# **The Eleventh Annual**

# **Ted Winnowski ’63 Student Conference in Business 2016**

A Scholarly Forum for Student Research Presentations

##### April 15, 2016

**Maloney Great Room**

**Opening Remarks: Dr. Raj Devasagayam**

**Welcome: Br. F. Edward Coughlin, O.F.M., Ph.D.**

**Ted Winnowski ’63 Video Address**

**Introduction to Keynote Speaker: Dr. Margaret Madden, VPAA**

**Keynote Address**

# **Matthew Stark ‘11**

# **Senior Manager of Consumer Insights, L’Oreal, USA**

**3:10 to 3:30 p.m.**

Track A: Marketing Maloney Great Room

Track B: Economics SSU 243

**Track C: Entrepreneurship Molinari Room**

**Track D: Interdisciplinary Business SSU 241-242**

4:20 PM

**Reconvene in Maloney Great Room**

**4:25 - 4.40 PM**

AMA

Financial Management Association

Management Student Advisory Team

ESA (Economics Club)

Siena College Entrepreneurship Organization

**4:40 to 5:00 PM**

 Awards

Best Papers

Best Presentations

**Concluding Remarks: Dean Charles F. Seifert, Ph.D.**

**Vote of Thanks: Dr. Cheryl Buff**

**We gratefully acknowledge the following for their contributions to the Eleventh Annual TWSCB**.

Mr. Ted Winnowski, ‘63

Br. F. Edward Coughlin, O.F.M., Ph.D., President of Siena College

Dr. Margaret Madden, VPAA

Dr. Charles F. Seifert, Dean, School of Business

Mr. Matthew Stark, ’11, Keynote Speaker

Ms. Mary Neuwoehner, Learning Technology Representative, McGraw-Hill/Irwin

School of Business Faculty – Research Mentors, Best Paper and Presentation Judges, Faculty Facilitators

School of Business Students – Authors and Presenters, Conference Co-Chairs, Track Chairs, Technology Assistants

School of Business and Academic Affairs Administrative Staff

CURCA – Center for Undergraduate Research and Creative Activity