

S2E7_Moore Impact_Geoffrey Graybeal

Learning Best Practices through Professional Organizations (USASBE makes its radio debut)

Host:

- Dr. Kasie Whitener, Clinical Assistant Professor, Management

Guest:

- Dr. Geoffrey Graybeal, Clinical Associate Professor, Management

Dr. Geoffrey Graybeal teaches entrepreneurship in the Moore School of Business at the University of South Carolina and is generally interested in all things entrepreneurial. His areas of study include online and mobile media strategy, youth audiences, new business models, micropayments, marketing, and entrepreneurship on the Social Web. Dr. Graybeal is the 2024-25 Programs Director for the Faber Entrepreneurship Center. Dr. Graybeal has prior experience as a journalist, reporter, editor and entrepreneur. He has designed research and recommended strategy for multinational firms, single media outlets and small start-up companies.

Topics include:

- Dr. Graybeal's journey from one Carolina to another
- USASBE and the work of conferences and professional associations
- Name, Image, and Likeness Entrepreneurship
- Using AI in the classroom and the academic conversations around it
- Management 479 consulting class projects underway

To learn more about Dr. Graybeal [click here](#).

To learn more about the Faber Entrepreneurship Center at USC [click here](#).

To learn more about Proving Ground visit [this site](#).

To learn more about the Darla Moore School of Business visit [this site](#).

To be a guest or suggest a topic for our podcast, [click here](#).

This has been Moore Impact. When you learn more, you know more, and when you know more, you do more. Thanks for listening.