



Thursday and Friday, March 27-28, 2025

**Hosted by Lewis College of Business
Brad D. Smith Schools of Business
Marshall University**

**At the Brad D. Smith Center for Business and Innovation
1425 4th Avenue, Huntington WV 25701.**

I. CONFERENCE COMMITTEE

Jason Xiong, Appalachian State University
Tanga Mohr, Appalachian State University
Julia Graham, Eastern Kentucky University
Prasun Bhattacharjee, East Tennessee State University
Boniface Yemba, Marshall University (Conference Chair)
Zachary A. Collier, Radford University
Ethan Cheng, Western Carolina University

II. CONFERENCE REGISTRATION AND PLANNING

Doohee Lee
Casey Baker
Nabaneeta Biswas
Margie Phillips
Charlotte Boyce
Molly Robertson
Richard Bledsoe
Andrew Kesling
Barbie Adams
Abbie McElroy
Clara Jones
Chanakya Medikonda
Satya Nimmagadda
Sruthi Bhukya
Kasi Gorli

III. REVIEWERS

ETSU

Ahmad Al Doulat
Xin Xie
Michelle Freeman
Taylor Stevenson
Ghaith Husari
Anca Traian
Taylor Stevenson
Donald Shemwell
Craig Turner
Prasun Bhattacharjee
Joe Newhard

EKU

Ki-Jung Kim
Sarah Feltus
Stephen Shackelford
Travis Walkowiak
Zekeriya Eser
Amir Naderpour
Marci Robles
Julia Graham
Tahsin Huq
Weiling Zhuang
Kristen Wilson

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Shannon Miller-Mace
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Ralph McKinney
Jingran Zhang
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Benjamin Biermeier-Hanson
Rich Gruss
Zachary Collier
Macie Rice
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Mike Chatham

WCU

Gary Curnutt
Ya Anna Dai
Ethan Cheng
Sanjay Rajagopal

IV. SCHEDULE OF EVENTS

1. Thursday, March 27, 2025 from 5:00 p.m. to 8:30 p.m.

Location: SBUS113

5:00 p.m.-8:30 p.m.: Registration and Reception.

5:30 p.m.-5:35 p.m.: Conference Agenda by Boniface Yemba

5:35 p.m.-5:40 p.m.: Welcome Address by Ben Eng, Interim Dean of Lewis College of Business.

5:40 p.m.-6:30 p.m.: **Keynote Lecture:** *Lessons Learned Telling the Story of Business in West Virginia & Beyond*

Dr. Bill Bissett, President of the West Virginia Manufacturers Association (WVMA).

6:30 p.m.-8:30 p.m.: Happy Hour and Socialization (SBUS Lobby)

2. Friday, March 28, 2025 from 8:00 a.m. to 4:50 p.m.

Location: SBUS113

7:50 a.m. - 8:45 a.m.: Breakfast

7:55 a.m. - 8:00 a.m.: Conference Agenda by Nabeneeta Biswas

8:00 a.m. - 8:05 a.m.: Welcome Address by Boniface Yemba, Marshall University.

8:05 a.m. - 8:45 a.m.: **Keynote Lecture:** *Maintaining the Anchor: An Evaluation of Inflation Targeting in the Face of COVID-19*

Dr. Andrew Lee Smith, Senior Vice President and Economist at the Federal Reserve Bank of Kansas City.

Session I: from 9:00 a.m. to 10:20 a.m.

1.1: Pedagogy and Technology in classroom

Location: SBUS 210

Chair: Casey Baker, Marshall University.

- *Generative AI in Assurance of Learning Under AACSB Accreditation Standards.*

Casey W. Baker, Marshall University.

Ralph E. McKinney, Jr., Marshall University.

Drew M. Stephenson, Marshall University.

- *An Accidental Experiment Showing Unreliability of Unproctored Online Exams.*

Zekeriya Eser, Eastern Kentucky University.

- *Enrolment Trends and Performance Analysis of MBA Students: A Comparative Study of Online and In-Person Learning at an*

AACSB Business School

Ben Thomas, Eastern Kentucky University.

Weiling Zhuang, Eastern Kentucky University.

1.2: Innovations and Public Healthcare

Location: SBUS311

Chair: Doohee Lee, Marshall University.

- *AI in Radiology: Bridging the Gap Between Technology and Patient Care.*
Jordan Watts, Marshall University.
Jeff Larson, Marshall University.
Kasi Gorli, Marshall University.
Alberto Coustasse, Marshall University.
- *Psychedelic Solutions: Exploring Psilocybin's Role in Healing Opioid Dependence*
Soledad V. Barrera, University of Cincinnati.
Craig Kimble, Marshall University.
Alberto Coustasse, Marshall University.
- *Digital Consumption and Mental Health: Exploring the Impact on University Students.*
Lubna Nafees, Appalachian State University. Manan Roy, Appalachian State University.

1.3: Accounting, Tax, and Systems

Location: SBUS211

Chair: Chuck Stivason, Marshall University.

- *Choosing Between Tax and Audit: A Comparative Analysis and Decision Aid for Accounting Students.*
Brian K. Hasson, Appalachian State University. C. Kevin Eller, Appalachian State University.
- *The effectiveness of ERP systems in improving reporting efficiency.*
Chuck Stivason, Marshall University.
- *Case: Tax Treatment of Qualified Disaster Losses.*
Emily D. Cokeley, East Tennessee State University.

1.4: Cybersecurity in Business

Location: SBUS310

Chair: Julia Graham, Eastern Kentucky University.

- *Leveraging a Cybersecurity Capability Maturity Model for Effective Risk Management in a Management in an Operational Technology Environment.*
Jose C. Peña, East Tennessee State University.
Michael Lehrfeld, East Tennessee State University.
- *Cybersecurity Policies Aligned with NIST 800-53 for Small Medium Businesses.*
Michael Lehrfeld, East Tennessee State University.
David Asiamah, East Tennessee State University.
Ogechukwu Ada Lorretta Anoliefo, East Tennessee State University.
Wisdom Anagli, East Tennessee State University.
Emmanuel Somuah, East Tennessee State University
- *Understanding SME Cybersecurity: A Literature Review on Awareness and Risk Exposure.*
Joshua Poteet, East Tennessee State University.
Brian T. Bennett, East Tennessee State University.

1.5: Economic Development and Business

Location: SBUS112

Chair: Nabaneeta Biswas, Marshall University.

- *Irrigating Desert Flowers: Chinese Greenfield FDI Empower African Women.*
Zehuan Liu, Nankai University.
Jianming Lu, Nankai University.
Lei Li, Nankai University.
Nabaneeta Biswas, Marshall University.
- *Rising Wages, Falling Mobility? The Effects of Wage Regulations.*
James Dean, Western Carolina University.
- *Consumers and Small Business May Anticipate Significantly Changed Economic Conditions.*
Robert J. Lahm, Western Carolina University.
Madelynn R. Duffield, Western Carolina University.
Lane Graves Perry, III, Western Carolina University.

1.6: Economic Development and Communities

Location: SBUS109

Chair: Prasun Bhattacharjee, East Tennessee State University.

- *AI in the Appalachian Highlands Small Business Ecosystem: A Framework for Success*
Mariatu Mahmoud, Eastern Tennessee State University
Chelsie Dubay, Eastern Tennessee State University
- *21st Century Community Economic Development: Lessons from Eastern Kentucky.*
Peter Hille, Mountain Association.
- *Developing a Neighborhood-Level Risk Analysis Using Geospatial Technologies in Charlottesville, VA.*
Lucas Lyons, Charlottesville Fire Department.

Session II: from 10:30 a.m. to 11:50 a.m.

2.1: Organization Behavior in Business and Education

Location: SBUS210

Chair: Jingran Zhang, Marshall University

- *Health, Retirement, and Unions: Socioemotional Views on Older Worker Retention*
Ki-Jung Kim, Eastern Kentucky University
Yonjin Suh, University of Illinois Urbana-Champaign
- *The Relationship Between Prior and Current Group Experiences, Participant Antisocial Behavior, and Group Performance with Greek Undergraduate Students*
Christy Trent, Morehead State University
Steve Chen, Morehead State University
- *Scaling DEI: Evaluating Change Preparedness in Organizations*
Hunter W. Bass, Appalachian State University
Cassidy Zekas, Appalachian State University
Leah Uteg-Winkelman, Appalachian State University
Tim Huelsman, Appalachian State University
Kristl H. Davison, Appalachian State University
Jessica Doll, Appalachian State University

2.2: Public Finance and Policy

Location: SBUS311

Chair: Thomas Norton, Marshall University.

- *Municipal Financial Stability Under COVID-19.*
Sarah A Feltus, Eastern Kentucky University.
- *From Taxation to Taboration: the Unintended Consequences of Colorado's THC Revenue Limits.*
Tom Norton, Marshall University.
Eric Pulice, Marshall University.
Colette Martin, Marshall University.
Alberto Coustasse, Marshall University.
- *Risk Spillovers: When Politics Meets Sustainability.*
Son D. Wilson, East Tennessee State University.
Feng Dong, Elon University.

2.3: Public Policy and Justice

Location: SBUS211

Chair: Ralph E. McKinney Jr., Marshall University.

- *Expanding Court Relief to Include Social Workers*
Ralph E. McKinney Jr., Marshall University
Casey W. Baker, Marshall University
- *Corporate Sustainability Misreporting: Role of Assuance and Personal Narcissism in Employee Whistle-blowing Decisions*
Gloria N. Sapounova, Western Carolina University.
- *Resilient Roots: Leveraging COVID-19 and Tropical Storm Helene Data Through Mixed Methods, Human Expertise and Artificial Intelligence to Strengthen Small Business Disaster Preparedness and Resiliency in Western North Carolina*
Shawn Smallwood, Western Carolina University.
Bryan Darden, Western Carolina University.

2.4: Real Estate, Tourism, and Monetary Policy

Location: SBUS310

Chair: Tanga Mohr, Appalachian State University.

- *The Monetary Policy in a Dollarized Small Open Economy*
Boniface Yemba, Marshall University.
- *Immersive Exploration: Advancing Real Estate and Commercial Space Engagement Through Virtual Reality Walkthroughs*
Isaiah Hawkins, Radford University
Luke Liska, Radford University
- *Implications of AI Applications on Tourism and Hospitality*
Kia Rokni, Western Carolina University
Ali Iskender, University of South Carolina
Nasrin Rasouli, Urmia University

2.5: Technology, Industrial Organization and Behavior

Location: SBUS210

Chair: Ethan Cheng, Western Carolina University.

- *Utilizing AI-Enhanced Platforms for Efficient Support in Resource-Constrained Organizations*
Segun Onilude, East Tennessee State University
Ugochukwu Orakwe, East Tennessee State University
Abdulqoyyum Aderoju Abolaji, East Tennessee State University
Chelsie M. Dubay, East Tennessee State University
- *Analytics & Animal Behavior*
Lauren Gardner, East Tennessee State University
Shauhardha Kshatri, East Tennessee State University
- *Benchmarking Machine Learning Models: A Performance Comparison Across Diverse Metrics*
Avas Bajracharya, East Tennessee State University
Maxwell Kyei, East Tennessee State University
Ghaith Husari, East Tennessee State University

2.6: Techonology and Local Business Development

Location: SBUS109

Chair: Yi Duan, Marshall University.

- *AI Powered Growth in Appalachia: Overcoming Barriers and Driving Innovation for Small Businesses*
Collin Meadows, Marshall University
Ben Eng, Marshall University
- *Cultural and Economic Distance and the Spillover Effects of Service Environment on Word of Mouth Following Service Experiences.*
Brandon Z Holle, Eastern Kentucky University.
Travis A Walkowiak, Eastern Kentucky University.
- *Opening of High-Speed Rail, Regional Market Environment and Foreign Firm Entry*
Yi Duan, Marshall University
Tianyu Wang, Nankai University
Xiaojie Wang , Ocean University of China
Lei Li, Nankai University

Lunch Break: from 12:00 p.m. to 1:15 p.m.

Location: SBUS113

12:20 p.m. - 12:25 p.m.: Conference Agenda by Casey Baker

12:25 p.m. - 12:30 p.m.: Welcome address by Dr. Avinandan "Avi" Mukherjee, Provost and Senior Vice President for Academic Affairs, Marshall University

12:30 p.m. - 1:00 p.m.: **Keynote Fireside Chat**

Brad D. Smith, President of Marshall University.

Session III: from 1:30 p.m. to 2:50 p.m.

3.1: Healthcare, Cybersecurity, and Human Resources

Location: SBUS210

Chair: Jamey R. Halleck, Marshall University.

- *Building Strength: Transforming Acute Care Nursing Through Training for Enhanced Patient Outcomes*
Jamie Parsons, Marshall University
Alberto Coustasse, Marshall University
- *Ransomware in Healthcare: Threats, Impacts, and Mitigations Strategies*

Mackenzie Dotson, Marshall University
Kasi Gorli, Marshall University
Alberto Coustasse, Marshall University

- *The Relationship Between Generational Values and The Typology of Time Banditry*

Jamey R. Halleck, Marshall University
Jeff Larson, Marshall University

3.2: Organization Behavior and Decision Making

Location: SBUS109

Chair: Kristen Wilson, Eastern Kentucky University.

- *A Framework for Ethical AI Use in Organizational Decision-Making*
Brandy Whitford, Lynn University.

- *Do Perceptions and Explanations of Supervisor Incivility Vary Based on Leader and Manager Terminology?*

Jack Carson, Appalachian State University
Caleb Pollard, Appalachian State University

- *A-Z: Generations at Work*

Marcel Robles, Eastern Kentucky University.

3.3: Quantitative Methods in Finance

Location: SBUS112

Chair: Tahsin Huq, Eastern Kentucky University

- *Analyzing COVID-19 Language in 10-K Filing as an Indicator of Political Ideology and Geographic Response.*

Tahsin Huq, Eastern Kentucky University.
Blake Rayfield, University of North Florida.
Reza Houston, Ball State University.

- *Portfolio Optimization Using Genetic Algorithm.*

Inhwan Jung, East Tennessee State University.

- *Loan Default Prediction Approach Using Machine Learning.*

Kwaku Owusu, East Tennessee State University.
Ghaith Husari, East Tennessee State University.
Brian T. Bennett, East Tennessee State University.
Jeff Roach, East Tennessee State University.

3.4: Negotiations and Policy

Location: SBUS211

Chair: Zachary A. Collier, Radford University.

- *The Case for Strengthening Building Codes*
Ralph E. McKinney, Jr., Marshall University
- *Expanding the Analysis: The Use of Part-Time Versus Full-Time Compliance Managers*
Michael M. McKinney, East Tennessee State University
- *Efficiency and Fairness of Joint Decisions Rules for Integrative Negotiations*
Zachary A. Collier, Radford University

3.5: Pedagogy and Student Success

Location: SBUS112

Chair: Michelle Freeman, East Tennessee State University.

- *The Efficacy of Financial Education During Crises*
Anca Traian, East Tennessee State University
Jill Hayter, East Tennessee State University
- *What Drives Students' Choice of Major – And Why Isn't It Accounting?*
Timothy Bryan, Marshall University
Dorothy A. Thompson, , Florida Southwestern State College
Ali J. Kooti, Georgia Gwinnett College
- *Practical Methods of Teaching Critical Thinking in the Classroom Using Brookfield's Education Research*
Ashley Bentley, East Tennessee State University
Michelle Freeman, East Tennessee State University

3.6: Applied Business Research and Funding Opportunity

Location: SBUS112

Chair: Alan Letton, Marshall University.

- *Why Should Business Schools be More Focused on Applied Research and Grant Opportunities Associated with Applied Business Research*
Jon Smith, East Tennessee State University
- *Familiarizing the Academic Community with the Grant Process: Direct and Indirect Efforts*
Tiffany Hamblin, Eastern Kentucky University

- *Understanding the need for collaborative approaches and ways of structuring applied research (creating centers of excellence, cross-disciplinary activities, etc.)*

Alan Letton, Marshall University

Session IV: from 3:00 p.m. to 4:50 p.m.

4.1: Student Success in Quantitative Skills

Location: SBUS210

Chair: Kelly G. Atkins, East Tennessee State University.

- *Helping College Students Acquire Critical Skills to Improve Satisfaction with Teamwork*
Michelle S. Freeman, East Tennessee State University
Kelly G. Atkins, East Tennessee State University
- *The Success Formula: Intrusive Advising as a Game-Changer in Accelerated Computing Education*
Christel Young, East Tennessee State University.
- *Effective Teaching Practices in Online Accounting Courses*
Kevin T. Parker, Winthrop University
Joseph Hashem, Western Carolina University
R. Douglas Parker, Western Carolina University
- *Do the Math II: Math Anxiety Before and After Intervention*
Stephen Shackelford, Eastern Kentucky University
Julia Graham, Eastern Kentucky University
Kristen B. Wilson, Eastern Kentucky University

4.2: Experiential Learnings and Simulations

Location: SBUS310

Chair: Uday Tate, Marshall University.

- *Student Decision Avoidance Leading to Patently Suboptimal Choices*
Zekeriya Eser, Eastern Kentucky University.
- *Escape Rooms: An Interactive Learning Experience*
Luka Liska, Radford University
Haley Gilley, Radford University
Maneesh Thakkar, Radford University
- *Comparison Between Simulation and Case Analysis: Contribution to Experiential Learning in Business Courses*

Uday Tate, Marshall University
Deepak Subedi, Marshall University
Basanna Patagundi, Cambridge Institute of Technology

4.3: Patient Outcomes and Society

Location: SBUS310

Chair: Jeff Larson, Marshall University.

- *Effects of Individual Mandated Healthcare on Mental Health.*
Kenslee Ferguson, Marshall University.
- *Nursing High Quality Connections.*
Jeff Larson, Marshall University.
- *Tuberculosis and Socioeconomic Inequality: Is TB Still a Disease of Poverty in the United States.*
Michael Harvey, Marshall University.
- *The Impacts of Mitigating Hazardous Chemical Releases on Infant Health.*
Kyle Vetter, Appalachian State University
Dennis Guignet, Appalachian State University

4.4: Sport Business and Marketing

Location: SBUS211

Chair: Jennifer Mak, Marshall University.

- *Modernizing Reputational Risk in Sport: The Application of Psychosocial Impact (Part II)*
Otto, Kadie, Western Carolina University
- *The Impact of the Tik Tik Ban on American Sport Organizations: AI's Perspective*
Steve Chen, Morehead State University
Vivek Madupu, Morehead State University
Sam Stapleton, Morehead State University
Caleb Tillman, Morehead State University
Trevon Kleint, Morehead State University
- *Sponsorship in Professional Soccer: Challenges and Strategies*
Brandon L. Kelley, Marshall University
Jennifer Mak, Marshall University

4.5: Supply Chain and Innovations

Location: SBUS109

Chair: Jason Xiong, Appalachian State University.

- *A Deep Learning Approach to Demand Forecasting and Dynamic Pricing in Supply Chain Operations.*
Muiz Memud, East Tennessee State University
Ghaith Husari, East Tennessee State University
- *Supply Chain Ecosystems: A Roadmap for Development, Innovation, and Resiliency.*
Matthew Jenkins, East Tennessee State University.
- *Balancing Tradition and Modernity: CEO Age, MBA Education, and Their Effects on SOcial Compliance in GLobal Supply Chains*
Amir Naderpour, Eastern Kentucky University.

4.6: International Finance and Banking

Location: SBUS109

Chair: George Lu, Marshall University.

- *The Impact of Global Supply Chain Disruptions on Exchange Rates*
Boniface Yemba, Marshall University
- *Robbing the Neighborhood of Local Lending: Community Banks in The Post-TCJA Era.*
George Lu, Marshall University
Jenna El-Khalili, Loyola Marymount University
- *The Effect of State Corporate Income Tax Conformity Level on State Tax Revenue: Evidence from the TCJA*
Tyler P. Johnson, Appalachian State University

4.7: Marshall University Global Health Initiative

Location: SBUS112 from 4:00 p.m. to 5:00 p.m.

Chair: Dr. Liang Wang, Marshall University Global Health Institute.

- *Role of Histamine and Its Receptors in Brain*
Dr. Zhong Chen, Professor and President of Zhejiang Chinese Medical University

V. LIST OF PARTICIPANTS

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|-----------------------------------|---|-------------|
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| Baker, Casey W. | Marshall University | 2, 3, 7, 9 |
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| Coustasse, Alberto | Marshall University | 4, 7, 9, 10 |
| Davison, H. Kristl | Appalachian State University | 6 |
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| Gilley, Haley | Radford University | 12 |
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| Graham, Julia | Eastern Kentucky University | 1, 2, 5, 12 |
| Guignet, Dennis | Appalachian State University | 13 |
| Halleck, Jamey R. | Marshall University | 9, 10 |
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| Iskender, Ali | University of South Carolina | 8 |
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| Johnson, Tyler P. | Appalachian State University | 14 |
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| Lee, Doohee | Marshall University | 2, 4 |
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| Lu, George | Marshall University | 14 |
| Lu, Jianming | Nankai University | 5 |
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| Madupu, Vivek | Morehead State University | 13 |

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| Mohr, Tanga | Appalachian State University | 1, 2, 8 |
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| Poteet, Joshua | East Tennessee State University | 5 |
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| Roach, Jeff | East Tennessee State University | 10 |
| Robles, Marcel | Eastern Kentucky University | 2, 10 |
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| Shackelford, Stephen | Eastern Kentucky University | 2, 12 |
| Smallwood, Shawn | Western Carolina University | 7 |
| Smith, Andrew Lee | Federal Reserve Bank of Kansas City | 3 |
| Smith, Brad D. | Marshall University | 9 |
| Smith, Jon | East Tennessee State University | 11 |
| Stephenson, Drew M. | Marshall University | 3 |
| Stapleton, Sam | Morehead State University | 13 |
| Stivason, Charles T. | Marshall University | 4 |
| Somuah, Emmanuel | East Tennessee State University | 5 |

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| Subedi, Deepak | Marshall University | 13 |
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| Tate, Uday | Marshall University | 13 |
| Thakkar, Maneesh | Radford University | 12 |
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| Thompson, Dorothy A. | Florida Southwestern State College | 11 |
| Tillman, Caleb | Morehead State University | 13 |
| Traian, Anca | East Tennessee State University | 2, 11 |
| Trent, Christy | Morehead State University | 6 |
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| Vetter, Kyle | Appalachian State University | 13 |
| Walkowiak, Travis A | Eastern Kentucky University | 2, 6 |
| Wang, Xiaojie | Ocean University of China | 9 |
| Wang, Tianyu | Nankai University | 9 |
| Watts, Jordan | Marshall University | 4 |
| Whitford, Brandy | Lynn University | 10 |
| Wilson, Kristen B. | Eastern Kentucky University | 2, 10, 12 |
| Wilson, Son D. | East Tennessee State University | 7 |
| Xiong, Jason | Appalachian State University | 1, 2, 14 |
| Yemba, Boniface | Marshall University | 1, 3, 8, 14 |
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