

17th Annual Student Conference in



BUSINESS & ECONOMICS

April 12, 2017

12:30 – 3:00 pm

Elizabethtown College | James B. Hoover Center for Business, Rooms 212 & 110

TIME	LOCATION	EVENT
12:30-12:40 pm	H212	Opening Remarks: Dr. Kristi Kneas, Dean of Academic Affairs & Faculty Development
12:40-1:45 pm	H212	SESSION A Moderator: Professor Bryan Greenberg Theme: Financial Analysis <ul style="list-style-type: none"> Joachim Hellesen, Jessica Rinaldi, Nathadon Suksiritarnan, Kevin Tacchino & Anders Nilsson “CFA Research Challenge – A Sell Recommendation on Axalta Coating Systems Ltd.” Morgan Helt “For the Next 1,000 Years” Madison McCall ◊ “Impact Investing as a Way to Solve Social Problems” Nicolas Callahan ◊ “Rapid Re-housing & Social Service: An Integrated Approach to Homelessness”
1:45–2:00 pm	H212	BREAK
2:00-3:00 pm	H212	SESSION B Moderator: Professor Jared Miller Theme: Tech and Society <ul style="list-style-type: none"> Layla Thomas “Sprawl, Mobility Gaps, and the Transit Solution: Cross-Sectional Analysis in San Diego, California” Brianna Bashore, Alyssa Blouse, Jeff Gamble, Gilbert Sanjur-Basil, Werner Wilches & Jiaxin Zhao “From Idea to Innovation: Business Projects in Technology Management”
2:00-3:00 pm	H110	SESSION C Moderator: Professor Sanjay Paul Theme: Applied Business Math <ul style="list-style-type: none"> Anastassiya Sayenko “Using Time Series and Regression Forecasting Techniques to Predict Goldman Sachs Stock Closing Price” Alec Proffitt & Adam Strayton “Forecasting GM’s Stock Price Using Time Series Methods” Jingyun Hu “Farmland Usage in Pennsylvania” Alex Weissenborn “Lurking Behind Random Numbers: When Anchors Sink Our Wallets”
5:30 pm	Myer Hall	Department of Business Awards Banquet [By Invitation]

◊ Department of Business Honors in the Discipline Presenter