

The Sixteenth Annual Ted Winnowski '63 Student Conference in Business 2022

A Scholarly Forum for Student Research Presentations

April 29th, 2022

Opening Remarks: Dr. Cheryl Buff, Associate Dean

Welcome: Dr. Christopher Gibson, President

Introduction to Keynote Speaker: Dr. Margaret Madden, Provost and Senior Vice President

Keynote Address: "Becoming a Corporate Athlete"

MS. TALAYA WILKINS '07

VP CONTENT STRATEGY, MADISON SQUARE GARDEN

3:10 – 3:30 P.M.

3:35 - 4:45 PM

Room 1: Analytics & Economics

Presenters: Madoka Weldon, Greta Stjade; Davis Zerr; Emily Elder

Room 2: Marketing & Management

Presenters: Austin Sicko, Angelina Bonacquisti, Matthew Donovan; Nathan Byrne; Dierdre McBreen

Room 3: Business. & Health

Presenters: Olivia Durant, Madison Tamblin; Kylie Martin; Jared Slovic, Russell Beck, Frida Muth

Room 4: Entrepreneurship

Presenters: Jake Derian, Madeline Dunigan, Meg Giordano, Ryan Lynch; Chad Buckley, Liam Hickey, Simon Santos; Veronica Forth, Hassan Omar, James Smith

4:45 PM

Reconvene in Main Session

4:45 – 4:55 PM

Student Club Presentations

4:55 – 5:15 PM

Awards

Best Papers

Best Presentations

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

Vote of Thanks: Dr. Ashley Provencher

We gratefully acknowledge the following for their contributions to the Sixteenth Annual TWSCB:

Mr. Ted Winnowski '63, Benefactor

Ms. Talaya Wilkins, VP Content Strategy, Madison Square Garden

Dr. Christopher Gibson, President of Siena College

Dr. Margaret Madden, Provost and Senior Vice President

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

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 Administrative Staff

Chris Burdo and the Events Crew

Tom Callan and ITS

CURCA – Center for Undergraduate Research and Creative Activity