, participating institutions host a campus qualifier, where their top team is selected to move on to the finals, that is hosted by Marshall. In 2022. The team of Katelyn Spears, entrepreneurship major, and Sydney Adkins, anthropology major, won the Marshall campus qualifier with their Wildflower Homes idea. Anna Cumming from West Virginia University won the final competition for her innovative Earring Back Track business model.

In 2021 the finals were held virtually due to COVID-19. First place in the finals was Morgania, a sustainable fashions business, created by Morgan Widmer, a senior fashion design major from West Virginia University. The Marshall campus qualifier winner was Tots Anytime, an anytime aftercare business, created by Tommie McCartney, a junior management major from South Point, and Isabella Schrader, a freshman biomedical engineering major from Huntington. They also came in second in the finals round.



In 2020, a slightly different format was used with teams from around the state first presenting at Marshall for the qualifier. The top five winners from this two-day event were: Breadcrumbs from Marshall University (Kelly Leonard and Paige Leonard), HERE: Help, Emergency, Response for Everyone from Concord University (Madison Lilly and Hannah Lawrence), LyvelYfe from University of Charleston (Alexander Sybolt), Sleep Remedy from Marshall University (Reagan Papdatos), and The Archers from Alderson Broaddus University & Marshall University (Mary Griffith, Zach Preston and K. Graff Shariff).

The competition is made possible by the generosity of the Robert E. Yancey, Sr. Entrepreneurship Endowment, and Intuit. It is coordinated by Olen York, instructor of entrepreneurship, and Jeremy Turner, innovation consultant. Dr. Bill Bissett, former president and CEO of the Huntington Regional Chamber of Commerce, serves as the master of ceremonies for the events. Judges for the events include faculty and community members.





CEO Panels

Reimagined by a transformational gift by Brad and Alyx Smith in 2018, the Brad D. Smith Schools of Business has identified experiential learning as the DNA of our academic programs in business. The Dean's Distinguished Speaker Series was started in 2018 as the highest profile community event of the Brad D. Smith Schools of Business, offering a rich and vibrant experience to our students and various other stakeholders as they learn from renowned c-suite executives, entrepreneurs, intrapreneurs, and industry leaders about business successes, effective leadership, and the future of work. As a part of this series, the CEO Panel, put together by Brad D. Smith and his team at Intuit, brings globally recognized top-tier business leaders to provide insightful perspectives through dynamic discussions covering a broad range of topics that influence the world of business and draw powerful lessons from the boardroom to the classroom.



The inaugural CEO Panel, sponsored by Mountain Health Network, was held on February 19, 2020, at the historic and majestic Keith Albee Performing Arts Center. Brad D. Smith, then Executive Chairman and former President & CEO of Intuit, joined guest panelists Shantanu Narayen, Chairman, President and CEO of Adobe, and Daniel Schulman, President and CEO of PayPal, onstage for a highly engaging panel discussion. The three CEOs, former and current, of world-renowned corporations shared their advice and answered questions related to the theme "Powering Possibilities." They discussed the skills and mindsets needed to succeed in today's economic landscape. Over 1,800 people attended the event to hear insights and advice from three of the world's top CEOs. John Donahoe, CEO of Nike, was scheduled to participate in the panel but was unable to attend. He sent in a video clip following in the themes of the panel.

The second CEO panel was held virtually on Zoom on October 21, 2020. In this event, Brad D. Smith engaged in a fireside chat with Jeff Weiner, the Executive Chairman and former CEO of LinkedIn. These two Silicon Valley CEOs of world-renowned corporations shared their advice,



offered personal anecdotes and reflections, and answered student questions. The theme of the panel discussion was "Leadership and Teamwork." In this fireside chat, Marshall students and local community leaders heard from two leaders in tech to discuss the skills and mindsets needed to lead and succeed in today's landscape. The goal of this fireside chat was to provide insight and inspiration for the audience and further encourage them to apply their talent and energy to pursue their passion and create opportunities for themselves and their communities.

The third CEO Panel, via Zoom, in March 2021 featured Brad D. Smith with guest panelists Shellye Archambeau, one of tech's first Black female CEOs, and Chris Gardner, author of "Pursuit of Happyness." Their stories of overcoming insurmountable odds, shattering glass ceilings, and investing in the next generation are awe inspiring! The event was livestreamed on NBC local affiliate WSAZ Channel 3. Close to 1,000 people attended the Zoom event and more than 6,000 people have watched the WSAZ livestream to hear insights and advice from three of the world's top business leaders.



INNOVATIVE PROGRAMS

Doctor of Business Administration

The Lewis College of Business started its new Doctor of Business Administration (DBA) program in fall 2021. The DBA program is an integral element of the re-imagining of the College, facilitated by the transformative gift from Brad D. and Alys Smith in November 2018. The DBA program is a research-based doctoral program that combines a disciplined approach to scholarship with a focus on compelling problems of practice. Participants study seminal and contemporary business literature to develop research questions in their areas of interest. They perform literature reviews, design and perform research studies, analyze data, and draw relevant conclusions that impact economic development and business innovation. Participants complete a proposal and dissertation as part of the program.



Competitive features of the DBA program include:

- Affordable pricing at \$850 per credit hour that makes it a low-cost alternative to other AACSB accredited DBA programs.
- Convenience with classes delivered online and only five face-to-face visits per year.
- Accounting, health care management, and management and entrepreneurship concentrations that participants can choose from.
- A dissertation committee that includes a professional to enhance the research's relevance to practice.

The inaugural cohort had their first face-to-face visit in August 2021. Sixteen students attended orientation sessions and guest speaker panels, had their first classes, and learned design thinking. In later visits to campus, the students have presented their research ideas to faculty via formal classes and seminars and informal social mixers.

Dr. Doohee Lee is the Director of the program. The DBA Task Force includes faculty members Kevin Knotts, Jamey Halleck, Tim Bryan (Associate Director), Amanda Thompson-Abbott, Mohammad Karim, and Yi Duan.

Master of Science in Information Systems

As of fall 2021, the Lewis College of Business began offering a 30-credit-hour Master of Science in Information Systems degree program that addresses the effective analysis, design, creation, management, and evaluation of information systems for individuals and organizations. The information systems graduate degree program offers an immersive educational experience blending business, information technology and the human element. It prepares graduates with the knowledge and skills to use information technology to improve organizational effectiveness; manage complex business and information system challenges; and apply design thinking, critical thinking, problem solving, and information technology skills to help organizations meet current needs, changing demands, and future growth.

2021 GRADUATE ENROLLMENTS

DOCTOR OF BUSINESS ADMINISTRATION [16]
 DOCTOR OF NURSE ANESTHESIA PRACTICE [83]
 MBA [173]
 MS HEALTH CARE ADMINISTRATION [50]
 MS HEALTH INFORMATICS [13]
 MS HUMAN RESOURCE MANAGEMENT [29]
 MS INFORMATION SYSTEMS [3]
 MS ACCOUNTANCY [34]
 MS TECHNOLOGY MANAGEMENT [4]
 CERTIFICATE IN TECHNOLOGY MANAGEMENT [1]

2021 UNDERGRADUATE ENROLLMENTS

BBA MANAGEMENT [198]
 BBA ACCOUNTING [153]
 BBA MARKETING [162]
 BBA FINANCE [96]
 BBA HEALTH CARE MANAGEMENT [71]
 BBA INTERNATIONAL BUSINESS [21]
 BBA MIS [34]
 BBA ECONOMICS [23]
 BBA ENTREPRENEURSHIP [43]
 BBA SUSTAINABILITY MANAGEMENT AND TECHNOLOGY [3]
 BA ONLINE GENERAL BUSINESS [70]
 UNDECIDED [41]

Ranked among the top 241
 outstanding on-campus
 MBA programs Best
 Business Schools for 2022
 [**Princeton Review**]

#31 out of 101 Most
 Affordable Accounting
 Schools in 2020
 [**Discover Accounting**]

Ranked among the top 248
 outstanding on-campus
 MBA programs Best Business
 Schools for 2020
 [**Princeton Review**]

#233 of the Best Online
 MBA Programs in 2020
 [**US News & World Report**]

#118 of the Best Online
 Master's in Business Programs
 (excluding MBA) and
 #252-328 of the Best Online
 MBA Programs in 2022
 [**US News & World Report**]

MS in Accountancy degree
 program ranked #3 Best
 Online Graduate Programs of
 Value in Accountancy in 2020
 [**Online U**]

#224 of all U.S. business schools (#2 in
 West Virginia) for the Undergraduate Business
 Program in the 2020 Best Colleges Ranking
 [**US News & World Report**]

Ranked among the 189 Top
 Sales Programs in 2022
 [**Sales Education Foundation**]

#5 of the 20 Most Affordable
 Online DBA Programs in 2021
 [**Best Colleges Online**]

2020-2022 RANKINGS

#204 of the Best MBA
 Program Ranking in 2020 & 2021
 [**TFE Times**]

#44 of the Top 100
 Most Affordable Business
 Administration Degrees in 2021
 [**University HQ**]

#24 of the top 25
 Online MBA Programs
 in the South in 2021
 [**Online MBA Report**]

#2 of the Top Online
 MBA Programs in West
 Virginia in 2021
 [**Online MBA Report**]

Ranked among the top 244
 outstanding on-campus
 MBA programs Best Business
 Schools for 2021
 [**Princeton Review**]

Ranked #50 of the Top 50
 Online MBA Programs for 2021
 [**Princeton Review**]

FACULTY RESEARCH HIGHLIGHTS

Agesa, R. U., & Agesa, J. (2020). Child spacing in sub-Saharan Africa: Evidence from Kenya. *Journal of African Development*, 21(2), 213-226.

Baker, C. W., & McKinney, R. E. (2021). Cryptocurrency and federal tax enforcement. *Business Law Today*, American Bar Association.

Baker, C. W., Willis, W. K., & Stivason, C. (2021). Don't cash that check! Identifying risks to medical billing and collection practices under the Doctrine of Accord & Satisfaction. *Rutgers Business Law Review*, 16(2), 308-339.

Bagherzadeh, R., Rawal, M., Wei, S., & Saavedra, J. L. (2020). The journey from customer participation in service failure to cocreation in service recovery. *Journal of Retailing and Consumer Services*, 54, 102058.

Bryan, T. G., & McKnight, M. A. (2021). Implementing the pathways commission recommended first accounting course: A profile of early adopters. *International Journal of Accounting and Finance Review*, 6(1), 41-52.

Bryan, T. G., McKnight, M. A., & Houmes, R. (2021). Unfaithful representation: Understating accounts receivable in the name of conservatism. *Accounting Business and the Public Interest*, 20, 52-72.



Eng, B., & Jarvis, C. B. (2020). Consumers and their celebrity brands: How personal narratives set the stage for attachment. *Journal of Product and Brand Management*, 29(6), 831-847.

Festa, M. M., & Knotts, K. (2021). The positive effect of self-leadership on student loans. *Journal of Financial Counseling and Planning*, 32(2), 242-251.

Guo, C., Warkentin, M., Luo, X., Gurung, A., & Shim, J. (2020). An imposed etic approach with Schwartz polar dimensions to explore cross-cultural use of social network services. *Information and Management*, 57(8), 1-23.

Hasan, M. M., & Uddin, M. R. (2022). Do intangibles matter for corporate policies? Evidence from organization capital and corporate payout. *Journal of Banking & Finance*, 135(February).

Karim, M. A., & Sarkar, S. (2020). Auditors' quality, footnotes, and earnings persistence. *Managerial Finance*, 46(2), 267-282.

Lankton, N. K., Price, J., & Karim, M. A. (2021). Cybersecurity breaches and information technology governance roles in audit committee charters. *Journal of Information Systems*, 35(1), 101-119.

Singh, A., Bhadauria, V., & Gurung, A. (2021). A problem-solving based teaching approach to database design. *Journal of Emerging Technologies in Accounting*, 18 (2), 149-155.

Tanga, B., Yemba, B., & Changc, D. (2020). Divisia monetary aggregates and US GDP nowcasting. *Applied Economics*, 52(32), 3538-3554.

Yemba, B. P., Tang, B., Kitenge, E., & Nsumbu, J. (2020). Divisia monetary aggregate and monetary transmission mechanism in the Democratic Republic of Congo (DRC). *Applied Economics Letters*, 27(4), 291-297.

Zhang, J., Onal, S., & Das, S. (2020). The dynamic stocking location problem: Dispersing inventory in fulfillment warehouses with explosive storage. *International Journal of Production Economics*, 224(June, Article 107550).

IMPACTFUL CONFERENCES

Marshall Business Research Conference

The Lewis College of Business and its Brad D. Smith Schools of Business celebrated the second annual Marshall Business Research Conference in November 2021. This conference evolved from the college's Faculty Research Days that started in Fall 2017 and its transformation into the inaugural Marshall Business Research Conference held in 2020. Just like in 2020, the conference went beyond our College of Business and beyond Marshall because of its virtual format that invited speakers to present from several U.S. states and even foreign countries. In this second research conference, there were 36 presentations with over 80 authors. Presenters represented 34 universities, eight countries, and four continents. This is up from 24 presentations with presenters representing 13 universities, and three countries in 2020.

At the 2021 event, the plenary Dean's Distinguished speaker was Dr. Mark Nigrini, Associate Professor at West Virginia University and Renowned Expert in Benford's Law. Dr. Nigrini has published the lead article on the tendency of fraudsters to use round numbers in the first issue of the newly created *Journal of Forensic Accounting Research*. At the 2020 event, Dr. Jerome Williams, Prudential Chair Professor and former Executive Vice Chancellor and Provost of Rutgers University, served as the plenary Dean's Distinguished Speaker. The title of his talk was "Challenges in Conducting Research That Makes a Difference."



Teaching and Learning Conference

The Lewis College of Business and its Brad D. Smith Schools of Business celebrated its inaugural Teaching and Learning Conference in April 2021. The theme of the conference was "From Learning to Doing: Experiential Learning, Teaching Adaptability, and Global Trends in Business Education." In this virtual Teaching and Learning conference, there were three faculty panel discussions, nine faculty mini presentations, and a student sharing session at the end. In all, 17 faculty members made presentations. Dr. Lane Perry,

Executive Director, Center for Community Engagement and Service Learning, Office of Undergraduate Studies at Western Carolina University, served as the plenary Dean's Distinguished Speaker. Dr. Perry has more than 15 years of experience in Higher Education Administration. The title of his talk was "Service-Learning Theory to Service-Learning Practice."

The Teaching and Learning Conference is a place where business educators can develop and share ideas, experiences and best practices related to online and virtual instruction, pedagogical innovations, and research related to learning and teaching. The conference shares ideas that help business educators foster in students the skills necessary to be personally successful and contribute to business and economic development and strengthen the communities in which they live and work. This conference brings together academics to discuss the future of business education, as well as current trends and changes.

In April 2022, the theme of the second annual conference was "The Road Back from COVID: Twists, Turns, and Triumphs in Teaching and Learning." In this face-to-face Teaching and Learning Conference, there were three faculty panel discussions, five faculty mini presentations, and a student sharing session at the end. Dan Hollis, Professor of Journalism and Mass Communications, was the keynote speaker. Dan Hollis is an award-winning professor and journalist. He is only the second faculty member to earn each of the three major awards for teaching that Marshall University bestows.

NEW FACULTY



Thomas Norton
Assistant Professor of Accounting

Thomas Norton graduated from Marshall University with a dual BBA in accounting and finance. While he was 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 to his teaching and research from both the legal profession and the accounting profession.



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. 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. Before joining Marshall, Dr. Uddin 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 leading Finance journals including the *Journal of Banking & Finance*, *Financial Management*, the *Journal of Business Finance & Accounting*, *Managerial Finance*, and the *Journal of Behavioral Finance*.

COVID RESPONSES

Research Publications

Coustasse, A. M., Kimble, C., & Maxik, K. (2020). Rethinking supply chain management strategies for ventilator related medications during COVID-19 pandemic in the United States. *International Journal of Healthcare Management*, 13(4), 352-354.

Kimble, C., Coustasse, A. M., & Maxik, K. (2021). Considerations on the distribution and administration of the new COVID-19 vaccines. *International Journal of Healthcare Management*, 14(1), 306-310.

Kimble, C., Maxik, K., & Coustasse, A. M. (2021). COVID-19 and vaccine hesitancy: A challenge the United States must overcome. *Journal of Ambulatory Care Management*, 44(1), 71-75.

Lankton, N., Mukherjee, A., & Mukherjee, K. (2021). Understanding pandemic contact tracing from a design thinking perspective. *SAM Advanced Management Journal*, 86(4), 3-5.

Lankton, N., & Mukherjee, A. (2021). Managing the unseen: Pandemic prophylactics, placebos, and panacea. *SAM Advanced Management Journal*, 86(3), 5-8.

Willis, K., Emmett, D., & McInerney, M. (2021). Our workforce and COVID-19: How remote working plays a role. *SAM Advanced Management Journal*, 86(3), 9-19.

Sollosy, M. (2021). Black Swan to Phoenix: The role of dynamic capabilities, ambidexterity and corporate insight, *SAM Advanced Management Journal*, 86(3), 47-57.

Swiss National Science Foundation Grant Reviews

Dr. Alberto Coustasse and Dean Avi Mukherjee were invited to serve as expert reviewers for the Swiss National Science Foundation Special Call for Grant Proposals on Coronavirus. Following the serious SARS and MERS epidemics of the past, another coronavirus has led to the COVID-19 epidemic, a public health emergency of global proportions. As a result of the pandemic, the Swiss National Science Foundation began supporting projects involving research into coronaviruses to tackle the current crisis and prepare for future epidemics. A budget of five million Swiss francs was earmarked for this special call. Dr. Coustasse reviewed nine proposals and Dr. Mukherjee reviewed two proposals.

MBA Students

In the summer of 2020, the Lewis College of Business partnered with Harvard Business School's MBAs Fight COVID-19. At its start, MBAs Fight COVID-19 was formed to provide small businesses and nonprofits with pro-bono student support during the pandemic. MBAs Fight COVID-19 matched students wanting to gain experience with organizations that needed support with projects such as securing funding through the Paycheck Protection Program (PPP) and pivoting business models to follow CDC guidelines and adapting to new trends in consumer behavior. As the U.S. emerged from the COVID-19 pandemic, MBAs Fight COVID-19 rebranded to simply be The MBA Response. The MBA Response's initiatives expand beyond supporting organizations amidst the pandemic, supplying an array of opportunities for students to gain experience and support organizations they care about. Schools taking part in The MBA Response include Kellogg School of Management at Northwestern University, the Tuck School of Business at Dartmouth, the Fuqua School of Business at Duke University, and other prestigious business schools. Projects range from a one-time coaching session to a multi-month (typically <3) project that requires a team of students.

Lewis College of Business MBA students Kelly Leonard and Paige Leonard led the Marshall University team. As team leads, the Leonards recruited fellow students and sourced projects from the Huntington community. As one example, a group of MBA students aided a local healthcare organization, HIMG, by researching and analyzing telehealth delivery. The students reported on the



financial ramifications on the healthcare organization and its patients. Other MBA students helped Huntington Steel by developing a go-to-market strategy for a new product. Although most students worked on local projects, some students were externally sourced from the platform. Paige Leonard developed a marketing plan and web design for a youth camp in Virginia and Kelly Leonard helped write a grant addressing food insecurity in Southern California.

Helping Small Businesses

The Herd Insights Small Business Webinar Series showcases the combined expertise of our best faculty and seasoned and knowledgeable practitioners from the business community in which we engage. Together they deliver functional, relevant, and practical business webinars for Marshall University stakeholders. The series began in summer 2020 to help small businesses as they emerged from the COVID-19 pandemic. It continues to help small businesses achieve success in a changing and dynamic business environment.

We hope that small businesses can take something out of each presentation to improve their businesses and make West Virginia and the surrounding area a better place for business and community engagement. To date, there have been 25 webinars in the series. The webinars typically consist of 30-40 minutes of presentation followed by a question-and-answer period.

DEI AND GLOBAL BUSINESS CONNECTIONS



Black History Month

In honor of Black History Month in February 2021, the Herd Insights Small Business Webinar Series featured Dr. George Wright, a noted African American Scholar and one of the foremost thinkers in the realm of social justice, equity, and inclusion. Dr. Wright is a Distinguished Research Professor, Senior Advisor to the President, and Interim VP for Diversity, Equity, and Inclusion at the University of Kentucky, and President Emeritus of Texas A&M Prairie View. The presentation was titled, "The Economic Status of African Americans in the 21st Century" and was moderated by Dr. Nabaneeta Biswas, Assistant Professor of Economics.

In February 2022, the Herd Insights Small Business Webinar series featured Bruce Felder, the Director of Human Resources at Marshall University. Bruce is a certified Senior Professional in Human Resources (SPHR) and a Senior Certified Professional in Human Resources (SHRM-SCP). Glen Midkiff, Director of the John F. Rahal Center for Strategic Engagement, moderated the presentation that was titled, "DEI: Is HR Doing Enough?"

Women Entrepreneurship Week

Women Entrepreneurship Week started eight years ago at Montclair State University in Montclair, New Jersey, and is now a global movement. In 2019, 242 universities from 32 countries joined the celebration. The Lewis College of Business first brought Women Entrepreneurship Week to Marshall University in 2017, with a panel discussion featuring women entrepreneurs hosted on both the Huntington campus and South Charleston campus. In 2020, the college's iCenter teamed up with their partners in the Marshall University Entrepreneurship Ecosystem, the Brad D. Smith Business Incubator, and the Robert C. Byrd Institute for Advanced Manufacturing, to curate a full week of programming celebrating, educating, and promoting women's entrepreneurship. The week featured 11 women entrepreneurs who shared their experiences, expertise, and advice on two panel discussions and three workshops. Due to COVID-19 concerns, all events were hosted virtually via Zoom. In 2021, the college celebrated Women Entrepreneurship Week with a fireside chat with entrepreneur Lee Farabaugh, Co-founder of Core10, a Women's Business Speed Networking event with the W2W Chamber group, iCenter tours, and an Introduction to Design Thinking workshop.

Diversity Internship Program

The Lewis College of Business and its Brad D. Smith Schools of Business have entered into an agreement with OVP HEALTH, a rapidly growing health care company headquartered in downtown Huntington, to advance and promote diversity in recruitment, hiring, mentoring and retention, by establishing a field-based experience program that provides paid internship opportunities for students of color enrolled in the college. The new internship program opened to master-level students in all the business disciplines at the Brad D. Smith Graduate School of Business in January 2021. "Our company employs nearly 400 people across five states, and we have always understood and appreciated the value of diversity," said Robert A. Hess, M.D., president and co-founder of OVP HEALTH. "But in looking at the cultural and racial makeup of our workforce, we saw that we had some work to do to become the kind of diverse company we aspire to be. It became clear to us that attracting employees from different backgrounds would require more from us than just having a nondiscriminatory hiring policy. It would require us to be proactive, and to reach out."



Global Speaker Series

The Global Connections Speaker Series highlights business experts from around the world and the challenges and opportunities they have experienced as their careers have been enriched by forging relationships with multicultural and multinational organizations. It encourages student interaction with these professionals to enhance their understanding of the global business environment in which they may someday work. In conjunction with this speaker series, the college also hosted a Global Business Day in November 2021, presented by the Diversity, Equity, and Inclusion Task Force and the Global and Multicultural Student Club. The following lists some of the featured international speakers from the speaker series and the Global Business Day.

- **Thomas Hawighorst**, Consultant for Transformational Change, Leadership, and Human Resources
- **Dr. Mukela Faustin Luanga**, Head of Asia and Pacific Desk at the World Trade Organization, Geneva, Switzerland
- **Dr. Gustavo Barboza**, Professor and Jack and Vada Reynolds Endowed Chair in International Business at the College of Business, Loyola University of New Orleans
- **Dr. Yuwen Yao**, CEO China Operations at Kanawha Scales & Systems, Inc.
- **Dr. Jean Claude Nachega**, Economist at International Monetary Fund
- **Dr. Andrew Lee Smith**, Vice President at Federal Reserve at Kansas City
- **Mr. Chad Remp**, International and eCommerce Sales Director at LegacyTruck Centers
- **Ms. Enybe Diaz**, Manager of International Trade at West Virginia Department of Economic Development
- **Mr. Moise Katumbi**, former Governor of Katanga Province in the Democratic Republic of Congo

Diversity, Equity, and Inclusion Task Force

The Lewis College of Business created a Diversity, Equity, and Inclusion (DEI) Task Force in the summer of 2020. The task force's purpose is to develop, promote, and implement strategies and best practices to create a welcoming environment for multicultural and minority students, faculty, and staff in the Lewis College of Business. It provides expertise, advice, and insights on diversity, equity, and inclusion efforts in the college and ensures these efforts are integrated with those of the university. The ultimate goal of the DEI Task Force is to improve and enhance the college's culture so that all stakeholders are provided with a holistic educational, professional and inclusive experience. Since its inception, the task force has conducted focus group discussions with students, faculty, and staff; conducted interviews with the directors of HR and admission; organized the Global Connections Speaker Series and Global Business Day; and created a working draft of a DEI Strategic Plan for the college. Members of the task force include:

- **Dr. Boniface Yemba** (Chair), Assistant Professor of International Business
- **Dr. Nabaneeta Biswas**, Assistant Professor of Economics
- **Guodong Huang**, Director of International Programs
- **Dr. Susan Lanham**, Associate Professor of Accounting
- **Dr. Uyi Lawani**, Associate Professor of Management
- **Dr. Uday Tate**, Professor of Marketing
- **Dr. Jingran Zhang**, Assistant Professor of Management

HALL OF FAME 2020-2022 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



CHRIS CLINE
Owner, Cline Group



THOMAS J. "TJ" OBROKTA JR.
President and Chief Executive Officer of
Encova Insurance



ROBERT R. SIMPSON, JR.
Co-Founder of Simpson and Osborne, CPAs



THE HONORABLE EARL RAY TOMBLIN
Former Governor of West Virginia



DR. JEROME A. GILBERT
37th President of Marshall University

INVEST IN THE FUTURE: THE LEWIS COLLEGE OF BUSINESS

MAKE A DIFFERENCE FOR
THE LEWIS COLLEGE OF BUSINESS.

Your donation helps us prepare students for success and provide them the skills to become tomorrow's business leaders.

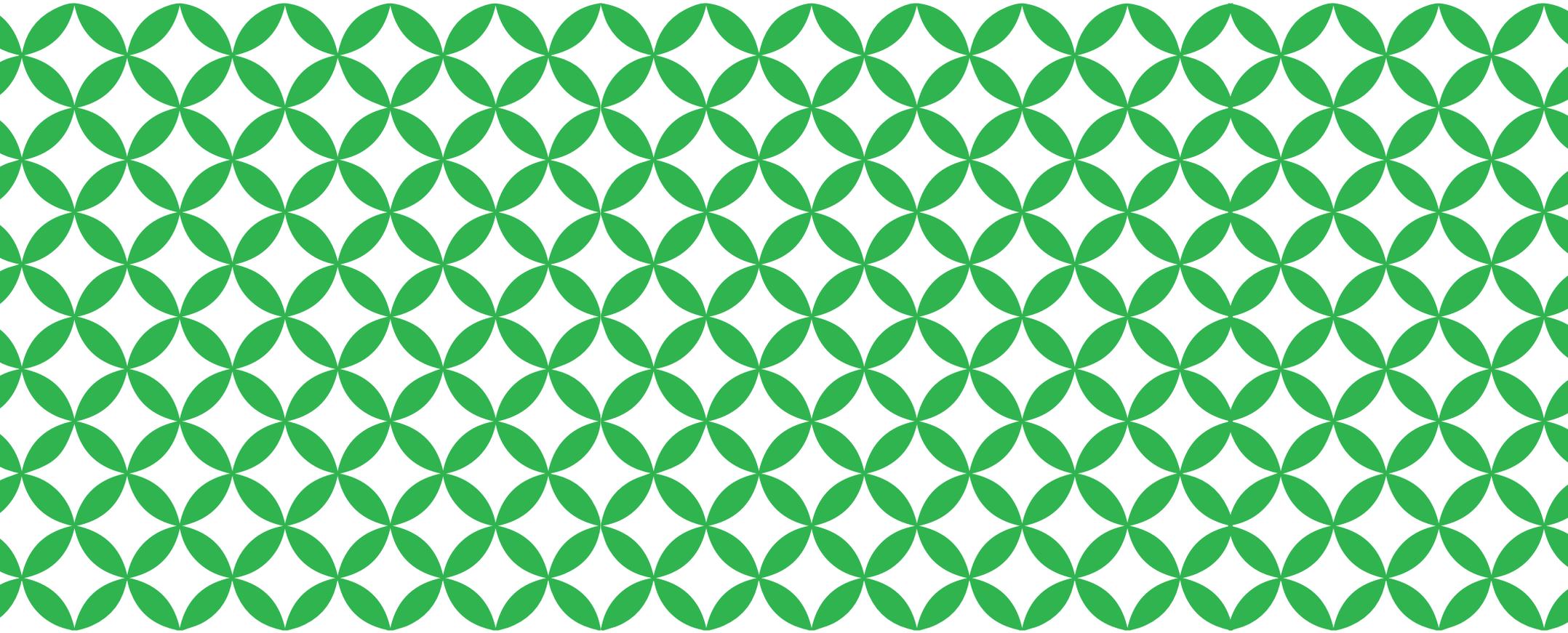
- **Your gift** identifies you as an active member of the Marshall Community.
- **Your gift** contributes to excellence in the LCOB.
- **Your gift** lets you pay it forward.
- **Your gift** says YES to Marshall.



Please make checks payable to:
Marshall University Lewis College of Business
Fund Number 204001 (forward Marshall)

Please mail checks to:
Marshall University
Lewis College of Business
Brad D. Smith Schools of Business
Dean's Office, Corbly Hall 107
One John Marshall Drive
Huntington, WV 25755





Marshall University
Lewis College of Business
Brad D. Smith Schools of Business
Dean's Office, Corby Hall 107
One John Marshall Drive
Huntington, WV 25755
T: 304-696-2314 | E: lcob@marshall.edu
marshall.edu/cob

