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

Sick Dough Fund
Rhiannon Darrone, Danielle Macready, Ross Pancoe, Katherine Sansone

“Thailand, Asia’s Fifth Dragon?” A Multifactor 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
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
cbuff@siena.edu

Dr. Raj Devasagayam
raj@siena.edu

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