



**September 18, 2017**

### **LCOB Organization Structure**

There have been several changes in the Lewis College organization structure. The new organizational chart is attached.

### **ASHRAE**

The Lewis College of Business has established a Student Branch of ASHRAE (American Society of Heating, Refrigerating, and Air-Conditioning Engineers). This has been possible, thanks to Margie J Phillips and her Energy management students, who have worked with the West Virginia ASHRAE Chapter for two years to form the student branch on campus. ASHRAE is the leading professional organization devoted to the advancement of indoor-environment-control technology in the heating, ventilation, and air conditioning (HVAC) industry. The group is very excited to work with our students for job shadowing, internships, scholarships and other beneficial programs such as conferences.

### **Research Accomplishments**

Dr. Nancy Lankton presented a paper called "Paying Attention to News Briefs About innovative Technologies", and chaired a session on "Exploring Big Data Issues" in AMCIS (Americas Conference on Information Systems) in Boston, MA. AMCIS is a preeminent information systems research conference, conducted under the auspices of the Association for Information Systems (AIS), and attracts 1000 or more attendees from North America, as well as other regions of the world.

Dr. Liz Alexander and Dr. Deanna Mader have co-authored a paper titled "Processing Information from Traditional and Visual Resumes: How Will Applicants Be Evaluated?" which has been accepted for presentation at the Society for Marketing Advances Conference in Louisville in November.

### **International Student Recruitment**

Our recruitment of international students has been very successful, thanks to INTO and Guodong Huang, our International Program Coordinator. For example, we got 16 students from our Chinese partner universities in Fall 2017. Eleven of them came from Zhejiang Normal University and five came from Taizhou University. Eight students will seek the Finance BBA Degree, four students will seek the Management BBA Degree, and four will seek the International Business BBA Degree.

We are in the process of strengthening relationships with our foreign partner institutions and developing new partnerships around the world. I will be accompanying President Gilbert on a trip to India in late October. Guodong will be making a trip to China in November. Dean Anayo D. Nkamnebe from Nnamdi Azikiwe University, Nigeria is visiting us in Huntington this week. Our goal is to truly globalize the Lewis College of Business, with international footprint and connections around the world.