



**Spring 2021**

## **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*

**Friday May 14, 2020**

**2:00 – 4:20 pm**

### **Business & Economics Research Committee**

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# General Schedule

## Introduction

2:00 pm – 2:10 pm	Set-up Opening Remarks Introduction of Judges
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## Student Research Presentation Competition – Track 1

2:10 pm – 2:25 pm	<b>The Influence of Label Design on Consumers' Perception of Dietary Supplement Products</b> <ul style="list-style-type: none"><li>Nicole Wragge</li></ul>
2:25 pm – 2:40 pm	<b>Predicting the Expenditure of 'Food at Home' and 'Food away from Home' for the Year 2020-25 in the U.S.</b> <ul style="list-style-type: none"><li>Dharti Nimavat, Takshma Gandhi, Twinkle Gor</li></ul>
2:40 pm – 2:55 pm	<b>Forecasting Cases Post COVID-19 Vaccine</b> <ul style="list-style-type: none"><li>Prathna Gupta, Dhvani Shah, Priyam Shah</li></ul>

## Student Research Presentation Competition – Track 2

2:55 pm – 3:10 pm	<b>NJCU eSports - Integrated Marketing Communication Plan</b> <ul style="list-style-type: none"><li>Maria Sanchez</li></ul>
3:10 pm – 3:25 pm	<b>Case Study: Advanced Micro Devices Inc's Xilinx Acquisition</b> <ul style="list-style-type: none"><li>Michael Ferry</li></ul>
3:25 pm – 3:40 pm	<b>Cybersecurity and its Impact on Auditing</b> <ul style="list-style-type: none"><li>Victor Errazuriz, Catalina Gonzalez, Ying Hu</li></ul>
3:40 pm – 3:55 pm	<b>NJCU eSports Integrated Marketing Communication (IMC) Plan</b> <ul style="list-style-type: none"><li>Rabia Fayyaz</li></ul>
3:55 pm – 4:10 pm	<b>Emergency Routes</b> <ul style="list-style-type: none"><li>Jhordy Genao Reyes, Michael Hill, Shady Hannallah</li></ul>

## Closing Remarks

4:10 pm – 4:20 pm	Closing Remarks
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## Abstracts

### Student Research Presentations

Major: B.S. in Marketing

**Nicole Wragge**

Advised by Dr. Serdar Yayla

***Title: The Influence of Label Design on Consumers' Perception of Dietary Supplement Products***

Labels are central to communicating the value with the customers. This paper seeks to explore the efficiency of minimalist and maximalist approaches in dietary supplement products. In this study, customers' responses to the labeling approaches (minimalist vs. maximalist) are examined via a randomized experiment conducted with 54 participants. The results indicate that consumers consider maximalist label designs as more attractive, higher quality, and better communicate the dietary supplement product attributes and benefits than minimalist label designs. Moreover, the results demonstrate that the maximalist label design approach has a positive impact on purchase intention. As an extension to existing label and package design literature, this study suggests that following a maximalist approach in the label design process enables marketing practitioners in the dietary supplement industry to communicate the value more effectively.

Major: B.S. in Management

**Dharti Nimavat, Takshma Gandhi, Twinkle Gor**

Advised by Dr. Eunsu Lee

***Title: Predicting the Expenditure of 'Food at Home' and 'Food away from Home' for the Year 2020-25 in the U.S.***

The eating habits of people of America has been more inclined towards the concept of eating Food-Away-from-Home (FAFH) since several decades because of their busy lifestyle. But the trends are fluctuating since quite a while, especially after the COVID-19 the food accessibility got affected and people started shifting onto the opposite side of having FAFH. This study developed a simple statistical model for predictions about the total expenditures made on the Food-at-Home (FAH) and Food-Away-from-Home (FAFH) by the people of United states and comparing them to know about the trend in next five years. We fitted a linear regression model, exponential smoothing model, and simple moving average for the study. By obtaining the data calculated by USDA, Economic Research Service and running all three models it was derived that the regression model is the best fit, as the MSE obtained is minimum of all three. Moreover, the comparisons from the linear regression model derive that FAFH will increase rapidly in next 5 years as compared to the increase in FAH though it was stated that pandemic has highly affected the expenditure spent on FAFH, it was found that only in the year 2020 it showed no change. Otherwise it showed an increasing trend in future years i.e. 2021-2025.

Major: B.S. in Management

**Prathna Gupta, Dhwani Shah, Priyam Shah**

Advised by Dr. Eunsu Lee

***Title: Forecasting Cases Post COVID-19 Vaccine***

"The current COVID-19 pandemic has essentially moved the way individuals live and work. In this project we cover how the COVID-19 has impacted India and how the pandemic affected the country's health. As the virus affected the nation during mid-March, the country went into complete lockdown except the medical stores and the dairy facilities. With population limited to their own homes, associations of different types needed to change the way they worked or shut down completely, with next to zero opportunity to plan. Following the underlying worldwide emergency, a cycle is arising flare-ups are controlled and limitations are facilitated, new bunches of cases arise, and limitations should be once again introduced.

Through this project we try to forecast the number of cases post vaccination. Not only India but the world was affected by the pandemic. Via this project we tried to collect the data of the ongoing cases. furthermore, after the vaccine was available for everyone, we collected the data of the present cases, past cases and the future statistics of the resultant variation of the pandemic. The project shows data and statistics regarding all the people affected due to the pandemic including past and the present cases. The project also depicts the current scenario which is post vaccination as well. From the collected data, we forecasted COVID-19 pre vaccination and post vaccination cases through 2 months moving average, 4 months moving average and through exponential smoothing model. Then we have compared MSE for all three of them and we concluded that for pre vaccination forecasting, Exponential smoothing model gives the lowest MSE and for post vaccination forecasting, 2 months moving average model gives the lowest MSE. The model deals with the statistical data provided by the world health organization and various reliable sources.

Major: B.S. in Marketing

**Maria Sanchez**

Advised by Dr. Kathleen Rennie

***Title: NJCU eSports - Integrated Marketing Communication Plan***

Integrated Marketing Communication (IMC) allows organizations to communicate strategically with various publics to meet business goals. An IMC plan was developed for NJCU eSports. The program is NJCU's newest Athletic Department addition and is the university's first co-ed competitive sports offering. NJCU eSports is built on the notion that gaming has no bias. No matter a student's major, skill level, academic year, anyone can join to gain the benefits available to community members. The new program seeks to build awareness about the opportunities that participation in NJCU eSports delivers to NJCU students. NJCU eSports does not have a well-researched IMC plan. Thus, the program's key messages are not as effective as they could be and are not entirely resonating with key audiences. To meet these challenges, an

IMC plan was developed that includes primary and secondary research followed by a SWOT analysis. Based on the SWOT, the client's business goal, communication goal, communication objectives, strategy and key messages were developed. Tactics were created that can deliver NJCU eSports' message to its primary publics. Finally, evaluation techniques are identified so that NJCU eSports can determine if the plan is effective. This presentation provides an overview of the NJCU eSports' IMC plan.

Major: M.S. in Finance

**Michael Ferry**

Advised by Dr. Zhimin Wang

***Title: Case Study: Advanced Micro Devices Inc's Xilinx Acquisition***

Advanced Micro Devices Inc [AMD] is currently in the process of acquiring and merging with Xilinx. The research herein seeks to determine whether AMD is making the optimal decision to merge with Xilinx, an increasingly popular strategy for growth acceleration, as well as whether strategic goals, synergies, and initiatives are achievable for providing long-term growth. It is hypothesized that the merger will be successful and provide a sustainable competitive advantage in the industry with consideration to intercompany synergies as well as financial statement analysis, the success of which evaluated by profitability, liquidity, efficiency, and solvency tests. Xilinx, based on company performance of the past six years, displays either average consistency or increasing trends in profit margin, earnings per share, return on equity, return on assets, quick ratio, total asset turnover, and times interest earned ratio. By uniting business activity inclusive of product lines, intellectual property, human capital, clientele, market reach, and synergies, the merger will increase overall performance efficiency and decrease operating costs as the two companies leverage each other's strengths. The additional capital and technology, the cost reduction benefits, and the correlation among business practices, objectives, services, and products will allow a combined company to have a more advantageous position in the industry and will benefit long-term growth potential.

Major: B.S. in Accounting

**Victor Errazuriz, Catalina Gonzalez, Ying Hu**

Advised by Dr. Ling Yang

***Title: Cybersecurity and its Impact on Auditing***

Cyber Security plays an important role in the auditing and accounting field. This is because auditors need to control the reliability of relevant data and financial reports through the information technology used to prepare corporate financial statements. In the process of data collection and analysis, accountants digitally communicate with customers, which presents opportunities for those who threaten to implement cybersecurity. The implementation of the Cybersecurity Management Reporting Framework by the AICPA has given accounting professionals the aide to guide businesses and allow them to continue their pursuit in technologies such as digitalization and cloud management. Companies without cyber security risk management programs leave

themselves vulnerable open for attacks. Cyber Security is a fast-growing field that has allowed the accounting professions to grow their range of services as it will continue to rapidly grow it will allow the accounting field to become more involved.

Major: B.S. in Marketing

**Rabia Fayyaz**

Advised by Dr. Kathleen Rennie

***Title: NJCU eSports Integrated Marketing Communication (IMC) Plan***

Integrated Marketing Communication (IMC) plan allows organizations to communicate strategically with various publics to help meet business and communication goals. This IMC plan is developed for NJCU eSports. The organization offers competitive and casual organized video gaming for students interested in a wide variety of popular games as an official University sport within NJCU's Athletics Program. The organization allows players to interact in a virtual environment and build connections. NJCU eSports does not have a well-researched strategic marketing plan. Thus, the organization's key messages are not resonating with key audiences. An IMC plan was developed to meet these challenges, including primary and secondary research, followed by a SWOT analysis. Based on the SWOT, business and communication goals were developed along with the client's communication objectives, key messages, and strategies. Tactics were created to deliver NJCU eSports' message to its primary public. Finally, evaluation techniques were identified so that NJCU eSports could determine if the IMC plan was effective. This presentation provides an overview of the research, objectives, programming, and evaluation of NJCU eSport's IMC plan.

Major: B.S. in Management

**Jhordy Genao Reyes, Michael Hill, Shady Hannallah**

Advised by Dr. EunSu Lee

***Title: Emergency Routes***

For our project, we are looking on how to find alternative routes for snow in Jersey City. Emergency routes in Jersey City are important due to the accessibility they create for individuals as wells as law enforcement and health operators such as ambulances. Many of the existing roads in Jersey City do not reach all the important locations, such as schools, morgues, funeral homes, malls, and hospitals. There are currently 18 routes, but our goal is not to replace them; rather, we want to add more routes that are useful for places that are not considered one but are in fact. For example, many schools are being left out of being cleaned properly due to being heavily ignored and not considered as an emergency route. In our research, we dive in on how the new routes can be beneficial. Nonetheless surveys were also conducted to know peoples point of views in these subjects and which one they considered the major points that need to be covered. Two of the critical points of these routes are the highways in Jersey City especially due to the fast-paced environments this conduct which its why mainly all route connects to them as well as to main streets such as Kennedy boulevard and palisade. In our paper, we present the

new routes being offered, and how it would bring as solution especially for all this places that are not being covered. The model used in out projects is the weighting methods which mainly its based on the surveys conducted and most results were shocking and some even unexpected. In this model we utilized the surveys to see people stands on the subject and how important should each section be covered in their own words. Change come with people, so it was important implementing this method to make sure that everything was up to part and most importantly that the solution benefits everyone.

## Acknowledgement

The Business Student Research Showcase Group would like to thank Dr. Bernard McSherry, the founding Dean of School of Business, for initiating the showcase and financial support. We also thank our board of directors and all judges for their countless efforts and contribution to assist this Showcase.

### **BERC Board of Directors**

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- Eunsu Lee, Ph.D., Management Department, [elee3@njcu.edu](mailto:elee3@njcu.edu)

### **Judges for Research Showcase**

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- Ahmad Rabaa'i, Ph.D, Finance Department, [arabaai@njcu.edu](mailto:arabaai@njcu.edu)
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