

Final Program



Business Student Research Showcase

To encourage student engagement in business research, foster both creative and critical thinking, and help students enhance their public communication skills and professional development

Thursday April 20, 2017

Harborside 2, 200 Hudson Street

Jersey City, NJ 07311

Business Research Showcase Planning Group

Chair, EunSu Lee, Ph.D., Management Department, elee3@njcu.edu

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General Schedule

Registration Open

12:00 pm – 12:30 pm | Registration and Set-up (**Classroom 232 and Skyline #233**)

Oral / Poster Presentation Competition (12:30 - 3:50 pm)

12:30 pm to 2:50 pm	Oral Presentation Competition (Classroom #232) <ol style="list-style-type: none"> 1. David Malek 2. David McClelland 3. Elisee Ta & Ady Guacamara 4. Erika Gonzalez 5. Hakeem Reynolds 6. Magaly M Sanchez 7. Monika Palkowski, Nicole Manzione, Lauren McQuillan, & Todd Conine 8. Michelle Binaco, Erika Castillo, Nicholas Eugenis, & Erica Percella
2:50 pm to 3:00 pm	Break at Skyline View Conference Room (Skyline #233)
3:00 pm to 3:50 pm	Poster Presentation Competition (Skyline #233) <ol style="list-style-type: none"> 1. Christian Pichardo 2. Hakeem Reynolds 3. Lisa Tardo 4. Michelle Castillo & Kevin Rodriguez 5. Monika Palkowski 6. Nicole Manzione 7. Sylvia Contreras, Kristina Mejias, Juan Arango, & Balqees Anaam

Note: The presenters are listed in an alphabetical order.

Award Ceremony (5:00 - 6:30 pm)

5:00 pm to 5:30 pm	Break: Light Refreshments and Foods (Skyline #233)
5:30 pm to 6:30 pm	Award Ceremony (Skyline #233) <ul style="list-style-type: none"> • Best Oral Presentation / three runners-up • Best Poster Presentation / three runners-up • Outstanding Undergraduate Research Mentor of the Year (will be announced)
6:30 pm	Closing

Abstracts

Oral Presentations

Author(s): Erika Gonzalez

Department: Management

Title: Comparing the Impact of Park and Ride, Non-Park and Ride, and Terminals on Schedule Time for the Hudson-Bergen Light Rail

Mentor: Dr. EunSu Lee

Abstract: The Hudson-Bergen Light Rail transportation service provides commuters the option to use a "Park and Ride" service adjacent to each light rail station. Hence, the analysis of Park and Ride, Non-Park and Ride, and terminal stations determines the efficiency and punctuality of train arrival and departure over a course of three weeks.

Author(s): David McClelland

Department: Management

Mentor: N/A

Title: Tablets and Their Effect on Business

Abstract: Tablet computers have become a major part of today's society in a variety of ways. Tablets can be used for personal, educational, or business use. However, businesses have taken a turn towards relying upon tablets to complete their work for business purposes. This presentation will focus on the dependence, features, successes, and much more about how tablet computers affect a variety of businesses. Two popular tablets that will be discussed will be Apple and Windows! Both have completely different features and are popular among different companies and individuals.

Author(s): Elisee Ta & Ady Guacamara

Department: Management

Title: The theory of the foresees

Mentor: Dr. EunSu Lee

Abstract: The planet runs unlimitedly for energy in many ways in order to sustain life. Mankind as a living and intelligent species dam and control nature through technology and research. As a method to predict and determine the near future I will use the theory of the foresees with excel and presentation by Prezi through which we will be able to observe the consumption of energy through time and around the world.

Author(s): David Malek

Department: Management

Title: Changing the Game

Mentor: Dr. Ashley Manz

Abstract: I am creating an IMC Plan for my Marketing Communications class, and I am including how the university can attract more students by always posting and sharing other posts on social media. Based on my research students would love it if a text messaging system were available where students can contact financial aid, bursar, admissions, and advising by texting back and forth as opposed to email. This will not only save time for faculty and staff it will be much more convenient for the students.

Author(s): Hakeem Reynolds

Department: Management

Title: 14 Principles of Management

Mentor: Dr. Yi-Yu Chen

Abstract: Today's managers have a wealth of knowledge at their disposal that they can use to increase their skills. Many of these resources came about due to the work of theorists such as Frederick Taylor and Henri Fayol. This presentation looks at Henri Fayol's fourteen principles of management and how they have influenced the modern management theory. Throughout his years working for a mining company in France, he developed what he considered the 14 most important principles of management; in his book "Administration Industrielle et Generale", which translates to General and Industrial Management. He also created a list of six primary functions of management which coincide with the 14 principles. If one of these principles had to be given a level of importance, I would say that #12 is the most important, "when one considers the implementation of the contemporary 14 principles as a means of obtaining organizational effectiveness, it seems as if Principle 12, ongoing employee training and development programs, would today be of utmost importance", (Rodriguez, 2001). Training should be ongoing, it keeps the organization healthy.

Author(s): Monika Palkowski, Nicole Manzione, Lauren McQuillan, & Todd Conine

Department: Marketing

Title: The Impact of Brand Loyalty and Social Media Usage on Service Product Purchase in New Jersey Hospitality Industry

Mentor: Dr. Zui C. Lee

Abstract: This study will examine the customers' perceived engagement of social media within the hospitality industry, specifically when used as a tool for customer service due to a negative customer experience. The relationship between customers' brand loyalty and website engagement, and satisfaction will be measured to seek customers' post service satisfaction and intention to use social media channel for next service purchase. Social media platforms' quality of communication, ease of usability and site efficiency will be assessed to further study the relationship toward customers' negative experience recovery. An online survey of 30 questions will be administered through SurveyMonkey and distributed via Facebook to respondents with similar experience. Hypothesis test will be conducted with SPSS software package.

Author(s): Michelle Binaco, Erika Castillo, Nicholas Eugenis, & Erica Percella

Department: Marketing

Title: Study of South New Jersey Consumers' restaurant Patronizing Motives

Mentor: Dr. Zui C. Lee

Abstract: The purpose of this study is to investigate service quality dimensions in restaurant design and New Jersey consumers' patronizing behavior. This study will examine the influence of food, service, and atmosphere quality on consumers' motivation and satisfaction toward their intention for next Patronization. Survey method will be conducted based on convenience sampling at South Jersey area with 50 pilot questionnaire responses. This study will provide insights and potential implementation to the dining practitioner for store and service quality development strategy. Correlation test and multiple regression analysis will be conducted with SPSS package.

Author(s): Magaly M Sanchez

Department: Finance & Management

Title: Info Management Dynamic

Mentor: Dr. EunSu Lee

Abstract: Your dream house can be at your reach. Finding the Right Home That Fits Your Budget. “Success always comes when preparation meets opportunity” –Henry Hartman o Find a Home for Sale: o How Much House You Can Afford: o Pre-qualified and Pre-approved: o Your Real Estate Agent: o Evaluate the Neighborhood: o Make an Offer: o Due Diligence: o Understand The Paperwork: o Mortgage Closing Costs: o At the closing “settlement”: Sharing My Experience Why is Preparation the Key to Success? Negotiating was a challenging experience when purchasing my first home. The seller’s agent was also representing me as buyer, and I was told that I had 90 days from the date of the approval to provide the City with a fully executed contract to purchase an eligible property located in the City limits. I used dual agency to give full sales commission benefit to the agent. I wanted to make sure that he sold the house to me since there were many buyers interested in the same house. I was eligible to receive grants from New Jersey as a first-time home-buyers, and from Wells Fargo’s LIFT programs. I found the right house, right location, right time, right condition and right price. I learned from the process that market knowledge is required before bidding or negotiation. Prior to buying my home, I went to New Jersey City University to obtain the real estate salesperson’s licensing course, then I also went to La Casa de Don Pedro, which creates new home-ownership opportunities to take the HUD certified first time home-buyers class. Plus I have also taken first time homebuyer counseling & training from housing, economic development and commerce. Ultimately, all of my knowledge and effort allowed me to purchase my home without needing to put down any money out-of-pocket.

[View this prezi](#)

Poster Presentations

Author(s): Christian Pichardo

Department: Marketing

Title: Gothic Times Marketing Plan

Mentor: Dr. Kathleen Rennie

Abstract: The Gothic Times Newspaper is the official student newspaper of the most diverse and cultural university of Hudson County, NJ; New Jersey City University. The Gothic Times has been providing creative and up to date information about school news, practical tips for students, success stories of alumni ’s, and many other interesting topics since 1920! Their office is within the NJCU School of Business Building which is located in the Business District of Downtown Jersey City, a place known to have an incredible aura given off by successful businesses that are established here. The Gothic Times newspaper is struggling today to increase readership and contribution to the newspaper from NJCU students. My client is not getting the awareness and support it deserves! Employee turnover rate is high because NJCU cannot compensate working students so they quit once the semester is done, this is affecting the content creation quantity, quality, and readership. Media channels which include The Gothic Times website and social media pages are lacking integration which reduces the ease of finding them. Website design and content is in need of modernization using search engine optimization to help the client climb to the top of search engines. Pichardo Media will raise awareness, readership, and NJCU student article contributions for The Gothic Times Newspaper through a solid integrated marketing campaign that will include a complete revamp of website design and format, search engine optimization, social media content strategies, print marketing materials, and professor/departmental partnerships.

Author(s): Jessica DeLaCruz, Eetu Kauppila, Nayomie Fontanez, Enyi Onokala, & Khalid Muhammed

Major: Management

Title: Business and HR Strategies

Mentor: Dr. Yi-Yu Chen

Abstract: The topic we planned to research on our two companies are business and HR strategies, the two companies we choose to present a car brand name Toyota and a soda brand called Pepsi. Reasoning on why our group picked these two different companies? Our group decided that it would be in our best interest to pick two companies that are completely different from one and another. Since these are two very competitive fields, we felt we could find a lot of information on the business aspect and the HR strategies. Toyota and Pepsi has many competitors. We wanted to compare what works best for each company and what we believe isn't working for their company. Also decided to look at their competitors and see, what they are doing to improve and enhance in the future. Then compare it to our companies. Our group is looking how to make our companies better and more rounded then they all ready are for the future.

Author(s): Hakeem Reynolds

Department: Management

Mentor: Dr. Amit Mokashi

Title: Natural gas is a natural fossil resource

Abstract: This natural gas is the cleanest during combustion than any other fossil fuel. It is plentiful and versatile, very useful when coupled with renewable energy plants. It is transported through pipelines when overland, or with tankers by sea, after undergoing a liquefaction process, which allows farmers to obtain the LNG (liquefied natural gas). The main regulatory body, the International Maritime Organization, or the IMO, and many other national environmental organizations, in many countries have issued regulations to drastically reduce emissions coming from marine sources. Due to these regulations, alternative fuels become more attractive, "These new requirements will force ship owners and managers to look into other possibilities like using alternative fuels" (Ali, 2016). Currently many vessels use heavy fuel oil, which is literally residue from crude oil mining processes. There are a few options that companies can take to become more compliant and allow them to spend more time within the ECA, or the emissions control area, that has been designated by the US government. One of these options consists of adding a scrubber system to the vessel. Scrubber systems are a diverse group of air pollution control devices that can be used to remove some particulates and/or gases from industrial exhaust streams. There are some costs associated in retrofitting vessels for scrubbers as well as for LNG consumption. Shippers have to ponder if they should have their ships retrofitted, switch to the cleaner LNG, or spend a substantial amount of time outside of the ECA. According to a study conducted by GL-MAN, "the attractiveness of LNG as ship fuel compared to scrubber systems is determined by three parameters.... the share of operation of a ship inside emission control area, investment costs for the LNG tank system on the ship and the price difference between LNG and heavy fuel oil", (Maritime, 2012). Currently sea vessels spend about 5 to 6 percent of their time in ECAs. Raising this time could significantly improve the revenue generated from these ships. These ECAs are only due to spread, "a number of other seas areas are expected to introduce similar restrictions on emissions before 2020", (Maritime, 2012). How do ship owners decide? I am going to use management science to formulate a problem and show what many firms are going to be forced to decide on whether to use a scrubber system or switch to LNG.

Author(s): Lisa Tardo

Department: Marketing

Title: Nonprofit Organizations and Social Media

Mentor: Dr. Kathleen Rennie

Abstract: This study is about how nonprofit organizations (NPOs) use social media tools, and the challenges they come across in effectively managing those tools. A content analysis of local NPOs was conducted, where participants were limited to three NPOs in New Jersey that have both an active Facebook and Twitter page. Results show a lack of necessary social media knowledge and strategies for full stakeholder engagement, such as two-way communication, calls to action, and utilizing each social media tool separately. Further research should explore how NPOs can reach their communities and publics through social media and what tactics will engage them the most on these social platforms.

Author(s): Michelle Castillo & Kevin Rodriguez

Major: International Businesses

Title: The Impact of the Season on the Stock Market

Mentor: Michael Bell, Esq.

Abstract: We compared the effect the season had on the stock market. To do this we examined the stock market for a period of 3 years, from 2013- 2016. For each year we focused on the Dow Jones and the S&P each season to determine how the market was doing. We wanted to see when it would be the best time to invest. After examining the results, we concluded that the best time to purchase a short-term stock is in the fall while the best time to purchase a long-term stock is in the summer. In the paper we further analyze the underlying reasons for this outcome, such as consumer spending, industry expectations and consumer sentiment.

Author(s): Monika Palkowski

Major: Marketing

Title: The Effects of Corporate Social Responsibility on Business Success

Mentor: Dr. Kathleen Rennie

Abstract: This study is about how Corporate Social Responsibility impacts consumers, as well as employees of a business. A survey was conducted in a local Starbucks with a total of 10 questions and an overall completion of 20 surveys. Results showed that the most important factor for consumers purchase decision is the Corporate Social Responsibility efforts of the company. Results also showed that the most important factor for an employee to stick with a company is the company's education benefits as well as the company giving back to the local community. This study showed that for a business to be successful business's need to align the Corporate Social Responsibility efforts with the social issues of the target market, as well as its employees. Further research should explore different markets (e.g., retail, food, small businesses) to distinguish if there are any differences among the consumers as well as employees.

Author(s): Nicole Manzione

Department: Marketing

Title: The Impact of Social Media on Public Relations Worth and Its Leaders

Mentor: Dr. Kathleen Rennie

Abstract: This study examines the impact social media has in the public relations profession in regards to building relationships between organizations and publics that help public relations leaders prove

added value to the profession and ascend to organizational leadership roles. A survey was conducted with a non-random convenience sample of 17 public relations professionals located in or near New Jersey. The results show that social media is being heavily used by professionals throughout the public relations profession. Results also show the many ways in which professionals are measuring their efforts. It was found that the use of social media has allowed public relations professionals to influence organizational leaders and peers, but does not result to ascending to leadership as a result of social media usage. Future discussion on the impact social media has on the public relations profession should take a deeper look at the exact aspects of the organization that have been impacted by social media use. It should also gather more information on public relations leaders ascending to organizational leadership.

Author(s): Sylvia Contreras, Kristina Mejias, Juan Arango, & Balqees Anaam

Major: Management

Title: Workforce Management

Mentor: Dr. Yi-Yu Chen

Abstract: Comparisons of human resource management strategies between Amazon and Costco; regarding recruitment, workforce retention, outlooks, policies and their impact on performance. According to research, Costco and Amazon, though both leaders in their respective retail categories have differing approaches toward recruiting and managerial strategies when it comes to their human capital. The strategies employed by both firms are comprised of high-retention and low retention approaches. High-retention approaches involve putting the employee first, higher comparable wages, and benefits offers resulting in higher employee satisfaction and enhanced productivity, lower recruitment costs, and higher positive customer interactions. Low retention HR strategies typically results in higher recruitment costs, lower productivity, and even potential employee sabotage. Costco's employs a high retention strategy, where the company's employees are relatively highly compensated receiving stock options, paid holidays, health insurance, and promoted from within. Initially this strategy was perceived by stock holders and Wall Street as an expensive option; yet Costco continually used their competitive advantage of human capital management to outperform their competition in productivity and profitability. Whereas, Amazon's utilizes a two-tier system for employee retention; high-valued technical staffers are given better offerings aimed for higher retention rates. Conversely, less importantly perceived staffers are not treated as well through perceivably unfriendly company policies and practices resulting in high turnover rates. Amazon's competitive advantage is systems-base and automation; subsequently, they view their non-essential personnel as disposable; therefore, high turnover employee base are those that do not interface with the customer. The conclusions of this study show how firms can use differing HR approaches and still be leaders in their respective business sectors. However, what is not answered and purely speculation is the impact of moving from a low retention to a high retention strategy for a firm like Amazon.

Acknowledgement

The Business Student Research Showcase Group would like to thank Dr. Bernard McSherry, the founding dean of School of Business, for his financial support and initiating the showcase.

The group also would like to thank the judges as follows:

- Oral Competition Judges: Dr. Marilyn Ettinger, Dr. Ke Li, and Dr. Zhimin Wang
- Poster Competition Judges: Dr. Ivan Steinberg, Dr. Jorge Medina, and Dr. J.D Jayaraman