

# GABELLI UNDERGRADUATE BUSINESS RESEARCH CONFERENCE Wednesday, April 11, 2018

Time	Session	Presentation Order	Location	Title	Presenter
11a-12p	Session 1: Technology and Innovation	#1 of 3	Hughes, CO4A	The Most Willing Potential Entity Wagering Investors	Akash Bhatia
11a-12p	Session 1: Technology and Innovation	#2 of 3	Hughes, CO4A	Understanding the Password Hierarchy	Jackson Brietzke
11a-12p	Session 1: Technology and Innovation	#3 of 3	Hughes, CO4A	A Feasibility Study of Distributed Generation of Solar Energy in the Bronx	Claire Siegrist
11a-12p	Session 2: The Millennial Market	#1 of 3	Hughes, CO4B	Marketing to Millennials: Employing Nostalgic vs. Contemporary Strategies via Social	Kayla McDermott
11a-12p	Session 2: The Millennial Market	#2 of 3	Hughes, CO4B	Trans-creation Using Color to Communicate to Latino Millennials	Leonardo Flores
11a-12p	Session 2: The Millennial Market	#3 of 3	Hughes, CO4B	Effectiveness of Digital Marketing on College Students: Survey at 2018 AMA Conference	Sean Todd
12-1p	Session 3: Contemporary Issues in Accounting	#1 of 3	Hughes, CO4A	The Effects of Buchwald v. Paramount on Hollywood Accounting Thirty Years Later	William Cheng
12-1p	Session 3: Contemporary Issues in Accounting	#2 of 3	Hughes, CO4A	The Effect of Business Strategy on the CSR - Tax Avoidance Relationship	Brittany Gilmartin
12-1p	Session 3: Contemporary Issues in Accounting	#3 of 3	Hughes, CO4A	The Impact of CFO Gender Dynamics on Inter-firm M&A Deals	Sabrina Spatz
12-1p	Session 4: Contemporary Issues in Branding	#1 of 2	Hughes, CO4B	Measuring The Effects of Corporate Stadium Renaming on Professional Sports Fans' Support of Team and Sponsor	Jordan Lacoste
12-1p	Session 4: Contemporary Issues in Branding	#2 of 2	Hughes, CO4B	The Influence of Persuasion Knowledge on Consumer Perception of Messaging Following a Brand Crisis	Michaela Deitrick
12-1p	Health Care Advances #		McGinley, 236	Cost and Length of Stay in New York Hospitals	Rachel Clivaz

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Time	Session	Presentation Order	Location	Title	Presenter
<i>1-1.30p Lunch Break</i>					
1.30-2.30p	Session 5: Consumer Credit	#1 of 3	Hughes, CO4A	Perceptions of Microfinance Organizations in the Artisan Markets of Chinchero and Pisac, Perú	Rosalyn Kutsch
1.30-2.30p	Session 5: Consumer Credit	#2 of 3	Hughes, CO4A	Analyzing the Factors Associated with Title IV Student Loan Delinquency	Christine Phelan
1.30-2.30p	Session 5: Consumer Credit	#3 of 3	Hughes, CO4A	Borrower Characteristics and Credit Supply Expansion in the U.S. Residential Mortgage Market – Evidence from 2010 to 2015	Raghav Saraogi
1.30-2.30p	Session 6: Culture and Consumer Behavior	#1 of 2	Hughes, CO4B	Country of Origin and Country of Manufacturing: Different Trust Pathways to Purchase Intention	Shannon Coffey
1.30-2.30p	Session 6: Culture and Consumer Behavior	#2 of 2	Hughes, CO4B	The Effect of Acculturation and Country-of-Origin on Product Evaluations	Austin Pak
2-3p	Cultural Perceptions & Realities #		McGinley, 235	An Exploratory Study on the Impact of Cognitive Style, Consumer Demographics and Cultural Values on the Acceptance of Islamic Insurance Products among American Consumers	Alex Paton Schmidt
2.30-3.30p	Session 7: Financial Markets and Services	#1 of 2	Hughes, CO4A	International Equity Market Reactions to Significant Global Events	Aric Sethre
2.30-3.30p	Session 7: Financial Markets and Services	#2 of 2	Hughes, CO4A	The Accuracy of Using Futures Contracts to Generate Real-Time Inflation Rates	John Lennon

# Interdisciplinary session in collaborating with Fordham College Rose Hill's Research Symposium