

FALL 2024

THE BURROUGHS BUSINESS



MESSAGE FROM THE DEAN



As we reflect on Spring and Summer 2024, I am proud of the exceptional accomplishments of our Burroughs students and faculty. Our students shined on national platforms—from attending the HBCU Career Development Marketplace and White House Initiative events to being named 2024 HBCU Scholars. We celebrated a historic first as three business students served as Benedict's inaugural Student Marshals at Commencement.

Academic and professional excellence remain central to our mission. Students earned top honors in the StockTrak Competition, participated in the HBCU Business Deans Roundtable Summit, and secured competitive internships and financial literacy awards. Our faculty also made national contributions, leading workshops, presenting at prestigious forums, and returning with insights from institutions like Babson and Harvard.

We recognized Clint Forbes, Jr. as May 2024 Outstanding Senior and inducted new Delta Mu Delta officers—marking the rise of our next generation of leaders. I am also honored to serve as President of the National HBCU Business Deans Roundtable, advancing business education across HBCUs.

I simply want to thank you for your continued commitment as we build a business school grounded in innovation, excellence, and impact.

Tracy Harrell Dunn

Dean

STUDENT NEWS

HBCU CAREER DEVELOPMENT MARKETPLACE

Students from Historically Black Colleges and Universities (HBCUs), including four Burroughs students, took deliberate steps toward successful careers through their participation in the HBCU Career Development Marketplace (CDM). This distinguished, three-day conference is designed to prepare HBCU students for the transition from college to corporate America, equipping them with the professional skills, insights, and connections essential for post-graduate success.

Since its founding, the HBCU CDM has served more than 5,000 students from over 40 HBCUs across 14 states. Offered at no cost to student participants, the conference has become a vital platform for leadership development and career readiness. In the most recent year, 20 percent of attendees received direct interest from employers for internship or job opportunities.

The HBCU CDM features five core components:

1. Town hall meetings
2. Workshops and plenary sessions
3. An oral competition
4. Meet-and-greet networking events
5. Employer-Student Matchmaking sessions or the Fields of Interest Career Fair

These structured activities provide students with exposure to industry professionals, opportunities for direct engagement with potential employers, and a deeper understanding of the professional standards and expectations in corporate environments.



Guest Speaker: **Stedman Graham**



Left to Right: **Briana Curney** (senior, business administration major with an entrepreneurship concentration); **Marie Butterfield** (junior, finance major); **Brian Love**, Executive Director of Career Services; **Ayanna Bell** (senior, business administration major with an entrepreneurship concentration); and **Clinton Forbes, Jr.** (senior, finance major)



2024 HBCU Scholars from Burroughs School

Two Burroughs students, **Roxi-Ann Williams**, a junior finance major from Portland, Jamaica and **Santasha Johnson**, a finance major from Portland, Jamaica, were named 2024 HBCU Scholars by the White House Initiative on Educational Equity, Excellence, and Economic Development through Historically Black Colleges and Universities (Initiative).

The HBCU Scholar Recognition Program is a prestigious national honor that celebrates the academic excellence, leadership, and entrepreneurial spirit of students currently enrolled at Historically Black Colleges and Universities (HBCUs). The initiative is designed to recognize those who are not only achieving academically but also actively improving standards of living in their communities and laying the foundation for the next generation of leaders.



Advancing
Educational Equity,
Excellence, and
Economic Opportunity

The selection of Williams and Johnson reflects their exceptional accomplishments in three core areas:

- **Academic Achievement** – Demonstrating strong performance and dedication in the classroom.
- **Civic and Campus Engagement** – Leading efforts to make meaningful change both on campus and within their communities.
- **Entrepreneurial Ethos** – Showing initiative and resilience in the pursuit of new opportunities, even in the face of limited resources.

By participating in this program, these Burroughs students join a select cohort of students from across the nation who embody the excellence and promise of HBCUs. They will serve as ambassadors for Benedict College and the broader HBCU community, contributing to national conversations around equity, education, and innovation.



Burroughs Students Make History as First-Ever Student Marshals at Commencement

In a historic first for Benedict College, three outstanding students, all Burroughs Scholars—proudly served as student marshals during the May 2024 Commencement Exercises. This marks a significant milestone, as it was the first time students were invited to take on this ceremonial leadership role, traditionally held by faculty or staff.

Leah Brock, a junior business administration (marketing) from Belle Chasse, Louisiana, **LaQuon Gibson**, a junior finance major from Freeport, Bahamas, and **Navaud Guscott**, a junior finance major from Buff Bay, Jamaica were chosen for their academic excellence, leadership on campus, and deep commitment to the

student community. These student marshals had the responsibility of guiding the graduates from the stage to their seats.

The selection of student marshals will now be a standing tradition at future commencements, ensuring that student voices remain visible and celebrated during the most meaningful milestone of academic life.

Delta Mu Delta Elects New Officers

The Beta Gamma Chapter of Delta Mu Delta International Honor Society in Business announced its newly elected officers of the for the 2024–2025 academic year. These student leaders represent academic excellence, leadership, and a commitment to service that reflects the highest ideals of the College.

Meet the new leadership team:

- **Marie Butterfield** President, junior finance major from Freeport, Grand Bahamas
- **Roxi-Ann Williams** Vice President, junior finance major from Portland, Jamaica
- **Santiona Freeman** Treasurer, junior business administration (marketing) major from Union City, Georgia
- **Santasha Johnson** Secretary, junior finance major from Portland, Jamaica

"The chapter looks forward to a vibrant year ahead under the guidance of these accomplished students. Their leadership promises to uphold the tradition of academic integrity and service that defines Delta Mu Delta," says Prof. Vivian Dowdy, faculty advisor for Delta Mu Delta.

Burroughs Students Win Top Honors in Spring 2024 StockTrak Competition

Three outstanding Burroughs students earned top recognition in Benedict College's Spring 2024 Stock Trak Investment Simulation, an experiential learning competition that allows participants to engage in simulated investing using real-time financial data and market trends.

The winners of the competition are:

- **Roxi-Ann Williams** (junior finance major from Portland, Jamaica) **1st Place** – awarded \$250
- **Diamond Bowe** (junior finance major from Nassau, Bahamas) **2nd Place** – awarded **\$150**
- **Jaedan Bain** (sophomore business administration - marketing major from Freeport, Bahamas) **3rd Place** – awarded **\$100**

Each student demonstrated strategic investment decisions, market insight, and consistent performance over the course of the semester, outperforming peers in portfolio growth and risk management.

The Stock Trak simulation provides students with a virtual \$100,000 portfolio and access to live trading environments, offering a hands-on opportunity to practice concepts learned in class. Participants trade equities, ETFs, mutual funds, and more—gaining invaluable experience in asset management and financial analysis.

"The Stock Trak competition is an excellent platform for reinforcing classroom theory with real-world application," said Dr. Victor Oyinbo, faculty advisor for the competition. "We're proud of Roxi-Ann, Diamond, and Jaedan for their thoughtful investment strategies and leadership throughout the challenge."

The competition, held each semester, continues to be a signature experiential learning initiative within the Burroughs School of Business & Entrepreneurship's finance and investment curriculum. It also underscores Benedict's ongoing commitment to financial literacy, market readiness, and the cultivation of future finance professionals.

Burroughs Students Selected for Prestigious HBCU Business Deans Roundtable Summit

Three Burroughs students were selected to attend the HBCU Business Deans Roundtable Student Summit, held this spring on the campus of Educational Testing Service (ETS) in Princeton, New Jersey. Representing the College were **Roxi-Ann Williams** (junior finance major from Portland, Jamaica), **Nadia Gordon** (junior business administration - marketing major from Lithonia, Georgia), and **Asia Cooper** (junior business administration - marketing major from Lancaster, South Carolina), who joined top-performing students from Historically Black Colleges and Universities across the country for a weekend of networking and professional development.

The summit is designed to foster career readiness and provide HBCU students with direct

access to executives from major corporations, business thought leaders, and fellow emerging professionals. Attendees participated in a series of workshops, panel discussions, and corporate networking sessions, all tailored to prepare them for competitive careers in finance, consulting, tech, and other high-demand industries.

Students engaged with corporate partners of the Roundtable, gaining insight into internship pathways, full-time employment opportunities, and industry expectations. Topics ranged from personal branding and interview preparation to navigating corporate culture and leveraging the HBCU network.

“The summit is an incredible experience,” said Dean Tracy Dunn, incoming president of the HBCU Business Deans Roundtable. “It gives the students an opportunity to represent Benedict College on a national stage, while also learning from successful professionals and connecting with students who share their goals.”

The HBCU Business Deans Roundtable, which includes deans from leading HBCU business schools, works collaboratively with industry partners to increase access, equity, and opportunity for Black business students. Participation in the summit reflects both academic excellence and leadership potential, and Benedict College’s continued investment in high-impact, student-centered opportunities.

Attendees (Left to Right)

Nadia Gordon, Roxi-Ann Williams and Asia Cooper



Burroughs Student Attends Nation’s Largest Commercial Real Estate Finance Conference

Benedict College student **Allysha Fischbacher**, a senior finance major from Freeport, Bahamas, recently had the opportunity to attend the 2024 MBA CREF Commercial/Multifamily Finance Convention & Expo, the premier national event for professionals in the commercial and multifamily real estate finance industry. Her

participation was made possible through the CREF Career Student Fellowship Program, which provides promising students with access to high-level professional development experiences in the field of real estate finance.

Hosted annually by the Mortgage Bankers Association (MBA), the CREF Convention & Expo is the largest gathering of commercial and multifamily finance professionals in the United States. Attendees include a wide range of industry leaders, such as mortgage bankers, investors, pension fund advisors, underwriters, servicers, and executives from major financial institutions including Fannie Mae, Freddie Mac, and Ginnie Mae.

Over the course of the convention, Ms. Fischbacher attended keynote sessions, expert panel discussions, and industry briefings that explored the latest developments in market trends, regulatory policy, interest rate shifts, and capital sourcing. The event served as a rare opportunity to hear directly from CEOs, CFOs, and COOs of leading real estate firms and financial institutions from across the country.

In addition to gaining critical industry insights, Ms. Fischbacher engaged with fellow student fellows and professionals from across the sector, expanding her network and building meaningful connections with like-minded peers and future mentors.

Ms. Fischbacher's participation underscores Benedict College's continued commitment to preparing students for leadership roles in high-growth industries, and to connecting them with real-world opportunities that elevate their academic and professional journeys.

Burroughs Students Selected for Prestigious Marketing Internship with Palmer's

Two outstanding business students from Benedict College were selected for competitive summer internships with E.T. Browne Drug Company, the makers of Palmer's®, one of the most recognizable personal care brands in the global beauty market.

The students - **Antonella Sinnato** and **Maria Torres**, both senior business administration - marketing majors from Orlando, Florida served as Marketing Interns over the summer, gaining hands-on experience with brand strategy, consumer engagement, and product development in the highly competitive skincare and cosmetics industry. The internships provided exposure to national campaigns and real-time marketing operations at the company's corporate headquarters.

E.T. Browne Drug Company, the parent company of Palmer's, has long been recognized for its commitment to diversity and inclusive branding. Through this internship opportunity, students were able to engage with cross-functional teams, contribute to active marketing initiatives, and participate in strategic planning that impacts global retail performance.

"This is an extraordinary opportunity for our students to work with a legacy brand that values cultural insight, innovation, and authenticity," said Dean Tracy H. Dunn. "It's a chance for them to apply their classroom learning to real-world challenges and make meaningful contributions to a global company."

The selection of Benedict College students reflects the institution's growing reputation for producing market-ready talent and its commitment to preparing students for leadership in competitive industries through experiential learning and corporate partnerships.

Benedict College Students Honored for Financial Literacy Leadership

As part of Benedict College's commitment to transforming students' financial futures—a core component of the College's Quality Enhancement Plan (QEP) for accreditation—Burroughs students are gaining national recognition for their leadership in financial education.

Through a strategic partnership with the Society for Financial Education and Professional Development (SFEPPD), four Benedict College students served as ambassadors in the organization's nationally recognized Student Ambassador Program during the 2023–2024 academic year. Two of those students received top honors during SFEPPD's Spring 2024 awards ceremony.

Marie Butterfield, junior finance major from Freeport, Bahamas, earned 2nd place nationally as one of SFEPPD's Top Student Ambassadors, a testament to her outstanding outreach, engagement, and peer financial education efforts.

Clint Forbes, senior finance major from Nassau, Bahamas, was also recognized as one of the next three top ambassadors, receiving a \$50 gift card award for his contributions. In addition, Mr. Forbes placed 3rd in the SFEPPD Stock Market Challenge, demonstrating strong financial analysis skills and market knowledge. He was also acknowledged as a Spring 2024 graduate.

The SFEPPD Student Ambassador Program trains students to promote financial literacy on their campuses, providing hands-on experience in budgeting, saving, investing, and credit management. The program aligns with Benedict College's QEP objective to provide students with real-world tools to build economic security and generational wealth.

Burroughs School Names Clint Forbes, Jr. as Spring 2024 Outstanding Senior



Benedict College celebrated academic excellence and community leadership during its Spring 2024 Commencement Convocation by honoring one of its most exceptional students. **Mr. Clint Forbes, Jr.**, a standout scholar and student-athlete, was awarded the prestigious Outstanding Senior Award for the Tyrone Adam Burroughs School of Business and Entrepreneurship.

The Outstanding Senior Award is one of the highest honors bestowed by the College, recognizing a graduating student who exemplifies the Benedict College ideal—academic excellence, dedicated service to the institution, and impactful contributions to the community.

Mr. Forbes' remarkable journey at Benedict College reflects those values to their fullest. Graduating with a perfect 4.0 GPA, Cedric has consistently demonstrated scholarly excellence, earning regular placement on the President's List and being named a recipient of the esteemed President's Trophy.

Beyond his academic achievements, Mr. Forbes has also shown extraordinary leadership and involvement across campus. As the captain of the Men's Volleyball team, he led both on and off the court, earning the title of 2024 Most Valuable Player. His academic discipline as a student-athlete was further recognized when he received the SIAC Conference Men's Volleyball Elite 14 Award,

which honors the student-athlete with the highest GPA.

Mr. Forbes' accolades extend beyond athletics. He is an active member of Delta Mu Delta International Honor Society and the National Association of Black Accountants (NABA),

demonstrating his commitment to professional and academic growth. He has also served as an Ambassador for the Center for Financial Advancement and the Society for Financial Education and Professional Development, acting as a liaison for financial literacy and empowerment initiative.

CO-CURRICULAR PROGRAMMING

Benedict College Hosts Center for Financial Advancement Spring Regional Conference

Benedict College served as the host institution for the Center for Financial Advancement (CFA) Spring Regional Event on February 2, 2024. Themed "Igniting Excellence: Success in 2024," the event convened students, alumni, financial professionals, and corporate partners for a half-day program centered on financial empowerment, professional development, and strategic pathways to economic mobility.

The event took place at the David H. Swinton Campus Center and began with institutional greetings delivered by **Dr. Tracy Washington**, department chair for the Accounting and Finance Department, followed by a formal welcome from Benedict College President, **Dr. Roslyn Clark Artis**. In her remarks, Dr. Artis emphasized the College's longstanding commitment to promoting financial literacy and equipping students with the skills necessary to build generational wealth.

Gwen Garnett, CFA Program Director, offered an overview of the initiative's mission and highlighted the accomplishments of CFA alumni nationwide. Her remarks set the tone for an afternoon designed to connect students with actionable knowledge and high-impact opportunities.

Attendees participated in a working lunch, followed by a comprehensive update from the CFA Team that included insights on the spring curriculum, the upcoming Experian Pitch Competition, and internship opportunities. The session also highlighted recent student engagement milestones and campus-based CFA initiatives.

The program concluded with an interactive session on homeownership, led by Milan Griffin and representatives from Wells Fargo, which focused on long-term strategies for wealth accumulation through property ownership.

Benedict College continues to be a proud partner of the CFA network, affirming its commitment to fostering financial advancement and leadership among students at Historically Black Colleges and Universities (HBCUs). The following Benedict College students participated in this event:

- **Shanera Bartlett**
- **Ayanna Bell**
- **Wenty Bonaby**
- **Ketrell Briggs-Nelson**
- **Marie Butterfield**
- **Asia Cooper**
- **Janii Cooper**
- **Taina Esperience**
- **Clint Forbes**
- **Jaunel Forrester**
- **LaQuon Gibson**
- **Navaud Guscott**
- **Maleah Henfield**
- **Iman Jervey**
- **Santasha Johnson**
- **Taylor McNeil**
- **Malicha Surney**

Palmer's® Executive Speaker Series – Spring 2024

The Spring 2024 installment of the Palmer's® Executive Speaker Series brought a dynamic group of industry leaders to campus, offering students a firsthand look at executive decision-making and leadership in action. Each session offered students and faculty the opportunity to engage in meaningful dialogue with trailblazers, who shared not only career insights but also actionable strategies for navigating the evolving business landscape. The Series reinforces the Burroughs School's commitment to bridging classroom learning with real-world application.

PALMER'S®
EXECUTIVE SPEAKER SERIES

Learn from **the BEST!**

Benedict College is proud to launch the Palmer's Executive Speaker Series

The Palmer's Executive Speaker Series brings high-ranking executives from the business world to share the stories behind their success, their leadership secrets, and the most significant obstacles they've faced and overcome.

January 30, 2024
10:00 AM
Swinton Campus Center

FEATURED SPEAKER
JIL JORDAN GREENE
Vice President of Field HR Operations and Talent Acquisition, AutoZone

In Partnership with

PALMER'S®
EXECUTIVE SPEAKER SERIES

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March 19, 2024
10:00 AM
Swinton Campus Center

FEATURED SPEAKER
MONICA WHARTON
Executive Vice President and Chief Operating Officer for Methodist Le Bonheur Healthcare

In Partnership with

PALMER'S®
EXECUTIVE SPEAKER SERIES

Learn from **the BEST!**

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The Palmer's Executive Speaker Series brings high-ranking executives from the business world to share the stories behind their success, their leadership secrets, and the most significant obstacles they've faced and overcome.

April 9, 2024
10:00 AM
Swinton Campus Center

FEATURED SPEAKER
Creighton T. Kiper
Vice President Merchandising Beauty, Walmart US

In Partnership with

BURROUGHS FACULTY & STAFF

Benedict College Dean Heads National HBCU Business Deans Roundtable



The HBCU Business Deans Roundtable, the leading national forum for HBCU business deans and directors, is pleased to announce the appointment of **Dr. Tracy Harrell Dunn** as President of its Board of Directors, effective June 8, 2024.

Dr. Dunn brings a proven track record of leadership to the organization. With over 20 years in higher education and over 10 years as a business school administrator, she has demonstrated a strong commitment to business education at HBCUs.

"Her background and experience align with the Roundtable's mission to provide a forum for deans of HBCU business schools

to address opportunities and challenges associated with enhancing business programs and initiatives," says Dr. Le-Quita Booth, executive director of the HBCU Business Deans Roundtable.

"We are thrilled to welcome Dr. Dunn as our new President of the Board," said Dr. Donald Andrews, immediate past president of the Roundtable. "She

brings a unique perspective and an invaluable set of skills that will undoubtedly guide us towards achieving our strategic goals."

Prior to joining the HBCU Business Deans Roundtable as president, Dr. Dunn served as president-elect for the organization, where she held the chief responsibility of planning the annual Deans Summit and Student Summit for the organization.

Dr. Dunn is currently the dean of the Burroughs School of Business & Entrepreneurship at Benedict

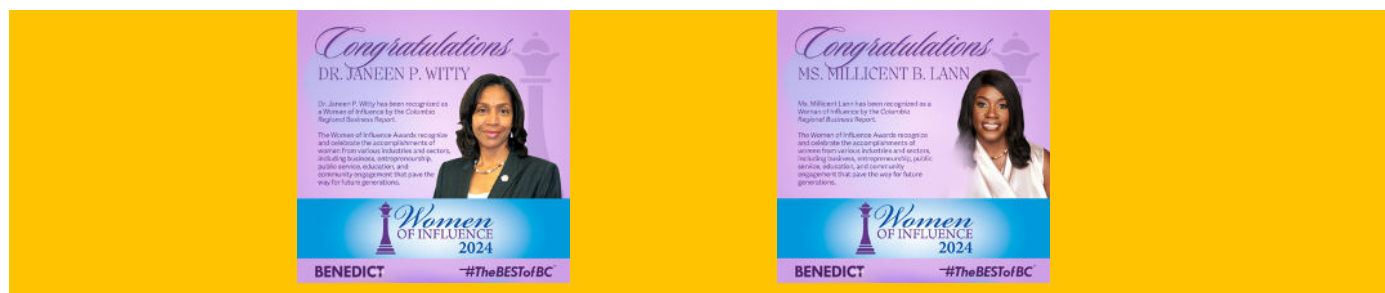
College and the executive director of the Benedict College Statewide Investment Accelerator.

"I am honored to take on this role for the Roundtable," said Dr. Dunn. "I look forward to

working with my fellow board members and the entire membership to drive our mission forward and create lasting value for our students, our institutions, and our industry partners."

Benedict College Leaders Among Columbia's 2025 Women of Influence Honorees

Each year, the Columbia Regional Business Report casts a spotlight on dynamic women leaders making a significant impact across the Midlands. The annual Women of Influence awards celebrate over 40 accomplished individuals across industries including business, entrepreneurship, public service, education, and community engagement.



Benedict College is proud to announce that two of its own have been named to the prestigious list of honorees for 2025: **Dr. Janeen P. Witty**, Vice President for Academic Affairs, and **Mrs. Millicent Lann**, Program Director of the Benedict College Statewide Investment Accelerator (BCSIA).

Dr. Witty, a steadfast champion of academic innovation and student success, has played a critical role in shaping the College's academic vision. Her leadership has been pivotal in strengthening academic programs and expanding opportunities for student engagement and scholarly excellence.

Mrs. Lann, who leads the BCSIA program, has made transformative contributions in the realm of inclusive entrepreneurship and economic development. Under her guidance, the Accelerator has empowered minority-owned and underrepresented startups, providing access to capital, mentorship, and strategic partnerships across South Carolina.

"The recognition of Dr. Witty and Mrs. Lann is a testament not only to their personal dedication and achievements but also to Benedict College's continued commitment to leadership, excellence, and service in the broader community," says Dr. Tracy H. Dunn, dean of Burroughs School of Business & Entrepreneurship.



Dr. Melvin Miller Addresses Racial Disparities in Entrepreneurship at National Forum

Dr. Melvin Miller, department chair for Business Administration, was selected to present at the 2024 Washington Business Research Forum in Arlington, Virginia. His presentation, titled "The Need to Increase Black New Venture Creation by Improving Access to Capital and Strengthening Entrepreneurial Ecosystems," tackled the underexplored dimensions of economic equity in America.

In his session, Dr. Miller shed light on the barriers that continue to hinder Black entrepreneurs from accessing the capital necessary to launch and

scale new ventures. He emphasized that these challenges are deeply rooted in systemic racism, which has led to historically weaker entrepreneurial ecosystems in Black communities.

His research contributes to a growing national conversation around inclusive innovation and equitable access to entrepreneurship. The Washington Business Research Forum, known for spotlighting forward-thinking scholarship, provided a critical platform for his insights to reach a wide audience of policymakers, academic researchers, and business leaders.

Dr. Miller's participation underscores Benedict College's ongoing leadership in addressing systemic inequalities and advancing solutions that support underrepresented entrepreneurs across the country.



Prof. Michele Dugar Tapped as Mentor for National HBCU Entrepreneurship Initiative at Babson Symposium

For more than three decades, the Rice-Babson Symposium for Entrepreneurship Educators, held at Babson College, has been a cornerstone in advancing entrepreneurship education in higher education. Bringing together faculty, administrators, and thought leaders from around the world, the symposium is known for equipping educators with cutting-edge strategies to elevate entrepreneurship programming and pedagogy.



This year, Benedict College's **Michele Dugar** was among an elite group of ten mentors selected to participate in the HBCU Entrepreneurship Education Institute (EEI)—a national initiative designed to strengthen entrepreneurship education across Historically Black Colleges and Universities. The EEI is a collaborative effort spearheaded by the HBCU Business Deans Roundtable (HBCU BDR) in partnership with the Howard University / PNC National Center for Entrepreneurship.

As a mentor, Dugar brings a wealth of experience and insight to this critical national initiative. Her role involves guiding HBCU faculty participants through curriculum development, ecosystem building, and entrepreneurial capacity enhancement—all with a focus on

increasing innovation and student outcomes within HBCU communities.

Held at Babson College, widely regarded as a global leader in entrepreneurship education, the symposium offered a robust platform for exchange, collaboration, and innovation. The inclusion of the EEI underscores the increasing national commitment to ensuring HBCUs play a central role in the future of entrepreneurship in America.



"Dugar's selection not only reflects her personal leadership in entrepreneurship education but also highlights Benedict College's growing national influence in shaping inclusive and impactful entrepreneurial ecosystems," says Dr. Tracy H. Dunn, dean of the Burroughs School of Business & Entrepreneurship.

Prof. Michele Dugar Enhances Teaching Practice at Harvard Business School Seminar

This summer, **Michele Dugar** joined a select group of faculty from Historically Black Colleges and Universities (HBCUs) to participate in the "Teaches with Cases" seminar at Harvard Business School in Boston, Massachusetts.

The intensive program is specifically designed to equip HBCU educators with the tools, techniques, and confidence to lead case-based discussions—one of the most dynamic and effective teaching methods in business education. Through this seminar, Prof. Dugar engaged with Harvard faculty and fellow educators to refine the art of guiding students through real-world business dilemmas.

At the core of the case method is a simple yet powerful premise: place students in the role of decision-makers. Confronted with complex, often ambiguous scenarios, students must analyze data, evaluate options, and justify their decisions—mirroring the kinds of challenges they will face in the professional world.

"As the College continues to expand its footprint in entrepreneurship, programs like 'Teaches with Cases' help ensure that Benedict faculty are delivering top-tier, experiential learning that prepares students for leadership and impact," says Dean Tracy H. Dunn.

Prof. Michele Dugar Serves as Spring Entrepreneur-in-Residence at Richland Library

This spring, **Michele Dugar** was named Entrepreneur-in-Residence (EIR) at Richland County Public Library, a role designed to support and elevate aspiring business owners across the Midlands. The program offers community members access to accomplished entrepreneurs and business experts who bring not only professional insight but also lived experience in navigating the challenges of entrepreneurship.

In her role as EIR, Prof. Dugar provided one-on-one mentoring appointments, offering tailored guidance to individuals at various stages of their entrepreneurial journey. Drawing from her extensive background in entrepreneurship education and community-based economic development, Prof. Dugar inspired participants to clarify their visions, overcome barriers, and build sustainable ventures.

The Entrepreneur-in-Residence program is a cornerstone of Richland Library's commitment to inclusive economic empowerment. It seeks to break down systemic disparities by connecting aspiring entrepreneurs—particularly those from historically marginalized communities—with mentors who understand the complexities of starting and growing a business in today's economic landscape.

In addition to live engagements, Prof. Dugar also contributed to the library's growing digital resources. Her insights and expertise are shared through content on the Richland Library website and the Entrepreneurs & Small Business of the Midlands Facebook Group, broadening her reach to a regional audience interested in practical, relevant, and inclusive business guidance.

Dr. Victor Oyinbo Delivers Personal Finance Workshop at USC

As part of Black History Month programming, **Dr. Victor Oyinbo** was invited to speak at the University of South Carolina by the President of the Black Graduate Student Association (BGSA) to lead a workshop on personal finance—an essential topic for students preparing to navigate life during and after graduate school.

The workshop took place on February 7 at 6 p.m., drawing an engaged audience of graduate students seeking practical financial guidance. Dr. Oyinbo's session covered foundational aspects of personal finance, including budgeting, credit management, investing, and financial goal-setting.

With a focus on financial empowerment, Dr. Oyinbo provided clear strategies and real-life examples to help students make informed decisions about their money. His accessible approach resonated with attendees, who appreciated the relevance of the content to their current academic journeys and future career paths.



“Financial literacy is a crucial form of empowerment,” said Dr. Oyinbo. “Especially during Black History Month, it’s important to equip our students with the tools to build generational wealth and navigate systems that haven’t always been equitable.”

The event aligned with the BGSA’s mission to foster academic excellence, personal growth, and professional development within USC’s Black graduate student community.

Dr. Ashford Chea Publishes Research in *Business and Economic Research*

Dr. Ashford C. Chea, Associate Professor of Accounting & Business Administration, announced the publication of his latest scholarly work, titled “GLOBAL MARKETING: Emerging Market Economies’ Challenges, Opportunities and Effective Marketing Strategy for Success.” The article appears in the December 2023 edition (Vol. 13, No. 4) of *Business and Economic Research*, a peer-reviewed journal published by the Macrothink Institute (ISSN 2162-4860).



Dr. Chea’s research explores the dynamic landscape of global marketing in emerging market economies, offering a comprehensive analysis of the unique challenges and opportunities these markets face. His work examines how businesses can navigate the complexities of political instability, underdeveloped infrastructure, and cultural diversity while leveraging growth potential in some of the world’s fastest-growing economies.

The article provides a strategic framework for success, emphasizing the need for adaptive marketing strategies, deep cultural insight, and innovative engagement models tailored to the local environments of emerging markets.

“As globalization intensifies and emerging markets become increasingly vital to global business expansion, firms must rethink their marketing strategies to remain competitive,” said Dr. Ashford Chea. “This research offers practical insights for businesses aiming to succeed in diverse and evolving economic landscapes.”

Dr. Chea, who holds both academic credentials and professional certification in marketing (PCM), is known for his expertise in international business and strategic management. His work continues to enrich academic discourse while offering actionable guidance for practitioners and policymakers alike.



TYRONE ADAM BURROUGHS
School of Business & Entrepreneurship
BENEDICT COLLEGE