Life-of-the Scholar Multidisciplinary Conference
March 30, 2019

Graduate Student Presentations

8:00 a.m. – 8:30 a.m.       Registration       Faith Hall, Tucker Student Center
8:30 a.m. – 8:50 a.m.       Welcome, History, Etc.

SESSION I  9:00 a.m. – 10:15 a.m.  Spectrum Theatre

Nursing (graduate)
Chair:  Dr. Gayle L Casterline, Associate Professor and DNP Program Coordinator
Hunt School of Nursing
(Judges: Dr. Yvonne H. Smith and Dr. Abby Garlock)

Nina Williams
Doctor of Nursing Practice Student
Development of an Obstetric Rapid Response Team in a Rural Labor and Delivery Hospital Unit
Mentor: Dr. Jill Parker, Assistant Professor of Nursing

Ijeoma Enweana
Doctor of Nursing Practice Student
The Role of Long-term Acute Care Hospitals (LTACHs) in Improving Outcomes for Patients with Necrotizing Pancreatitis
Mentor: Dr. Tracy Arnold, Associate Professor of Nursing

Tamula Bennett
Doctor of Nursing Practice Student
Enhancing Care for Patients with Diabetes Mellitus through a Nursing Focused Intervention
Mentor: Dr. Tracy Arnold, Associate Professor of Nursing

Colette Waddill
Doctor of Nursing Practice Student
MILKED: Messaging to Increase Lactation Knowledge, Exclusivity, and Duration
Mentor: Dr. Jill Parker, Assistant Professor of Nursing

SESSION II  10:30 a.m. – 11:45 a.m.  Spectrum Theatre

Business (graduate)
Chair:  Dr. Anthony Negbenebor, Professor of Business Administration, Godbold School of Business
(Judges: Dr. Felice Policastro and Dr. Earl Godfrey)

Beverly Rosen, JD, MBA, CPA
Doctor of Business Administration Student
The Economic Effect of Sustainability as Demonstrated by Nike, Inc.
Mentor: Dr. Anthony Negbenebor

Mike Lugo, MBA
Doctor of Business Administration Student
A Comparative Analysis of Garrett and Markovich Regarding U.S. Income Inequality
Mentor: Dr. Anthony Negbenebor

**Melinda Shew, IMBA, Master Plus Marketing**  
*Doctor of Business Administration Student*  
Color Perception of Luxury in Consumer Packaging and Consumer Behavior  
Mentor: Dr. Anthony Negbenebor

**Ethel R. Wynn, EA, MAcc**  
*Doctor of Business Administration Student*  
Strategies for Branding Your Accounting Program: Pathways to Academic Accounting Success  
Mentor: Dr. Donald W. Caudill

12 noon – 1:15 p.m.  
Lunch (Musical Performance -- Tribute to Clara Schumann)  
Faith Hall

**SESSION III  1:30 p.m. – 2:45 p.m.**  
Spectrum Theatre

**English, Religious Studies & Marketing (graduate)**

Chair: Dr. Earl Godfrey  
(Judges: Dr. Shea Stuart, Dr. Anthony Negbenebor and Dr. Felice Policastro)

**Taylor Simpson Jackson**  
*Master of Arts in English Student*  
‘My Snails Got More Press Than Me’: Examining Gendered Press Conference Questions  
Mentor: Dr. Jennifer J. Buckner, Associate Professor of English

**Brandon J. Watkins**  
*Master of Arts in English Student*  
Mentor: Dr. Shana V. Hartman, Professor of English Education

**Harley Burgess**  
*Master of Arts in Religion Student*  
From the Window: Liberating Michal Through a Prophetic Reading of 1 – 2 Samuel  
Mentor: Dr. Anna Sieges, Assistant Professor of Religious Studies

**Barbara Lawrence, IMBA**  
*Master Plus in Marketing Student*  
Unique You in a Fractured World  
Mentor: Dr. Donald W. Caudill, Professor of Marketing

About 3:30 p.m. – Cake & Prize Announcement  
Faith Hall

Dr. Sydney Brown, Dean of the Graduate School, will present the Eighth Annual **Alfred & Shirley Wampler Caudill Best (Graduate) Presentation Prize** to one of the above 12 graduate students. The prize consists of a plaque and $200 cash (to be mailed).