



**Spring 2021**

# **Business Student Research Showcase**

*To encourage student engagement in business research, foster both creative and critical thinking, and help students enhance their public communication skills and professional development*

**Friday May 14, 2020**

**2:00 – 4:20 pm**

## **Business & Economics Research Committee**

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# General Schedule

## Introduction



## Student Research Presentations

Major: B.S. in Marketing

**Nicole Wragge**

Advised by Dr. Serdar Yayla

***Title: The Products***

Labels are central to communicating the value with the customers. This paper seeks to explore the efficiency of minimalist and maximalist approaches in dietary supplement products. In this study, customers' responses to the labeling approaches (minimalist vs. maximalist) are examined via a randomized experiment conducted with 54 participants. The results indicate that consumers consider maximalist label designs as more attractive, higher quality, and better communicate the dietary supplement product attributes and benefits than minimalist label designs. Moreover, the results demonstrate that the maximalist label design approach has a positive impact on purchase intention. As an extension to existing label and package design literature, this study suggests that following a maximalist approach in the label design process enables marketing practitioners in the dietary supplement industry to communicate the value more effectively.

Major: B.S. in Management

**Dharti Nimavat, Takshma Gandhi, Twinkle Gor**

Advised by Dr. Eunsu Lee

***Title: Predicting the Expenditure of 'Food at Home' and 'Food away from Home' for the Year 2020-25 in the U.S.***

The eating habits of people of America has been more inclined towards the concept of eating Food-Away-from-Home (FAFH) since several decades because of their busy lifestyle. But the trends are fluctuating since quite a while, especially after the COVID-19 the food accessibility got affected and people started shifting onto the opposite side of having FAFH. This study developed a simple statistical model for predictions about the total expenditures made on the Food-at-Home (FAH) and Food-Away-from-Home (FAFH) by the people of United states and comparing them to know about the trend in next five years. We fitted a linear regression model,

Major: B.S. in Management

**Prathna Gupta, Dhvani Shah, Priyam Shah**

Advised by

IMC plan was developed that includes primary and secondary research followed by a SWOT analysis. Based on the SWOT, the client's business goal, communication goal, communication objectives, strategy and key messages were developed. Tactics were created that can deliver

themselves vulnerable open for attacks. Cyber Security is a fast-growing field that has allowed the accounting professions to grow their range of services as it will continue to rapidly grow it will allow the accounting field to become more involved.

Major: B.S. in Marketing

**Rabia Fayyaz**

Advised by Dr. Kathleen Rennie

***Title: NJCU eSports Integrated Marketing Communication (IMC) Plan***

Integrated Marketing Communication (IMC) plan allows organizations to communicate strategically with various publics to help meet business and communication goals. This IMC plan is developed for NJCU eSports. The organization offers competitive and casual organized video gaming for students interested in a wide variety of popular games as an official University sport within NJCU's Athletics Program. The organization allows players to interact in a virtual environment and build connections. NJCU eSports does not have a well-researched strategic marketing plan. Thus, the organization's key messages are not resonating with key audiences. An IMC plan was developed to meet these challenges, including primary and secondary research, followed by a SWOT analysis. Based on the SWOT, business and communication goals were developed along with the client's communication objectives, key messages, and strategies. Tactics were created to deliver NJCU eSports' message to its primary public. Finally, evaluation techniques were identified so that NJCU eSports could determine if the IMC plan was effective. This presentation provides an overview of the research, objectives, programming, and evaluation of NJCU eSport's IMC plan.

Major: B.S. in Management

**Jhordy Genao Reyes, Michael Hill, Shady Hannallah**

Advised by Dr. EunSu Lee

***Title: Emergency Routes***

For our project, we are looking on how to find alternative routes for snow in Jersey City. Emergency routes in Jersey City are important due to the accessibility they create for individuals as wells as law enforcement and health operators such as ambulances. Many of the existing roads in Jersey City do not reach all the important locations, such as schools, morgues, funeral homes, malls, and hospitals. There are currently 18 routes, but our goal is not to replace them; rather, we want to add more routes that are useful for places that are not considered one but are in fact. For example, many schools are being left out of being cleaned properly due to being heavily ignored and not considered as an emergency route. In our research, we dive in on how the new routes can be beneficial. Nonetheless surveys were also conducted to know peoples point of views in these subjects and which one they considered the major points that need to be covered. Two of the critical points of these routes are the highways in Jersey City especially due to the fast-paced environments this conduct which its why mainly all route connects to them as well as to main streets such as Kennedy boulevard and palisade. In our paper, we present the

