

Marketing & Management

Faculty Chair: Dr. Fred DeCasperis
Student Chair: Mr. Ryan Watroba
Judge: Dr. Charles Seifert

Student Presentations

Christie Gustafson: The Effect of Package Color on Product Attribute Perception and Consumer Behavior

Lindsay Speech: International Study Programs: Overcoming Student Reluctance to Participate

Jennifer Stacey: L.L. Bean's Road To Marketing Success

Maureen Biegner: The Women of Generation Y: Their Perception of Work

Ryan Watroba: Is Higher Education Ready For Laptops In The Classroom? The Differing Viewpoints of Students and Faculty

Finance & Accounting

Faculty Chair: Dr. Debra Skaradzinski
Student Chair: Ms. Jenny Falco
Judge: Dr. Richard Proctor

Student Presentations

Sick Dough Fund

Rhiannon Darrone, Danielle Macready, Ross Pancoe, Katherine Sansone

"Thailand, Asia's Fifth Dragon?" A Multi-factor Approach To Price Thai Stocks

Alexandre Ribieras

Sarbanes-Oxley - A Best Business Practice or a Political Intrusion: A Case Study Analysis of Prior Fraud

Scott Burch

Siena Line Newsletter: The David E. Bjorklund Fund Update - *Bringing Wall Street To Loudonville*

Laura Daubman, Matthew Egge
Chris Hart, Samantha Maurer

Argentina: The Next El-Dorado?

Stephanie Etien

Economics

Faculty Chair: Dr. Mary Mallia
Student Chair: Mr. Brian Turner
Judge: Dr. Scott Trees

Student Presentations

Christopher Fedoryshyn: An Econometric Analysis of Cultural Centers and other Determinant on the Location of New, Single-family Homes: Evidence from Berkshire County, Massachusetts

Ryan Flatt: Window and Door Sealing to Save Energy and Lower Heat Bills

Bryon McKim: Compact Florescent Light Bulb Change In Resident Halls

Jay Moore

Manager Global Commercial Training
GE, Fairfield, CT



Jay Moore is responsible for the design and delivery of GE's corporate sales and marketing training for over 50,000 global commercial employees. He shares a unique perspective in building commercial excellence from foundational application to executive level seminars utilizing external academia, consultants and GE speakers.

Mr. Moore holds a B.S. in Marketing & Management from Siena College, an MBA from Rensselaer Polytechnic Institute, a MS degree in e-Commerce from the University of Maryland University College and is a Certified Master Black Belt in Six Sigma.

Jay sits on the Dean's Advisory Council at Siena College and is a trustee of the Marketing Science Institute & chairs the Marketing Science Institute's education roundtable.



Conference Chairpersons

Dr. Cheryl Buff
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Dr. Raj Devasagayam
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SIENA COLLEGE

Proudly Presents

The Second Annual

SIENA COLLEGE STUDENT CONFERENCE IN BUSINESS

Friday, April 20, 2007

3:00 to 5:00 PM

Sarazen Student Union

Keynote Speaker

Jay Moore

*Manager
Global Commercial Training GE
Fairfield, CT*

**"Growth Leadership: A Paradigm
Shift for GE Leaders"**

