



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 December 7, 2018

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"> • Dylan O’neill • Edward Valencia • Evelyn Anderson • Jinhang Li • Luke Bilotta; Nic Thorton; Miriam Martin • Muhammad Chaudhry; Sebastian Quintero; Yiwen Peng • Valerie Gonzalez; Uzma Shaikh
3:40 pm to 4:50 pm	<p>Poster Presentation Competition (Skyline #233)</p> <ul style="list-style-type: none"> • Diana Ibanez • Diypse Duman • Hyeojnin Cho; Jiyoung Kim; Minjung Kim • Jinhang Li; Che Paul • Keilla Macias • Marcel Hicks • Neel Patel • Tara Hochhauser

Note: The presenters are listed in an alphabetical order.

Light Refreshments and Foods: 4:50 – 6:00 pm

Skyline #233

Faculty Presentations (5:00 - 6:00 pm)

5:00 pm to 6:00 pm	<p>Guest Speakers: (Skyline Room - #233)</p> <p>Sevincgul Ulu (Assistant Professor of Marketing, School of Business, New Jersey City University)</p> <p>Jong-Ho Kim (Visiting Scholar at School of Business, New Jersey City University and Professor of Economics at Pukyong National University)</p>
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Award Ceremony (6:00 - 7:00 pm)

6:00 pm to 7:00 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 Supply Chain, Logistics, and Maritime Port Management

Dylan O'neill

Advised by EunSu Lee

Title: *The impact of successful store layout design.*

An in depth look at apples store layout design effect on sales and customer satisfaction.

Major: B.S. in Supply Chain, Logistics, and Maritime Port Management & B.A. in Economics

Edward Valencia

Advised by EunSu Lee

Title: *How Blockchain is Changing Supply Chain*

My presentation will be about blockchain technology changing the way supply chains function. The technology creates a transparent, secure, and fast system that all parties of interest are able use. Blockchain technology will change the industry for the better.

Major: B.S. in Management

Evelyn Anderson

Advised by EunSu Lee

Title: *The U.S. and China Trade War*

My presentation will look at the trade war between the United States (U.S.) and China. I will present how past practices and policies have resurfaced to presently come into play and how it has affected the strategy and decisions made by leaders on both sides. I will give a glimpse, as well, at how the war affects global business and supply. The goods being exported and imported play a major role in our daily lives. When there is a shortage of goods or prices become too steep, it affects the quality of life for consumers. The ability to do business is stunted and there are ripple effects throughout business industries. Jobs may be lost in the process or shipped overseas because there is less production and less accessibility to goods. Power plays by governments in a dispute can linger on because both sides are reluctant to give in unless they consider it a win. We can look at headlines that say trade war and it may not resonate. We turn the page to look for a story that one feels is a bit more salacious. However, when the effects begin to trickle down and dollars that once purchased two or three items, only yields one, alarm bells go off and we try to figure out what is going wrong. The United States and China have a relationship that spans

many decades. It is a rich history but also a very complex one. From early 19th Century when American railroads were built in large part through Chinese immigration to the Nixon years to present day. The world watches the U.S. and China. These two superpowers have immense influence around the world and rely on each other's business and economy through trade. This war, shows how much China has progressed on the world stage. It also shows America's impact in making changes around the world that it deems necessary when elections decide who will sit in the oval office. In this trade war, we can say the problem is lies with China's or the problem is with the U.S. At the end of the day, there are two sides to every story and we are more than just the name of a country. What happens inside our walls matters not just to one person or one group or one culture, it affects all involved. This is yet another chapter in the U.S./China relations. Now that both sides have called a truce we will see if they can successfully resolve tensions and ease the burden that has been placed on businesses from both sides. Given the history, as complexed as it is, the U.S. and China have always been able to find its way back to a place of thriving industry between the two and mutual respect between the countries. We will have to wait and see how they both rise to the occasion.

Major: B.S. in Finance

Jinhang Li

Advised by

Title: Opening of a beverage business next to Pratt Institute of Art

I believe that we should not only learn business theory in school, but also we should bravely apply those theories into real world when there is opportunity. So I am going to present and discuss my experience of opening a bubble tea shop with professors and classmates. Anda Cafe is a franchise business which sells bubble milk tea and foods, including fried chicken nuggets and bento box. I believe that it has great potential to open a franchise store of Anda Cafe near Pratt Institute. To explain the reasons why I firmly believe the idea is attractive, I will present the whole process of me opening the store, including application of Porters' Five Forces Model to do the Market Analysis (Principle of Marketing), choice of location, counter offer and deal with problems in Insurance.(Business Law) After that, We bargain and choose a construction team and communicate and work with them throughout the construction period(Principle of Management). After that we begin to develop a potential marketing plan including promotion ideas and of VIP prepaid system to free our cash flow.(Principle of Marketing)

Major: B.S. in Supply Chain, Logistics, and Maritime Port Management

Luke Bilotta; Nic Thornton; Miriam Martin

Advised by Ensue Lee

Title: Information and Technology Applied to Inventory Management

In this presentation, my team and I will be explaining the different types of technology available for inventory management. We will also be discussing how they have been applied to the business world. Furthermore, we will discuss how vital it is to use the best possible technology available to stay relevant in this competitive market.

Major: B.S. in Supply Chain, Logistics, and Maritime Port Management

Muhammad Chaudhry; Sebastian Quintero; Yiwen Peng

Advised by EunSu Lee

Title: USPS; United States Postal Services

Our project explains the purpose of America's top mail couriers and how they have achieved the top position for over 47 years since July 1, 1971. Also, how true their motto is: Neither snow nor rain nor heat nor gloom of night stays these couriers from the swift completion of their appointed rounds.

Major: B.S. in Marketing

Valerie Gonzalez; Uzma Shaikh

Advised by Kathleen Rennie

Title: Meeting the Marketing Communication Challenges of a Local Business

Integrated Marketing Communication (IMC) allows organizations to communicate strategically with various publics to help meet business goals. An IMC plan was developed for Trill or Not Trill, located in Jersey City, New Jersey. The organization is dedicated to providing programs that blend student development and leadership skills with culturally relevant content for students entering high school and college, and for those who are making the transition from college into the workplace. One of the communications challenges for Trill or Not Trill is not having a well-positioned marketing plan or a dedicated team to manage their marketing efforts. Thus, their message is not as effective as it could be, and is 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 message was developed. Tactics were created that could best deliver Trill or Not Trill's message to its primary publics. Finally, evaluation techniques were identified so that Trill or Not Trill could determine if the IMC plan was effective.

Poster Presentations

Major: B.S. in Marketing

Diana Ibanez

Advised by Kathleen Rennie

Title: Corporate Social Responsibility In Retail

Society is increasingly becoming more socially conscious, which is boosting the need to implement social responsibility practices into the corporate business model. The purpose of this pilot study is to explore the impact of corporate social responsibility (CSR) programs on consumers, the effect of CSR on retail performance and lastly, the impact of CSR communication on the retailer and consumer. Quantitative data was collected through the use of a survey conducted with a non-random convenience sample of 20 respondents. Specifically, the study examined the behaviors of consumers in relation to the way they purchase products or services based on CSR engagement and communication. With CSR becoming increasingly more significant, results can help retailers implement a clear CSR strategy to better satisfy customers. Future researchers should reassess CSR through a more expansive random sample to continue to meet customers' expectations for socially responsible corporate behavior.

Major: B.S. in Management

Diypse Duman

Advised by Amit Mokashi

Title: Uber Vs Limousine

This research is on the comparison of Uber and a limousine company based on the Level-of-Service criteria for commuters. Sussman (2000, 38) describes these criteria as “a combination of a number of different variables that people- travelers, shippers, receivers- will somehow integrate and internalize in order to make a judgment about which modes and carriers to use.” This research was conducted using comfort, safety & security, time, cost, reliability, and intangibles as LoS criteria. Data for this was collected using literature and interviews with clients and operators of Uber and limousine services.

Major: B.S. in Management

Hyeojnin Cho; Jiyoung Kim; Minjung Kim

Advised by EunSu Lee

Title: A comparative study on young entrepreneur supporting systems in Korea and the United States

The presentation is aimed at proposing better programs relevant courses to encourage and promote young entrepreneurs. The study compares and contrasts the current situations in the United States and Korea. These comparisons are based on operational and financial support and guidance led by educational institutions, local communities, professional communities, and private and public sectors. We believe that in a global competitive society cross-sectional analysis with societal comparisons can lead to better understanding. Furthermore, the presenters with the opportunity to experience multi-cultural systems, this presentation would be meaningful to the audience including program designers and instructors as well as students.

Major: B.S. in Finance

Jinhang Li; Che Paul

Advised by

Title: Analysis of Capsim Simulation

Capsim Simulation is a powerful tools for business student to get a brief understanding of the management of specific company. In Principle of Management, we utilize Capsim Simulation to position our company adequately in different departments, including research and development, production, marketing and finance. So in this poster, we will provide insight and analysis into the decisions of different groups and the different outcomes of their managerial decision. And also, we will not limit our research within the simulation. Instead, we apply what we learned from the Capsim simulation and principle of management to a real world business I own- a bubble tea shop. Although the perspective is not very similar, but we anticipate the interesting outcome of the application.

Major: B.S. in Marketing

Keilla Macias

Advised by Kathleen Rennie

Title: Digital Pharmaceutical Marketing

Digital marketing is reshaping traditional marketing in many industries, including the pharmaceutical industry, with some digital technologies empowering patients to make their own health care decisions. The purpose of this pilot study is to analyze how digital technologies in the pharmaceutical industry can impact brand awareness and consumer loyalty. A survey was

conducted with a non-probability convenience sample of 20 respondents who visited a medical care facility within the last year. Study results show that the most important factor for digital pharmaceutical communications for survey respondents is personalized engagement with the companies which addresses their unique needs or questions. Future research should explore new areas of marketing demand and adding digital capabilities to identify opportunities to work more closely with consumers.

Major: B.S. in Marketing

Marcel Hicks

Advised by Kathleen Rennie

Title: The Effects of Digital Capabilities on the Millennial Consumer's Buying Process

Technological capabilities are reshaping the series of steps that Millennial consumers take on their way to making purchasing decisions. This pilot study provides evidence for how the Millennial consumer's buying process is impacted by digital capabilities such as the Internet, social media and mobile applications. Quantitative data was collected through the use of a survey conducted with a non-random convenience sample of undergraduate university students. The purpose of this survey was to determine how digital capabilities impact the Millennial consumer's buying process. Results from the survey suggest that Millennial consumers use digital capabilities such as the Internet, social media, and mobile applications as a tool for gaining product and brand information before making a final purchase decision. Future researchers should explore the pros and cons of how digital capabilities impact the Millennial consumer buying process using a larger, randomized sample.

Major: B.S. in Marketing

Neel Patel

Advised by Kathleen Rennie

Title: Factors that Lead to an Increase in Brand Loyalty

Brand loyalty has unlocked the doors of opportunity to win the trust of consumers so that they can be more loyal to specific brands. The purpose of this pilot study is to examine perceived quality and trust as influencers of brand loyalty. One challenge for marketing professionals is that consumers do not stay loyal to certain brands due to intense competition and changes in consumer preferences. Quantitative data was collected through the use of a survey conducted with a non-random convenience sample of undergraduate university students. The purpose of the survey was to determine the role quality and trust play in shaping brand loyalty. Results can help marketers develop and implement a clear strategy to increase their numbers of loyal customers. Future researchers should explore advantages of brand loyalty through perceived quality and trust and study these components in more detail with an extensive, random sample.

Major: Marketing

Tara Hochhauser

Advised by Kathleen Rennie

Title: The Impact of Luxury Brands' Social Engagement on Purchasing Decisions

Social media severely impacts the marketing of luxury brands. The purpose of this pilot study is to examine how social engagement between luxury brands and consumers impacts the customers' purchasing decisions. Quantitative data was collected and analyzed through a survey conducted with a non-random convenience sample of 10 undergraduate students. Findings from the survey show that luxury brand interaction with consumers can effects their decision to make purchases. Future research on this topic should explore specific tactics to build luxury brand-consumer relationships on social media using a random sample of much great size.

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