

**The Seventeenth Annual
Ted Winnowski '63 Student Conference in Business 2023**

A Scholarly Forum for Student Research Presentations

April 28th, 2023

Maloney Great Room of Sarazen Student Union

Opening Remarks: Dr. Cheryl Buff

Welcome: Dr. Christopher Gibson, President

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

Keynote Address: "Reflections from a Former Conference Presenter"

MS. MELISSA FICHERA '14

AUDIENCE GROWTH LEAD, OFFICE OF THE CEO, YELP

4:10 – 4:30 P.M.

4:35 - 5:45 PM

Track A:	Marketing & Behavioral	SSU 243
Track B:	Institutions & the Macroeconomy	Maloney Great Room
Track C:	Health & Social Policy	SSU 241-242
Track D:	Entrepreneurship	Molinari Room

5:45 PM

Reconvene in the Maloney Great Room

5:45 – 5:55 PM

Student Club Presentations

5:55 – 6:15 PM

Awards

Best Papers

Investment Award

Best Presentations

Concluding Remarks: Interim Dean Katherine Silvester, Ph. D.

Vote of Thanks: Dr. Ashley Provencher

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

Mr. Ted Winnowski '63, Benefactor

Ms. Melissa Fichera, Audience Growth Lead, Office of the CEO, Yelp

Dr. Christopher Gibson, President of Siena College

Dr. Margaret Madden, Provost and Senior Vice President

Dr. Katherine Silvester, Interim 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

Jenny Killian and School of Business Administrative Staff

Chris Burdo and the Events Crew

Tom Callan and ITS