

SCSCB 2007

by Raj Devasagayam



The Second Annual
 Three College Middle Tennessee at Belmont
 March 2017
 Midnight Movie for Student Support & Presentation
 April 11, 2017
 7:00 PM

Opening Remarks by Dr. Roy
 Williams, President of Belmont
 Welcome and Hospitality by Kristina Spivey, Vice President

Location Address
 Belmont College, 1200 Belmont Blvd., Belmont, TN 37020

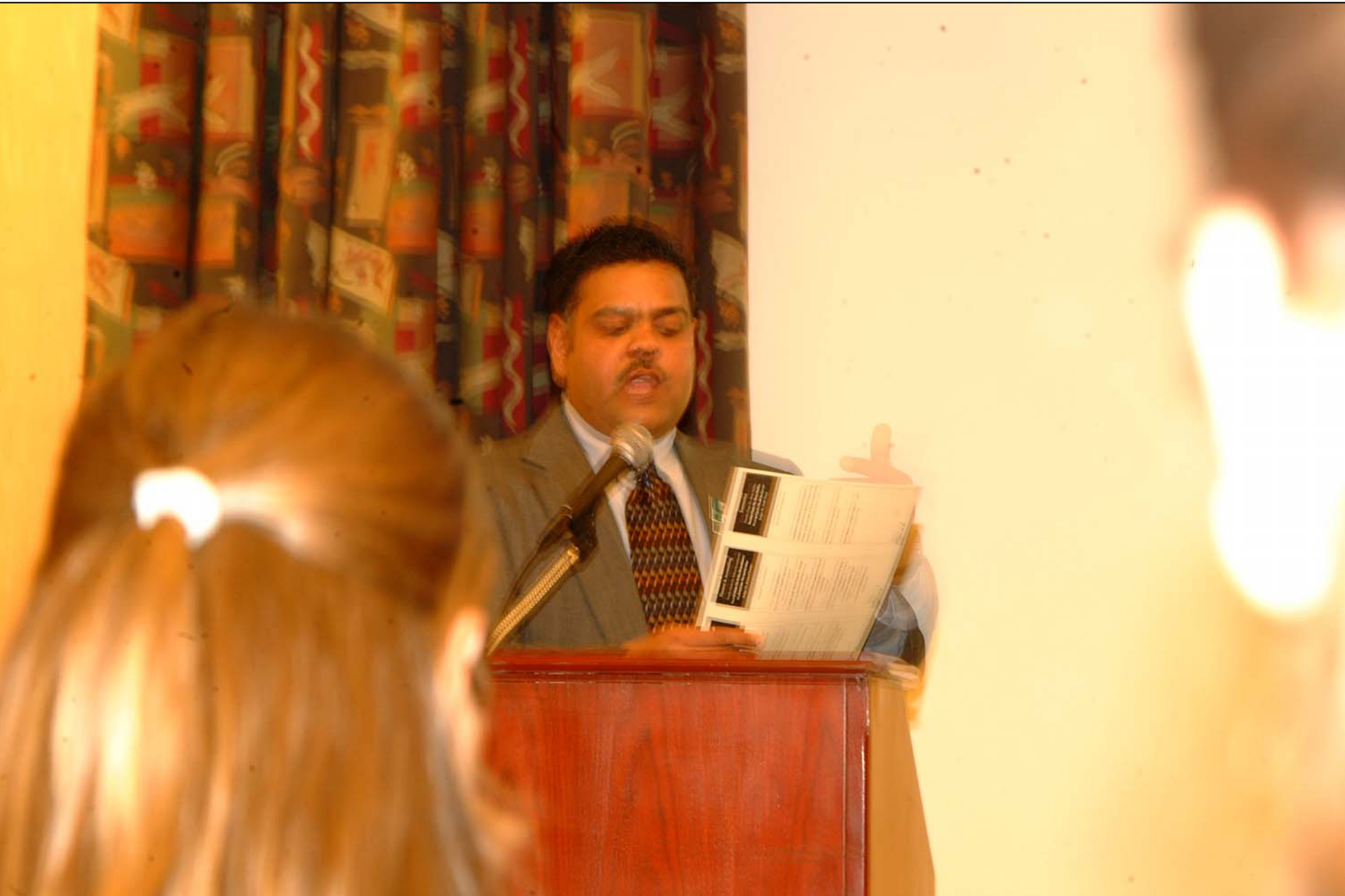
For More Information
 Contact: 615.228.2222

Event Sponsors
 Belmont College, Belmont University, Middle Tennessee State University, and Belmont State University

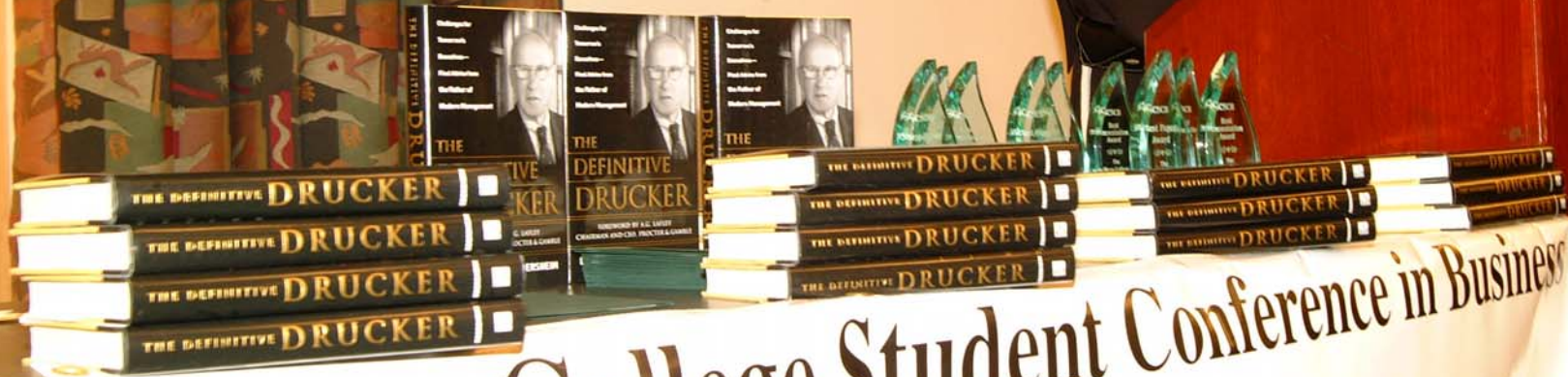
Event Staff
 Chair: K. Marketing and Management Room 201
 Chair: B. Finance and Accounting Room 311.221
 Chair: J. Economics Hall 1 and 2







Opening Remarks: Dr. Raj
Welcome by Father Kevin
Welcome and Introduction to Keynote
Keynote Address
"Growth Leadership: A PARADIGM"
BY
Dr. Raj
Manager, ...
Track A: Marketing
Track B: Finance and
Track C: Economics



Siena College Student Conference in Business





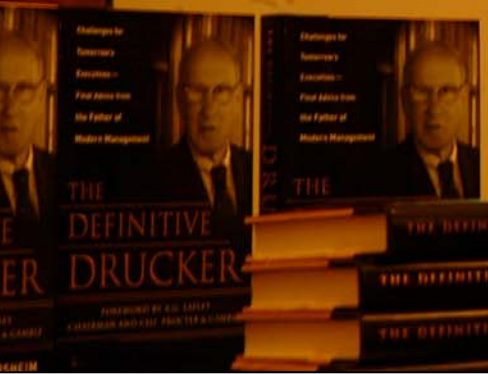


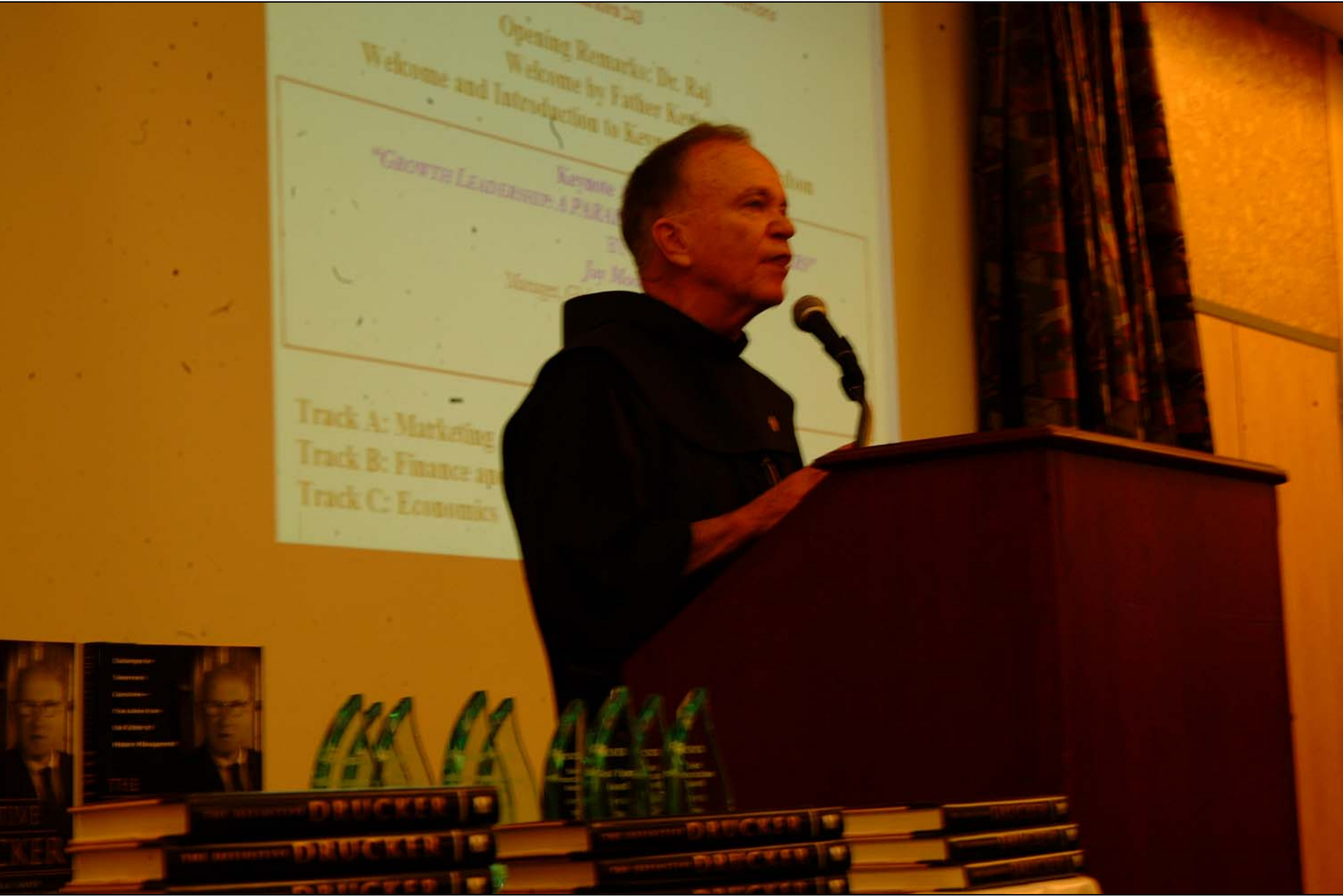
Conference in Business
SCSCB 2007
Early Forum for Student Research Presentations
April 20, 2007
Sarazen 243

Opening Remarks: Dr. Raj
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Welcome and Introduction to Keynote

Keynote Address
"GROWTH LEADERSHIP: A PARADIGM"
BY
Jay Moore
Manager

Track A: Marketing
Track B: Finance and
Track C: Economics





Opening Remarks: Dr. Raj
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Welcome and Introduction to Key
Keynote
"GROWTH LEADERSHIP: A PARADIGM
Track A: Marketing
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Track A: Marketing and Management
Track B: Finance and Accounting
Track C: Economics

College Student Conference in Business

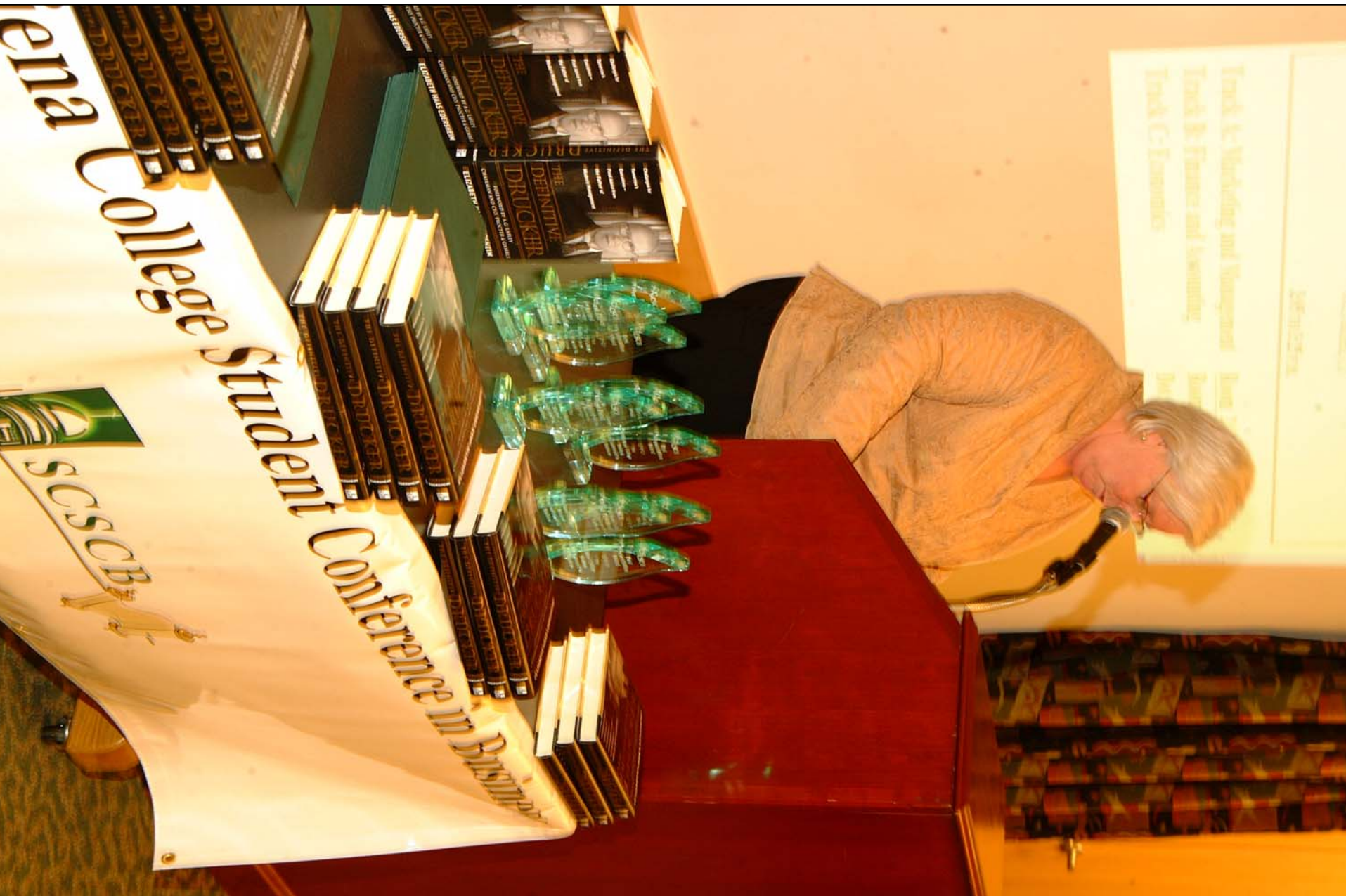
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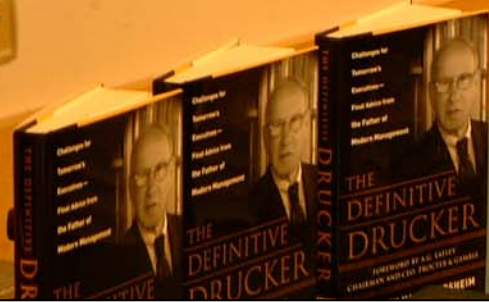
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Manager, Global Commercial Training
GE, Fairfield, CT
3:05 to 3:25 P.M.

Track A: Marketing and Management Room
Track B: Finance and Accounting Room
Track C: Economics Room













Waterford NY







imagination at work



beatles

THE BEATLES
1964-1970



1997

1999

2000

Six Sigma
MBB
2001

Program
Manager
2003

Global
Commercial
2006

IFM DENA
April 20, 2007















Jay
Moore
GE Corporate

GUILTY

Jay
Moore
GE Corporate



Jay
Moore
GE Corporate

Jay
Moore
GE Corporate



imagination at work



imagination at work



The Effect of Package Color on Product Attributes Perception and Consumer Behavior

Chelsea Gustafson
Cheryl L. Bull, Ph.D.

The Effect of Package Color on Product Attribute Perception and Consumer Behavior

Christie Gustafson

Cheryll L. Buff



Behavior

Stafson
Buff, Ph.D.



...tribute Perc
**and Consumer
Behavior**

ustafson
Buff, Ph.D.





- Literature on packa marketing

- Research Question

- Consumer percept
- Gender difference



■ Literature on packaging
marketing

- Research Question
 - Consumer perceptions
 - Gender difference?

Qualitative Study

- Focus group
- Students' feelings towards products, product usage, and product packaging
- Results:
 - No noticeable gender gap except green
 - Brand name important
- Students' responses towards laundry detergent



Economic Analysis

- ◆ GDP increased 2.2%
- ◆ Prices in crude oil declined 20%
- ◆ Bearish healthcare market
- ◆ Democratic control of congress will influence the FDA
- ◆ Medical Tourism
- ◆ High Entry Barrier



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Significant Investments

- NVS-Novartis AG
- CRL-Charles River Laboratories
- CMED-China Medical Technologies
- KOSP-KOS Pharmaceuticals Inc.
- TNOX-Tanox Inc.



Economic Analysis



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Performance Ratios

Performance Ratio	Sick Dough	MSCI World Healthcare
Sharpe	2.06	-0.879
Treynor	0.25	-0.071
Jensen	0.0001	0
Information Ratio	0.01	0
Market Timing	48.25	0
R Squared	0.328	1
Beta	1.03	1.00

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Portfolios, Benchmark and S&P

Sick Dough vs MSCI & SP500



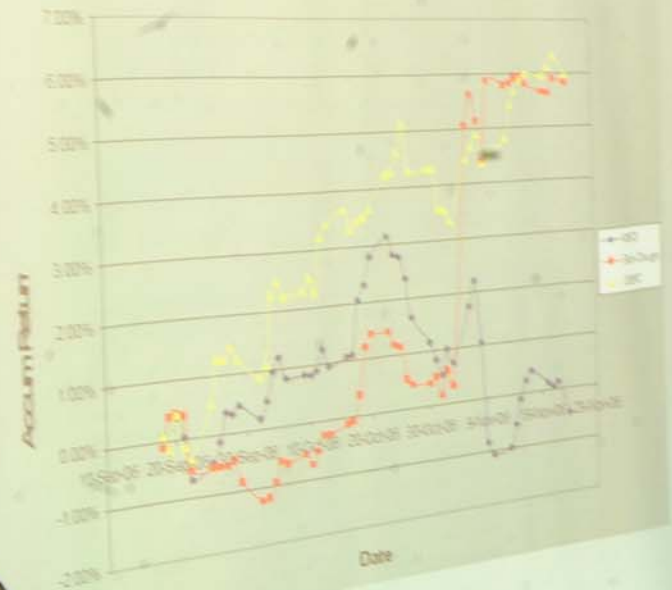
Portfolio vs. Benchmark and S&P

Sick Dough vs MSCI & SP500



Portfolio vs. Benchmark and S&P

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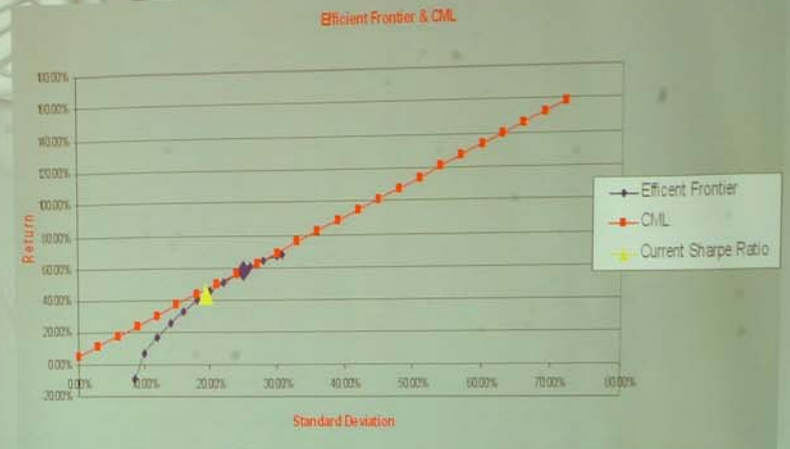


Performance Attribution Analysis

Portfolio Weights	Benchmark Weights
40%	20%



Efficient Frontier



Conclusion:

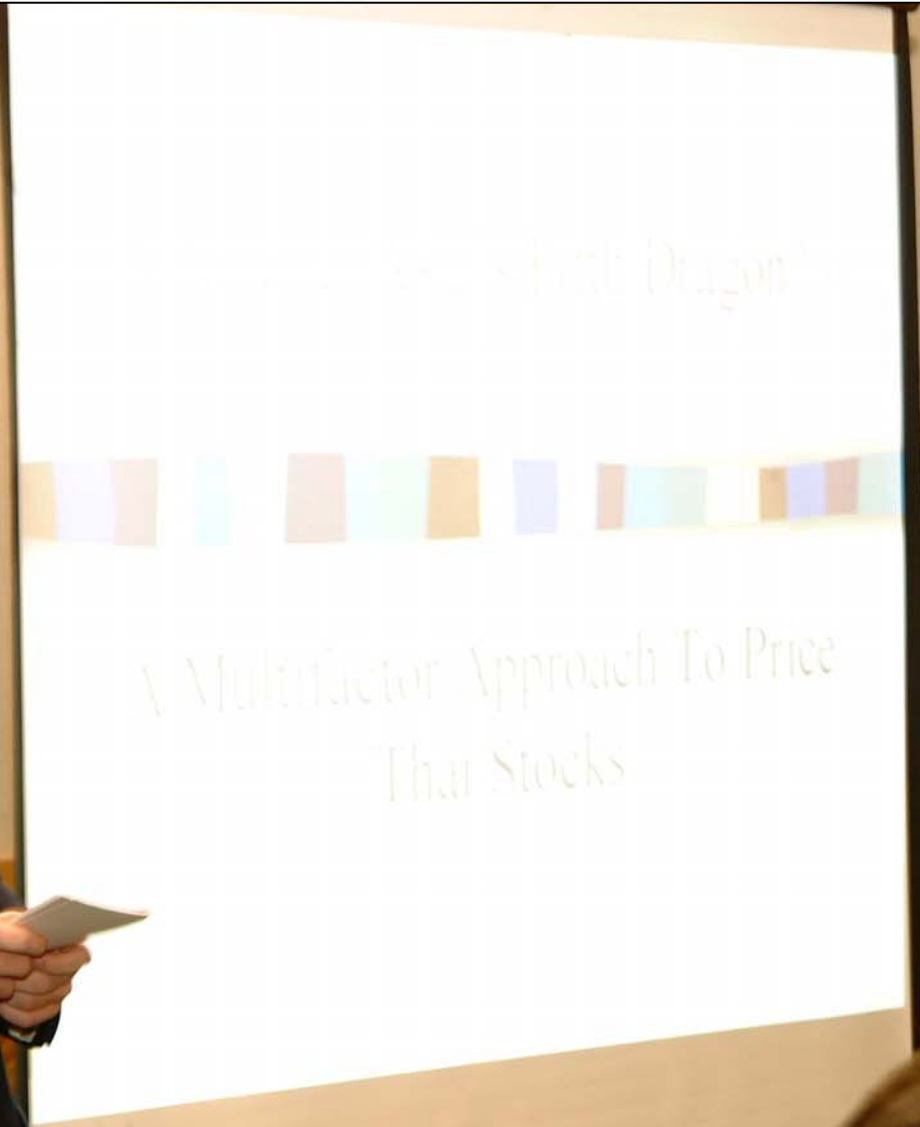
- Overall, Sick Dough Fund has currently been achieving the goal of long-term appreciation and outperforming the benchmark.
- The Sick Dough Fund plans to continue to beat the benchmark through stock selection and cash/equity allocation.





Any Questions?





The 'Dragon' Model

A Multifactor Approach To Price
That Stocks

A man in a dark suit, white shirt, and striped tie stands to the left of a large projection screen. He is looking towards the screen. The screen displays a presentation slide with a decorative horizontal bar of colorful rectangles (purple, brown, yellow, blue, green, brown, yellow, blue, brown, yellow, blue, brown, green) separating the title from the subtitle.

«Thailand, Asia's Fifth Dragon? »

A Multifactor Approach To Price
Thai Stocks



- Objective
- Introduction on Thailand
- Thai Market in a Global Portfolio
- Macro & Micro Risk Effects
- Determining the Cost of Capital
- Forecasting Thai Stock Returns
- Conclusion

Objective

- Understanding of the stock price of capital markets
- Identification of the leading risk factors investing in the Thai stock market
- Determining the cost of equity in Thailand
- Pricing equities
- For and Against including Thailand's asset class within Global Asset Allocation











Lindsey Speach '07
College











Growth of L.L. Bean

1912:

Leon Leonwood Bean sells
Maine hunting boots only



Today:

- Leading retailer of outdoor and indoor gear and apparel.

■ \$1.5 billion in annual

revenue. Nationally Renowned



Growth of L.L. Bean

1912:

Leon Leonwood Bean sells
Maine hunting boots only



Today:

- Leading retailer of outdoor and indoor gear and apparel.

- \$4.5 Billion in annual

revenue. Nationally Renowned





Enron

- Culture
 - Performance Review Committee
- Accounting
 - Revenue recognition
 - Special Purpose Entities
 - Improper hedging
- Conflicts of Interest

Andy Fastow
Andersen

Enron

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 - CFO Andy Fastow
 - Arthur Andersen

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Analysis

- What would SOX have changed?
- What could still occur?

- Bachelors Degree or higher
- One-four years of full-time working experience



Subject	Position	Age
1	Sales Representative	23
2	Alumni Relations	23
3	Assistant Recruiter	23
4	Event Planner	24
5	Career Counselor	24
6	Special Education Teacher	25
7	Speech Therapist	25
8	Recruiter	27
9	Teacher	27
10	Director	27



Interview Questions

- Expectations?
- Current job?
- Relationships at work?
- Relationship between work and family?
- Career motivations?
- Future plans?



■ Job security

■ Work vs. life



■ Job security

■ Work vs. life



important

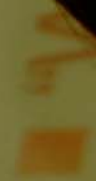
- "My job isn't my life, I want to be passionate about it and love it."





... Just isn't that in

Get to the point
and the job isn't a
... you have to swit



Importance of Study

- Helped me see how Generation Y women experience work issues
- Shows organizations what new employees expect from work
- Prepares organizations to manage generation entering the workforce for next 12 years
- Change to fit generation or expect generation to fit

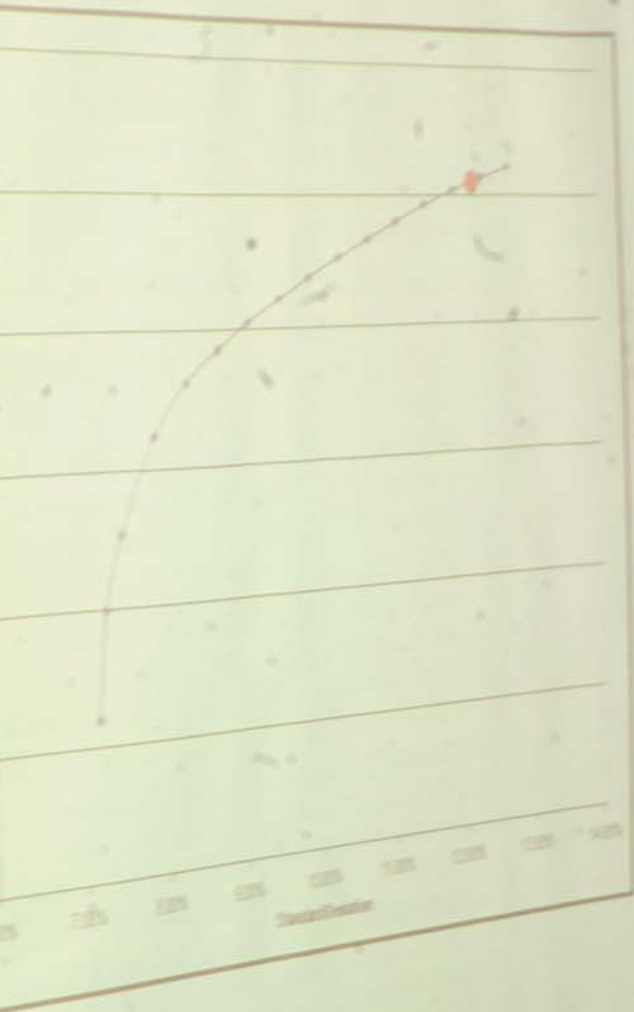


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ENT FRONTIER



PURCHASE PRICES



Ticker	Purchase Price	Ticker	Purchase Price
SHLD	\$119.98	NVS	\$54.88
CJR	\$27.34	ETN	\$67.67
MIK	\$34.95	KAR	\$24.86
GTRC	\$50.87	LRW	\$22.66
PARL	\$15.63	BAK	\$16.26
BG	\$58.81	MLM	\$79.67
ACV	\$46.79	DOX	\$28.44
XOM	\$58.68	SOLD	\$13.27
EST	\$34.00	EPAY	\$11.43
KMP	\$49.90	TU	\$41.38
TPP	\$36.85	PSD	\$20.82
UCBI	\$26.92	PPL	\$30.00
MBI	\$61.22	ME	\$20.00
TMO	\$30.71	VLO	\$95.02
FSH	\$63.10	SBH	\$7.35



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FALL 2006 TOP WINNER

- 🌿 *Top Winners:*
- BG: 25.80%
 - LRW: 19%
 - MLM: 17.91%
 - KAR: 17.72%
 - GTRC: 17.62%



EXIT



FALL 2006 SEMESTER TOP WINNERS / LOSERS

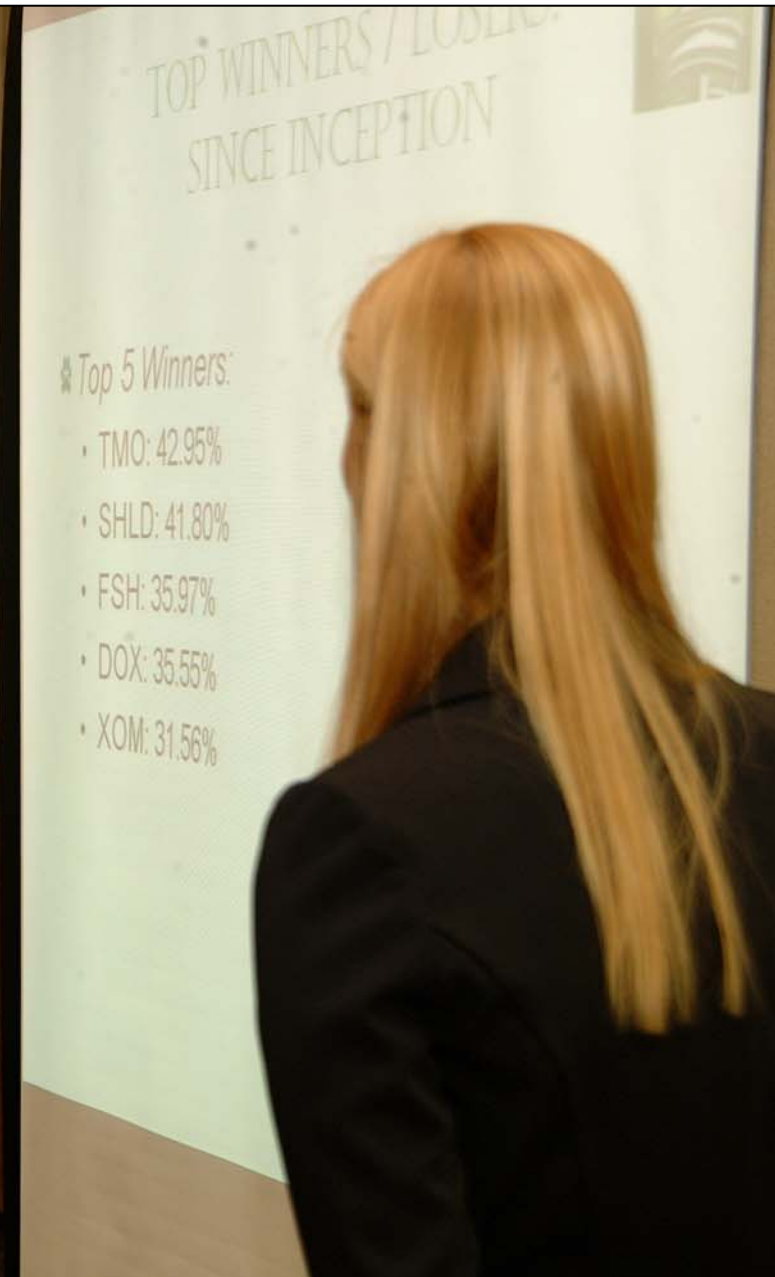
♣ Top Winners:

- BG: 25.80%
- LRW: 19%
- MLM: 17.91%
- KAR: 17.72%
- GTRC: 17.62%

♣ Losers

- SOLD: -8.42%
- DOX: -1.03%

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EXIT

THE BJORKLUND FUND VS S&P500

Buy & Hold Return Since Inception



Our end of semester change





Simple Questions



Questions

1. What are the main components of a business plan?

2. How do you determine the market size for your product?

3. What are the key factors to consider when choosing a location for your business?

4. How do you estimate the costs of your business?

5. What are the different types of financing options available to a small business?

6. How do you develop a marketing strategy for your business?

7. What are the legal requirements for starting a business?

8. How do you manage cash flow in a business?

9. What are the common mistakes to avoid when starting a business?

10. How do you build a strong team for your business?



Sample

Category	Item 1	Item 2	Item 3	Item 4	Item 5	Item 6	Item 7	Item 8
Category 1	Item 1.1	Item 1.2	Item 1.3	Item 1.4	Item 1.5	Item 1.6	Item 1.7	Item 1.8
Category 2	Item 2.1	Item 2.2	Item 2.3	Item 2.4	Item 2.5	Item 2.6	Item 2.7	Item 2.8
Category 3	Item 3.1	Item 3.2	Item 3.3	Item 3.4	Item 3.5	Item 3.6	Item 3.7	Item 3.8
Category 4	Item 4.1	Item 4.2	Item 4.3	Item 4.4	Item 4.5	Item 4.6	Item 4.7	Item 4.8
Category 5	Item 5.1	Item 5.2	Item 5.3	Item 5.4	Item 5.5	Item 5.6	Item 5.7	Item 5.8
Category 6	Item 6.1	Item 6.2	Item 6.3	Item 6.4	Item 6.5	Item 6.6	Item 6.7	Item 6.8
Category 7	Item 7.1	Item 7.2	Item 7.3	Item 7.4	Item 7.5	Item 7.6	Item 7.7	Item 7.8
Category 8	Item 8.1	Item 8.2	Item 8.3	Item 8.4	Item 8.5	Item 8.6	Item 8.7	Item 8.8

Preliminary Findings I

	Students	
Believe Laptops Develop a More Interactive Learning Environment	3 out of 5	
Laptops Enhance Classroom Discussion	2 out of 5	
Laptops Make Learning Easier	3 out of 5	

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Future Research

- Extend To National Sample
- More In-Depth Data Analysis
- Look To New Technologies (e.g. Podcasts, Streaming Videos)
- Arrive At Dimensions That Would Be Helpful In Developing General Measurement Scales

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Thank You!



Is Higher Education Ready For Laptop Technology In The Classroom? The Differing Viewpoints of Students and Faculty

Ryan Watroba

Sienna College

ryan.watroba@sienna.edu





Thank You!

Is Higher Education Ready For Laptop Technology In The Classroom? The Differing Viewpoints of Students and Faculty

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Siena College Student Conference in Business





College Student Conference in Business











































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SIENA COLLEGE
OFFICE OF CAREER DEVELOPMENT
AND EMPLOYMENT
COUNSELING
2010-2011
Best Student Award
for Leadership, Service, and
Academic Achievement







2017
Honorable Mention
FIRST PLACE
Business Plan, Social Media, and Fundraising





Johns Hopkins UNIVERSITY
2007
Investment Management
Research Essay Competition
FIRST PLACE
Awarded to
Blahumio Darrinot, Donnell Macreedy, Ryan Parson
& Katherine Sanoze of Siena College
April 2008



St. John's
UNIVERSITY OF NEW BRUNSWICK
2007
Investment Management
Research Essay Competition
FIRST PLACE
Awarded to
Robinson Durrone, Danielle Maczyski, Ross Purcoe
& Katherine Sansone of Santa College
Faculty of Business
The University of New Brunswick





UNIVERSITY OF MIAMI
The University of Miami
College of Business

2017
Investment Management
Research Team's Competition
BEST IV-ACI
Awarded to
Elizabeth Barrows, Danielle Alexander, Juan Ponce
& Katherine Simpson of Stern College
of Business