Call for Abstracts: 2025 Marshall University Business Research Conference

The Research Committee of the Lewis College of Business is pleased to announce the 2025 Marshall University Business Research Conference taking place on **Friday, November 14, 2025**, at the **Brad D. Smith Center for Business and Innovation in Huntington, West Virginia**. This year’s conference will be held in a hybrid format, allowing presenters to participate virtually or in person.

This peer-reviewed annual conference provides a platform for scholars to share innovative research that addresses real-world challenges in business, organizations, and economies.

**Conference Tracks Include:**

* Organization and Management
* Entrepreneurship and Innovation
* Marketing
* Sports Business
* Technology and Information Systems
* Economics
* Finance
* Accounting
* Healthcare Management
* Social Issues in Business
* Business Education
* Other Related Areas

We welcome abstracts for completed or proposed research. Abstracts should be no more than 200 words and must include:

* Purpose of the study
* Study design and methodology
* Key findings
* Originality and value of the research

Please submit your abstracts to Timothy Bryan at [bryanti@marshall.edu](mailto:bryanti@marshall.edu) by October 30, 2025.

We look forward to your contributions and to another engaging and impactful conference!

Sincerely,

Lewis College of Business Research Committee

Richard Agesa Lei Ouyang

Timothy Bryan Jungsu Ryu

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Jeffrey Larson Boniface Yemba