



Spring 2019

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 25, 2019

Business & Economics Research Committee

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General Schedule

Registration Open

12:00 pm – 1:30 pm | Registration and Set-up (**In front of the Classroom #232**)

Oral / Poster Presentation Competition (1:00 - 4:50 pm)

1:00 pm to 3:30 pm	<p>Oral Presentation Competition (Classroom #232)</p> <ul style="list-style-type: none"> • Afiya Thomas, Felicia Masihdas, and Amirat Adelani • Eduardo Alay and Samira Imamverdiyeva • Edward Salas • Judith Crane • Wenxi Wu and Patricia Smajlaj
3:40 pm to 4:50 pm	<p>Poster Presentation Competition (Skyline #233)</p> <ul style="list-style-type: none"> • Amanda Miszczuk • Anchal Patel, Norgelys Martinez, and Upasana Kaur • Dylan Bale, Valerie Jimenez, and Jacquelyn Chavez • Elisa Villalpando, Failen Rosa De Los Santos, Gabrielle Salcedo, and Jared Sternberg • Evelyn Anderson, Thy Anh Bui, and Tanveer Kaur • Kelly Wu • Lurking Ferreras and Mike Elio • Mabel Neira, Luis Blanco, and Maximillian Vega • Maggie Motawe, Daniela Velasquez, Christian Hernandez, and Oybek Davronbeko • Marc Surujballi • Mark Mangraviti • Nidhi Patel, Shuo Yang, and Kirtan Patel • Patricia Torres • Randall Jenks • Ryan Dee, Amanda Blaise, and Aya Khalil

Gothic Research Seminar Series: 5:00 – 6:00 pm (Skyline #233)

Light Refreshments will be provided

5:00 pm to 6:00 pm	<p>Guest Speakers:</p> <p>Michael Edmondson, Ph.D., Dean (NJCU), Professional Education and Lifelong Learning</p> <p>Topic: Major in Happiness: Debunking the College Major Fallacies</p>
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Award Ceremony (6:00 – 7:00 pm)

6:00 pm to 6:50 pm	<p>Award Ceremony (Skyline #233)</p> <p>Best Oral Presentations / Best Poster Presentations</p>
7:00 pm	<p>Closing (Michael Bell, Co-Chair)</p>

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Abstracts

Podium Presentations

Major: B.S. in Accounting; M.S. in Accounting

Afiya Thomas, Felicia Masihdas, and Amirat Adelani

Advised by Ling Yang

Title: Cryptocurrency.

This paper presents an overview of cryptocurrency and its allocation under current accounting systems. In 2017, the global blockchain technology market was predicted to reach 339.5 million U.S. dollars in size and is forecast to grow to 2.3 billion U.S. dollars by 2021 (Statista, 2017). The rapid growth indicates the success of the new medium of exchange. Automation and advancement of any industry create increased efficiency. This research illustrates the past, present and future outcomes at the intersection of dynamic virtual assets and current accounting procedures. It analyzes the advantages and disadvantages, the impact of cryptocurrency on accounting systems, the changes in regulation, measures to improve current systems and its adaptation to tax and assurance. The findings suggest an overall discrepancy with the industry's ability to regulate and account for cryptocurrencies.

Major: B.S. in Accounting; M.S. in Accounting

Eduardo Alay and Samira Imamverdiyeva

Advised by Ling Yang

Title: The Future of Internal Auditing: Cyber Security

Over the course of past several years, cyber security has become one of the most significant risk management challenges due to companies increasing and relying on cloud technology for their day to day operations. Most recently, Marriott disclosed a massive data breach affecting up to 500 million guests, which demonstrated that even the most sophisticated organizations are vulnerable to potential cyber threats (Washington Post, 2018). This paper examines the role of internal auditing in addressing critical risks associated with cybersecurity. More specifically, this paper analysis the role of an internal auditor in cyber security as the 3rd line of defense, relationships of internal audit with other key players such as IT departments, information security and risk management groups. Finally, it discusses the internal auditor focus areas, control frameworks and IT programs used by internal auditors in cyber security.

Major: B.S. in Marketing

Edward Salas

Advised by Sevincgul Ulu

Title: Streaming the Future

Streaming is the action of running or accessing a set of operations on a system other than your own. The system in which is being accessed or used to run is commonly known as the cloud. The purpose of this research paper is to understand how streaming has impacted various industries, and whether or not the gaming industry should embrace it via cloud. We found that streaming has several positive and negative impacts on the implemented industries such as calling for innovation in the existing technology, creating new and more content, as well as effect revenue streams for existing firms. The streaming services opened new channels for content distribution and offered an opportunity for higher awareness and accessibility via third party platforms. It is observed that traditional major firms had troubles transitioning from physical to digital sales, and streaming services helped them to solve these troubles during the transition. When applying these observations to the gaming industry, we found that leading gaming firms (Sony, Microsoft, & Nintendo) can follow similar paths. By using survey data and secondary data of streaming-implemented industries, we explore the potential opportunities and treats that the gaming industry will face when they fully implement the streaming. The study provides a framework for managers to develop strategies, partnerships, and technical advances.

Major: M.S. in Accounting

Judith Crane

Advised by Mingshan Zhang

Title: Financial Analysis: Target Vs Walmart

Walmart has been a leader in the retail industry worldwide. In this study, I will analyze Walmart Inc from different aspects for its value as a long-term investment. I will use both time series and cross-sectional comparisons for my analysis. The methods include the common size financial statements and ratio analysis. Walmart will be compared with its industry peer Target as the benchmark. I will retrieve financial information for Walmart for the latest ten years. The financial ratios show that Walmart performs better than its peer Target in terms of efficiency, liquidity and solvency. Market related ratio indicates it is a good investment in the long run.

Major: M.S. in Accounting

Wenxi Wu and Patricia Smajlaj

Advised by Mingshan Zhang

Title: Financial Statement Analysis of Macy's, Inc.

This paper is the case study of Macy's Incorporated and it is designed to provide a financial analysis of the company. Financial data will be spread over a four or five year time period using real numbers from financial statements that will be used to analyze Macy's performance. Analysis will include SWOT analysis, financial ratios, common-size income statement and common-size balance sheet, cost of capital, and various calculations that will help in determining the financial position of Macy's and if this company is a worthy investment. Macy's Incorporated, known as M on the NYSE was founded in 1858 and is one of the largest retail department stores in the United States. Macy's stores target the middle-to-higher-priced market, offering women's, men's, and children's clothing and accessories, housewares, home furnishings, and furniture. In fiscal year 2018, annual sales amounted to \$24.971 billion and approximately 130,000 employees. The company operates approximately 680 department stores under the nameplates Macy's and Bloomingdale's, and nearly 190 specialty stores that include Bloomingdale's The Outlet, Bluemercury, Macy's Backstage and STORY. Macy's, Inc. operates stores in 43 states, the District of Columbia, Guam and Puerto Rico, as well as macys.com, bloomingdales.com and bluemercury.com. As one of the leading companies in its industry, Macys has numerous strengths that help it to thrive in the market place. These strengths not only help it to protect the market share in existing markets but also help in penetrating new markets. For example: macy's has strong dealer community. It has built a culture among distributor & dealers where the dealers not only promote company's products but also invest in training the sales team to explain to the customer how he/she can extract the maximum benefits out of the products. Also Macy's has an impressive portfolio of strong private brands. Each of the brands possesses a unique differentiating factor that meets specific consumer needs in order to provide better value. It also has agreements with many well-known faces such as Madonna and Sean Combs to provide exclusive products. Its "Only at Macy's" tagline, too, emphasizes the exclusivity that is closely associated with the brand.

Major: B.S. in Accounting

Amanda Miszczuk

Advised by Ling Yang

Title: The Effect of Cloud Computing on Auditing

Cloud computing, referred to as "the cloud", gives users the ability to access information and applications on-demand, over the internet. The cloud is easy to use, cuts costs, increases productivity, can be accessed very quickly, and allows for as much capacity as a user needs. This paper introduces the concept and the different types of cloud computing. It also analyzes the issues related to conducting a cloud-computing audit. A cloud computing audit results in an auditor's assessment of the effectiveness of cloud computing controls and security along with possible internal control deficiencies. In addition, this paper mentions possible reference materials to aid in properly conducting such an audit. Finally, it discusses the different risks and security issues associated with cloud-computing and how they can possibly be managed and maintained.

Major: B.S. in Finance; B.S. in Management

Anchal Patel, Norgelys Martinez, and Upasana Kaur

Advised by EunSu Lee

Title: NJCU Shuttle Bus and Transportation

This study mainly focuses on the Hudson-Bergen light rail transportation service provider commuters the options 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 station determines the efficiency and punctuality of train arrival and departure over a course of three weeks. The objective of our project is to maximize number of passengers so that the bus is at full capacity. In follow to our Business Showcase final project. We conducted our research in form of a customer meeting with the transportation department at New Jersey City University.

Major: B.S. in Management

Dylan Bale, Valerie Jimenez, and Jacquelyn Chavez

Advised by Ensue Lee

Title: Street Sweeping

Street sweeping is a necessary procedure for any major city in our case we are looking to improve our operations in Jersey City. A densely populated city like ours produces a lot of waste. Where does all the waste end up, the answer is on the street. The waste includes garbage, bottles, plastic, chemicals, etc. This is why street sweeping is necessary and must always be looked at, without street sweeping this waste will end up in the ocean and harm wildlife and seep into the ground

contaminating any soil. This is why street sweeping schedules are every week. However, the problem we are facing now aren't budget k but with the residence of Jersey City. Most complaints are with the times the residence must remove their car from the street and failure to do so results in a ticket. This is one of the major problems we are trying to fix. While we are proposing a new schedule, we are going to reach out to the residents to see what they like and dislike about the street sweeping schedule in their area. After months of gathering data we saw that most of the complaints were the times it was performed. We also gathered information on times that would work best for the residents to come up with a better a solution. This data allows us to get the average time that works best for residents in specific areas. The information gathered will allow us to come up with a better schedule that works best for the residents and the city. "Jersey City cleans our streets four times a week on most streets in our city, but we still struggle to keep them litter-free," one of the residents said. "Most cities around the country don't operate the way we do and are getting better results. We asked some of the residents from Jersey City if what Rolando Lavarro council president of Jersey City had proposed would work for them, cutting back street sweeping in the city. Part of a package of proposals related to street sweeping. Rolando Lavarro wants to reduce street sweeping to twice weekly once on each side of the street, the difference won't be much in the cleanliness of streets cleaned twice on each side versus once. Also a ticket amnesty program and a plan to keep anyone from getting their driver's license suspended because of unpaid street sweeper tickets. One thing residents will definitely appreciate if his plan is approved: not having to move vehicles as often for the street sweeping. Altering the schedule of street sweeping will affect the cleanliness of the city, we want to make sure we offer the best solution. Not only for residents, when it comes to moving their vehicles and lowering the possibility of receiving street sweep tickets. We also want to ensure that the schedule does the job of cleaning the city effectively and efficiently. We want to make sure that lowering the amount of times the street sweep passes does not result in future issues. Issues which could arise with additional money having to be spent to clean the city. Our plan is to create a schedule which will keep the city clean and the residents happy.

Major: B.S. in Finance; B.S. in Marketing; B.S. in Management

Elisa Villalpando, Failen Rosa De Los Santos, Gabrielle Salcedo, and Jared Sternberg

Advised by Gita Sherma

Title: Study of How Paid Leave Affects Worker Productivity in States

The purpose of this study is to investigate how paid leave affects productivity in workers. We will be looking at data from different states trying to find links between different kinds of paid leave and productivity. Specifically, we will be collecting data from a state that has had paid leave for a substantial amount of time, a state that has recently established paid leave laws, and a state that does not have paid leave at all. Our study focuses on paid leave at the state level because currently, there is no paid leave at the federal level. We will compare the information that we gather on each

of the chosen states in order to gauge the relationship between the two factors-- paid leave and productivity, and how they correspond to each other.

Major: B.S. in Management

Evelyn Anderson, Thy Anh Bui, and Tanveer Kaur

Advised by EunSu Lee

Title: NJCU-Transit-Care

NJT will shut down light-rail service on Westside Avenue beginning June 1, 2019-March 1, 2020. It will be closed from Westside Avenue to Liberty State Park. This is being proposed to accommodate Jersey City Municipal Utilities Authority's emergency repairs that need to occur on a sewer force main that runs directly underneath the Hudson-Bergen Light Rail tracks along this route. Our study will investigate how NJCU and NJT can collaborate to provide special accommodations for students. We will propose three alternatives where they can collaborate to improve service for the NJCU Community. The expected result will be to improve students travel needs while presenting a cost-effective transit service to NJCU

Major: B.S. in Finance

Kelly Wu

Advised by EunSu Lee

Title: Relationship Between Patient Health and Ability to Pay

The advances in medicine, with the help of technology, are astonishing. Life support and longevity are reaching new limits, but at what cost? As the saying goes, "nothing in life is free," and healthcare is not an exception. Not everyone has (the ability to afford) health insurance so in desperate times, those in need pay out of pocket for medical services that cost hundreds or even thousands of dollars. With the fusion of medicine and technology, costs are rising causing some people to overlook some health concerns or symptoms. Through a combination of case studies, collected data, and survey responses, the purpose of this study is to perceive whether the majority are compromising their health in order to allocate their finances towards other expenses and needs and to what extent. From the analysis, a conclusion of whether patient actions better or worsen the flow of business in healthcare and affects the business of life insurance.

Major: M.B.A.

Lurking Ferreras and Mike Elio

Advised by Mingshan Zhang

Title: Financial Statement Analysis Of Target Corporation

Target Corporation is one of the largest retail stores in North America. In fact, Target Corporation is the second largest discount store in the United States, just behind Walmart who takes first place.

An important part of what makes this store so popular is the supply and demand for certain products they offer and the quality of these products. There are two important variables that affect both supply and demand. The variables that have an impact on supply are the wages that are paid to workers and the price of key inputs. While the variables that have an impact on demand are customer income and the prices charged for goods sold at Target. By having a clear understanding of these variables and how they impact Target, we are able to understand current and future market conditions.

Major: B.S. in Management

Mabel Neira, Luis Blanco, and Maximillian Vega

Advised by EunSu Lee

Title: NJCU Shuttle Service: The Embodiment of Reliability and Consistency

As students from NJCU who commute from the main campus to the business campus, we feel the need of an improvement from the shuttle service; specifically the shuttle bus from the West Side Avenue light rail station to the main campus. It could be more reliable. With the current implemented system which a shuttle makes its routes to the main campus to the Light Rail and vice versa. With this system, students must gamble whether or not the shuttle bus will be on time by the arrival of the Light Rail, which gets to the West Side station very 17 minutes which makes 4 times in one hour. This leaves the students with the choice to either wait with uncertainty, wondering if whether the bus just left or is about to arrive, or to just take the walk to campus. In this research, my team will present to the NJCU Department of Safety and Transportation, the problem statement and solution model and data development, results, and last, discussion followed by a questions and answers session.

Major: B.S. in Accounting; B.S. in Finance; B.S. in Global Business

Maggie Motawe, Daniela Velasquez, Christian Hernandez, and Oybek Davronbeko

Advised by Gita Sharma

Title: Study of How Marijuana Affects the Overall Safety in States

This study will examine the trend towards legalization of marijuana and how it has impacted certain states. While marijuana remains a Schedule 1 illegal drug at the federal level, several states have set forth legalization efforts to some extent. Some states have legalized marijuana for medical purposes and other states have extended their legality to recreational use as well. Our study will analyze specific states that have legalized marijuana for recreational and medical use and see how it has affected certain aspects of safety, such as youth usage, driving incidents, and other factors. We will compare available data prior and subsequent to marijuana legalization to see how it may have affected overall safety concerns at the state level.

Major: B.S. in Global Business

Marc Surujballi

Advised by EunSu Lee

Title: NJCU Transit Transportation

New Jersey City University was founded in 1927 in an urban community. Its population was eight thousand students with eight percent of the students dorming while ninety one percent commuted. Commuting to the school was very sufficient considering the scheduling and the routes for the drivers. The Parking and Transportation administrations is in charge of the control and implementation of all University parking areas. All vehicles must be in the parking area for understudy students which is utilized consistently. With regards to most colleges, parking spots are imperative for students, faculty, and visiting guests. NJCU screen all parking areas all through the school to ensure that all school vehicles pursue the standard regulations. The reason for the school is for students to have safe and reliable transportation service to the common grounds. A genuine model is for the school to have a bus that goes from the primary grounds to the business center. Along these lines it guarantees a framework for all vehicles coming to and from the grounds. The staff makes it their duty to give the best parking service all around the University for commuters and individuals visiting the school. A great deal of development is going on in lot 5 so we are losing that and endeavoring to discover the parking area where the bus transport can go. Transport transports are accessible for three unique courses parking garage 3,6&7, and light rail. One transport for light rail on the grounds that the interest isn't high to drive from light rail to grounds. Likewise, there is no parking garage adjacent the light rail. The Knight Rider Safe Ride Service works on a steered calendar Monday through Sunday from 5 p.m. to 1 a.m. The guest speaker has specified that demand has gone down 1700 spaces to 1200 spaces. The demand for a parking lot is low. With the demand of the transit being so low they should try to implement a way that the transport service matches the light rail times so that they know when to pick students up and when to drop them off. The light rail has set times which hardly changes unless due to weather or fixing various locations which they let passengers know beforehand. The school should look into their schedule and come up with a set schedule as to when theyâ€™re picking students up and when you should be expecting them to pull up to the light rail. Another move the school can make to help the demand for the transport service to excel is to move the business school closer to campus or come to some type of agreement with NJ Transit and make a percentage of the amount of money students spend on tickets to commute to the business school. Also, students who do not dorm do not want to pay \$10 a day on parking at the main campus or at the parking lots by the business school, Maybe, if they were to lower the price of parking and make it more reasonable students would be more willing to park on campus for the day knowing that their car is safe and they can maintain the cost of parking. Between 5 pm to 1 am, only 600 to 1800 students use the night rider. Besides, presently a day a few undergraduates lean toward online classes where they don't have to take any transportation. In this way, if the interest for the stopping and driving will diminish supply can be decay as well. Another purpose behind the issue would be, students do not like to take the shuttle bus so demand decrease. Along these lines, the arrangement is to

modify the bus time-table as per the light rail time-table which can build the interest for the bus. Therefore, our objective is to boost number of travelers, so the transport is at full limit.

Major: B.S. in Marketing

Mark Mangraviti

Advised by Sevincgul Ulu

Title: Employees play a significant role in the implementation of CSR programs

Social responsibility (CSR) is a great means for organizations to benefit both themselves and society. By coordinating social impact and employee engagement with business objectives, corporate officers ensure CSR initiatives and employee engagement bring real and significant value to the company (Epstein-Reeves, 2012). This review essay will explore the fact that employees play a significant role in the implementation of CSR programs. More specifically, this review essay will examine how organizations engage employees into CSR initiatives, what organizations do to stimulate employee engagement, and why employee engagement works. Most organizations engage employees into their CSR programs basically in two ways. First, employees get motivated and inspired by the leaders' example. Second, companies educate employees on how the company's goals can benefit communities. By assimilating sustainability into CSR programs, employees get engaged to contribute for the greater good (Epstein-Reeves, 2012). Leading companies found four ways to promote a culture of employee engagement. Line supervisors, not HR, lead the charge. Supervisors learn how to hold candid dialogues with teams (Markey, 2014). Three factors make employee engagement work. Communication to employees is key. Through diversity and inclusion (D&I) - Several organizations reach new markets by utilizing employee skills such as language translation and cultural competence. Volunteering can be directly linked to business goals. The workforce can solve company and community challenges simultaneously through volunteering, by the employees's problem-solving skills, and by developing leaders to reach diverse markets (Bognanno, 2006).

Major: B.S in Management

Nidhi Patel, Kirtan Patel, Shuo Yang

Advised by EunSu Lee

Title: Confucius Institutes: An Augmented Non Profit Organization

Confucius Institutes aim to promote Chinese language and culture abroad through partnerships between Chinese and host-country universities. Starting in 2001, Confucius Institutes are operated by a branch of China's Ministry of Education called Hanban. By 2017, 525 Confucius Institutes have been established in 146 countries worldwide. Confucius Institutes are a cluster of non-profit educational organizations that aim to educate and engage people through learning Mandarin and cross-cultural communication. In 2015 New Jersey City University partnered with Jilin Huaqiao University to establish its own CI, the second

in New Jersey to do so. In Recent years, China has made a push to develop its economy and has developed internal policies that encourage international economic created cooperation to fuel the improvement. CI's, like the US Peace Corps, are China's way of building relationships with educational partners abroad and have bolstered educational exchanges.

Major: B.S. in Marketing

Patricia Torres

Advised by Sevincgul Ulu

Title: Influence of negative emotions of new impulse buys

Understanding customer decision making is crucial to profitable growth of companies. The current research will discuss the role of negative emotions in impulse buying (no conscious planning) among women, specifically when encountering new products or brands. Many factors such as store environment, past experiences, anticipated emotions, consumption situation, and brand recognition play an essential role during the buying process. Among these factors, we will focus on emotions. A vast amount of research has suggested that emotions play a significant role in impulse buying, and this research will attempt to understand how negative emotions influence impulse buying decisions. The main focus is the decision-making process that a consumer goes through when deciding on a new product purchase. The discoveries made in this research may prove to be useful in marketing activities for department stores and brands, and may enlighten the negative emotions associated with impulse buying.

Major: B.S. in Marketing

Randall Jenks

Advised by Sevincgul Ulu

Title: How CSR creates a competitive advantage for craft breweries in the United States beer industry

Craft breweries cannot be competitive in the cost leadership position and must define the value of products through higher quality and work to drive strong, connective consumer engagement. The internal focus on increasing perceived consumer value has led to the rise of significant investment in sustainability initiatives and the use of corporate social responsibility (CSR) as a source of gaining competitive advantage in the marketplace. This essay seeks to show how the use of CSR by craft breweries in the United States has created a competitive advantage over the large domestic producers. The areas this paper will focus on are energy sustainability methods employed during the production of the beer and how this creates a long term cost savings for the breweries, the affect water sustainability measures have on the long term health of the beer industry, and how the value, created through positive consumer perception, becomes a driving force in gaining market share at the expense of the large domestic producers. Through the use of secondary data analysis in the form of literature review, evidence of the advantage gained by craft breweries is

presented in the form of increased market share and rising positive consumer attitude toward the craft breweries. Primary research conducted through an online survey provides data showing an increased purchase intention as well as positive overall sentiment towards the craft breweries and a decline in attitude toward the macro producers.

Major: B.S. in Accounting; B.S. in Management

Ryan Dee, Amanda Blaise, and Aya Khalil

Advised by EunSu Lee

Title: Time to Upgrade - NJCU Shuttle

When discussing future transit tactics with our client Ron Hurley, financial matters, optimal routes, and popularity were our major concerns. We noticed a pattern within the students of NJCU, why were students not taking advantage of transportation offered by the institution? Then we compared different variation of cost vs utilization, realizing that over 1 million dollars were being spent yearly on parking and operating our shuttle bus services that were barely being used. The Shuttle Bus operates continuously, Monday to Friday from 6:30am -11:00pm. The Shuttle Bus operates Saturday 7:00am -7:30pm and Sunday 10:00am -7:30pm. We came up with different factors and scenarios on why these 3 services (light rail, shuttle, and express) were not being taken advantage of. Was it the departure times, locations, or speeds that influenced our students to stray away from such a luxury? When speaking with our client, it was suggested that maybe making an agreement with NJ Transit would be a way to get more students to engage in this opportunity. We realized that supply and demand go down for shuttle bus parking transportation which again cost millions to operate, which are simply not feasible with striking a deal for another transit opportunity from main campus to the various limited stops offered by the institution. There are currently 5 buses and 3 routes currently provided by the University. To be cost effective we have decided that limiting the routes on these services would be beneficial to both parties; NJCU and students. It was observed that each bus has a route that passes through all parking lots and main campus. All three buses were literally on the same route that looped back to main campus. Observing the light rail rider traffic, we concluded that there was no demand for its services. It goes in a loop and takes a longer time getting riders to where they need to go; time consuming. Agreeing that there should be transportation that would make stops throughout main campus instead of using the Express services (because of an unnecessary route), students will make it to their destination at a faster time rather than circling an entire distance. It would be better if NJCU had a shuttle bus going from the main campus to the business center, but after talking with Ron Hurley about having more shuttle buses he had said it would be more expensive and it will cost the school more money and they don't even know if the students will take advantage of the shuttle service or not. My team and I came up with a better plan for the school to save money on shuttle buses, by buying them instead of renting them every month it will cost less money every month instead of leasing the buses. The shuttle buses cost range is from 10,000 to 40,000 dollars

for new buses. The college should have at least seven shuttle bus working between the main campus, the business center, fitness center, light rail and parking lot.

Acknowledgement

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