

**The Eighteenth Annual  
Ted Winnowski '63 Student Conference in Business 2024**

*A Scholarly Forum for Student Research Presentations*

April 26<sup>th</sup>, 2024

**Maloney Great Room of Sarazen Student Union**

**Opening Remarks: Dr. Cheryl Buff**

**Welcome: Dr. Charles Seifert, President**

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

**Keynote Address: "Using Imparted Wisdom to Develop Your Personal Mission"**

**Ms. DINA MALONEY DECARLO '16**

**RESEARCH SCIENTIST FOR THE NYS OFFICE OF MENTAL HEALTH**

**9:10 – 9:30 A.M.**

**9:35 - 10:45 AM**

<b>Track A:</b>	<b>Marketing</b>	<b>Maloney Great Room</b>
<b>Track B:</b>	<b>Economics</b>	<b>SSU 243</b>
<b>Track C:</b>	<b>Management</b>	<b>SSU 241-242</b>
<b>Track D:</b>	<b>Entrepreneurship</b>	<b>Molinari Room</b>

**10:45 AM**

Reconvene in the Maloney Great Room

**10:55 – 11:15 AM**

Awards

Best Papers

Investment Award

Best Presentations

**Concluding Remarks: Dr. Rashmi Assudani, Dean of School of Business**

**Vote of Thanks: Dr. Ashley Provencher**

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

Mr. Ted Winnowski '63, Benefactor

Ms. Dina DeCarlo Maloney, Research Scientist for the NYS Office of Mental Health

Dr. Charles Seifert, President of Siena College

Dr. Margaret Madden, Provost and Senior Vice President

Dr. Rashmi Assudani, 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