

# PEARL RIVER COMMUNITY COLLEGE

## NEWS & INFORMATION

101 HWY. 11 N., POPLARVILLE, MS 39470

601 403-1312; 601 403-1328

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### Competitive advantage key to economic growth

(Photo attached; caption below)

POPLARVILLE - Pearl River County is well positioned for economic development.

That was the message from Dr. Shannon Campbell at the Nov. 3 Lunch and Learn co-sponsored by Pearl River Community College, the Poplarville Area Chamber of Commerce and BankPlus.

“What we’re trying to achieve is competitive advantage,” she said.

Campbell is the director of the Trent Lott National Center for Excellence in Economic Development and Entrepreneurship at USM. She is responsible for all facets of economic development, including administering economic impact studies, assisting with technology transfer efforts, creating strategic partnerships and connecting business and industry with expertise offered by the university.

She holds a bachelor’s degree in industrial engineering from Mississippi State University, a master’s degree in workforce development and a PhD in International Development from Southern Miss.

Campbell listed three components vital to building a competitive advantage - workforce development, economic development and small business and/or entrepreneur growth.

“It takes a lot of people from a lot of different angles to work together to build competitive advantage,” she said.



Photo caption:

Dr. Shannon Campbell of the University of Southern Mississippi discusses economic development during the November Lunch and Learn at Pearl River Community College.

PRCC Public Relations photo