
2 p.m. - 3 p.m.

More than Just Noise: Background Music and Its Effect on
Consumer-Brand Relationships

Robert Dallas

McGinley Center, Room 234

Value Investing and the Post Earnings Announcement Drift

Nicholas Belfanti

Hughes Hall, Room 313

Accounting for Time Value of Money in Depreciation

Gabriella Kennedy

Hughes Hall, Room 313

3 p.m. - 4 p.m.

Tax Havens

James Sheridan

Hughes Hall, Room 313

The Secondary Ticket Market

Patrick Cooney

Hughes Hall, Room 313



FORDHAM UNIVERSITY
GABELLI SCHOOL OF BUSINESS
UNDERGRADUATE BUSINESS RESEARCH CONFERENCE
APRIL 9, 2014

SCHEDULE OF PRESENTATIONS

12 p.m. - 1 p.m.

Investing in Charter Schools: How Private Firms Can Make Money in Education

Molly Buckley

McGinley Center, Room 235

The Economic Impact of Collegiate Athletic Scandals

Alex Kohn and Matthew Sinise

McGinley Center, Room 235

User Perceptions of Sponsored Posts on Social Media

Samantha Timmerman and Jennifer Whitford

Hughes Hall, Daleo Hall B

Online Privacy and Consumer Attitudes

Erika Loberg & Cara Luke

Hughes Hall, Daleo Hall B

A Proposal to Change the Corporate Deduction for Employee Stock Compensation

Christopher Margiotta

Hughes Hall, Room 313

Marketing Implications for Benefit Corporations

Edward Rapp

Hughes Hall, Room 313

1 p.m. - 2 p.m.

The Impact of Glass-Steagall and Its Repeal on the Financial System During The Past Two Decades

Xinjiao Zhai

Hughes Hall, Room 313

Post-2008 Financial Crisis Hedge Fund Activism Performance

Jakub Kowalski

Hughes Hall, Room 313

The Effect of the SEC's Modernization of Oil and Gas Company Disclosures on Stock Prices

Katherine Buckle

Hughes Hall, Room 313

The Housing Crisis's Impact on the Banking Sector and Sovereign Debt Crisis: The Case of Spain

Krystle Diaz

Hughes Hall, Room 313

please see back page for presentations scheduled from 2 p.m. - 3 p.m. and 3 p.m. - 4 p.m.