

**GABELLI UNDERGRADUATE BUSINESS RESEARCH CONFERENCE**  
**Wednesday, April 17, 2013**

|                 | Room 208<br>Hughes Hall  | Room 212<br>Hughes Hall  |
|-----------------|--|--|
| 9:00-9:30am     | <b>Economics without Borders: Exploring New Connections between European Economic Activity and Latin American Gross Domestic Product</b><br>Rebecca Horne<br><i>Fordham University</i> | <b>Media Consumption and Its Effects: On Youth Voters and Their Political Behavior</b><br>Vincent Winting<br><i>Fordham University</i>   |
| 9:30-10:00am    | <b>Why Is Bank Consolidation in The United States Beneficial for Small Business Lending?</b><br>Celine Montalla<br><i>Fordham University</i>   | <b>Understanding Generation Y's Social Media Behavior</b><br>Katherine Price<br><i>Fordham University</i>  |
| 10:00-10:30am   | <b>Leveraged ETF Returns vs. Investor Expectations</b><br>Michael Leithead<br><i>Fordham University</i>  | <b>Intellectual Property Law in the Fashion Industry</b><br>Elizabeth Hamadock<br><i>Fordham University</i>  |
| 10:30-10:45am   | <b>BREAK</b>   |  |
| 10:45-11:15am   | <b>The Impact of Leveraged Buyouts on Corporate Governance</b><br>Timothy Lynch<br><i>Fordham University</i>   | <b>From The Burger Court To The Roberts Court: An Investigation Into The Crafting of An Equal Protection Doctrine That Allows Race-Based Affirmative Action To Perpetuate</b><br>Tony Qiu<br><i>Fordham University</i> |
| 11:15-11:45am   | <b>Twitter: Now Predicting Stock Returns</b><br>Daniel Hodd<br><i>Fordham University</i>   | <b>The Effect of Brand Congruity and Consumer Behavior on Perceptions of Co-branded Products</b><br>Leah Olverd and Christina Sotto<br><i>Fordham University</i>   |
| 11:45am-12:15pm | <b>Major League Baseball: Unlimited Spending and its Effect on America's Pastime</b><br>Sean McGuire<br><i>Fordham University</i>  | <b>Hits to Ticks: The Impact of Website Popularity on S&amp;P 500 Firms' Performance</b><br>Matthew Kennedy and John Ketcham<br><i>Fordham University</i>  |
| 12:15-1:15pm    | <b>LUNCH &amp; KEYNOTE ADDRESS – Daleo Hall (Basement) Hughes Hall</b>   |  |
| 1:30-2:00pm     | <b>The Effect of Dividend Tax Rates on Firm Behavior</b><br>Robert Connell and Tracy Ou<br><i>Fordham University</i>   | <b>The Impact of Digital Technologies: Delivering Value to Customers and Organizations</b><br>Oscar Sanchez Castro<br><i>Saint Peter's University</i>  |
| 2:00-2:30pm     | <b>Cigarette Consumption and Tax Rates: An Economic and Policy Analysis</b><br>Mary Benson<br><i>John Carroll University</i>   | <b>How the Development and Adoption of Technologies Affect the Health Care Industry: An Application to the Case of Drug-Eluting Stents</b><br>Michael Lauer<br><i>Loyola University Chicago</i>                        |
| 2:30-3pm        | <b>The United States: From GAAP to IFRS</b><br>Kevin Donovan and Erin Tierney<br><i>Fordham University</i>   | <b>Pharmaceutical Offshoring</b><br>Sohan Vasmani<br><i>Drexel University</i>  |