BETA GAMMA SIGMA 2012 INITIATION

The Beta Gamma Sigma chapter of the College of Business at Louisiana Tech University held its induction ceremony on May 4, 2012. The ceremony was held in the Louisiana Tech University College of Business Auditorium. The chapter was established in 1974 at Louisiana Tech University. The chapter has been active since its establishment and has welcomed over 1,300 students into membership.

The ceremony was attended by faculty, students, and guests. The ceremony included an address by Dr. Tom Robinson, President of Oppenheimer Asset Management, who is also an alumnus of Louisiana Tech University.

Dr. Robinson shared his experiences as a student at Louisiana Tech University and his career path since graduation. He encouraged the students to continue their education and pursue their goals.

The ceremony also included an address by Dr. Bruce Alford, Associate Professor of Economics at the University of Cincinnati, who is a member of the Beta Gamma Sigma national council.

Dr. Alford shared his experiences as a member of Beta Gamma Sigma and encouraged the students to take advantage of the opportunities provided by the organization.

The ceremony concluded with the induction of new members into the chapter. The new members were congratulated by their peers and mentors.

The Beta Gamma Sigma chapter of the College of Business at Louisiana Tech University continues to be a vibrant and active chapter, providing opportunities for students to enhance their academic and professional development.

LOUISIANA TECH COLLEGE OF BUSINESS INVITES STUDENTS TO PARTICIPATE IN AMS CONFERENCE

The Louisiana Tech College of Business is inviting students to participate in the American Marketing Association (AMA) Conference to be held in late October. The conference is an excellent opportunity for students to present their research, network with professionals, and gain valuable experience.

The conference will be held in Las Vegas, Nevada, and is expected to attract over 1,000 attendees. The conference will feature keynote speakers, panel discussions, and workshops on a wide range of topics related to marketing.

Students interested in participating in the conference should contact Dr. Anna Schimmel, Assistant Professor of Marketing, at asschimmel@louisiana-tech.edu or by phone at 318-231-4949. She can provide information on how to submit a proposal, register for the conference, and attend the sessions.

The conference is an excellent opportunity for students to enhance their academic and professional development and to network with professionals in the field of marketing.