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Market Creation in the Pharma Industry

September 7, 2010

Morgan Miles has had a paper accepted by a prestigious management journal ([Journal of Business Research](#)). The paper focuses on market creation in the pharmaceutical industry where it explores market-creating innovation where a new product that has no close product substitutes is launched. It reports on analysis of 51 large pharmaceutical firms. Morgan co-authored the paper with Jenny Darroch ([Claremont Graduate University](#)).

Mark Anderson Scholarship Awarded

September 7, 2010

The Mark Anderson (pictured) scholarship for Entrepreneurship and Small Business has been awarded to Andrew Southerland. The scholarship is awarded to a pre-business major who has chosen the entrepreneurship and small business emphasis on the management major. It is competitive involving an assessment of a student's incoming GPA and an interview with the donor. Andrew stood out, with an outstanding leadership record, and an incoming GPA of 3.74.

About Mark Anderson

Mark Anderson is the joint owner of [Joiner-Anderson Funeral Homes](#). A graduate of [Georgia Southern University](#), Mark earned a bachelor's degree in Business Administration in 1985. He earned a degree in Funeral Service from Ogeechee Technical College. He is past president of the Kiwanis Club of Statesboro and has served on the Bulloch County Chamber of Commerce. He was a member of the 2000 Class of Leadership Bulloch. He serves on the American Red Cross Board and the Downtown Statesboro Development Authority. He also currently serves as a member of the Board of Directors for Farmer's and Merchants Bank. Mark is a native of Bulloch County and is a member of the First Baptist Church. He and his wife, Jenny Lynn, have two children, Morgan and Allison.

About Andrew Southerland

Andrew Southerland is a senior Business Management major with a minor in Military Science and Spanish. Andrew is from Lawrenceville, GA and chose [Georgia Southern](#) after hearing great things about its up-and-coming business program from a couple of alumni he worked with in his hometown. He is a part of the Army ROTC program here at Georgia Southern University, and upon graduation will be commissioned as a 2nd Lieutenant in the U.S. Army. He is also active in the Delta Sigma Phi fraternity and the Beta Gamma Sigma Honors Society. He chose the Entrepreneurship and Small Business emphasis due to his father's entrepreneurial interests and influence and his own desire to open and operate his own business someday.