

**The Twelfth Annual
Ted Winnowski '63 Student Conference in Business 2017**

A Scholarly Forum for Student Research Presentations

April 7, 2017

Maloney Great Room

Opening Remarks: Dr. Raj Devasagayam

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

Introduction to Keynote Speaker: Dr. Margaret Madden, VPAA

Keynote Address

MR. TED WINNOWSKI '63

FINANCIAL CONSULTANT, COLUMBIA BUSINESS/TWINN MGT

3:10 TO 3:30 P.M.

Track A: Accounting & Finance

SSU 241-242

Track B: Economics & Public Administration

SSU 243

Track C: Entrepreneurship

Molinari Room

Track D: Marketing & Management

Maloney Great Room

4:35 PM

Reconvene in Maloney Great Room

4:40 – 4:55 PM

Marketing Club

Delta Sigma Pi

Beta Alpha Psi

Management Student Advisory Team

Economics Student Association

Siena College Entrepreneurship Organization

4:55 to 5:15 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 Twelfth Annual TWSCB:

Mr. Ted Winnowski, '63, Keynote Speaker and Benefactor

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

Ms. Meagan Lane, Executive Learning Technology Representative, McGraw-Hill Education

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