

**The Fifteenth Annual
Ted Winnowski '63 Student Conference in Business 2021**
A Scholarly Forum for Student Research Presentations

May 14, 2021

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: Outside Perspective. Internal Commitment.

MS. MARISA RICCIARDI '98

FOUNDER & CEO, THE RICCIARDI GROUP

3:10 – 3:30 P.M.

3:35 - 4:45 PM

Breakout Room 1: Labor & Employment

Presenters: Connor Krenzer, Colleen McKenna, Alex Perry & Colin Jacobson, Abigail Hoekman

Breakout Room 2: Marketing

Presenters: Deirdre McBreen, Jack Cheney, Rylie VanBramer, Jake Marcus and Matthew Plummer; Chris Adamski; Elizabeth Lenihan

Breakout Room 3: Analytics

Presenters: Samantha Gisleson, Emily Parks-Vernizzi, Madeline Cartwright, Nicole Pazarecki

Breakout Room 4: Economic Policy

Presenters: Jonathan Burns; Brooke Boormeester; Timothy Fenton; James Ardito, Jonathan Burns, Kathleen Callery, Taylor Engel, Christina Geddes, Alex Perry

Breakout Room 5: Entrepreneurship

Presenters: Mark Bodner and Jordan Nowak; Meghan Brewer; Loren Bartholomew, Jacob Schoff and Samuel Goldstein

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 Fifteenth Annual TWSCB:

Mr. Ted Winnowski '63, Benefactor
Ms. Marisa Ricciardi, Founder & CEO, The Ricciardi Group
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