



Spring 2022

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 13, 2020

2:00 – 4:30 pm

Business & Economics Research Committee

Nava Cohen, Ph.D., Accounting Department, ncohen@njcu.edu

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General Schedule

Introduction

2:00 pm – 2:10 pm	Set-up
	Opening Remarks
	Introduction of Judges

Student Research Presentation Competition – Track 1 – Room 1

	Time	Student presentation
1	2:10 – 2:25 pm	Using Social Media Analytics to Build Solid Engagement for Business <ul style="list-style-type: none"> Manuel Castro
2	2:25 – 2:40 pm	Why do Retail Customer Hesitate for Shopping In-person during COVID? <ul style="list-style-type: none"> Jonathan Santos
3	2:40 – 2:55 pm	Understanding the Determinants of Wearable Payment Adoption: A Machine Learning Approach <ul style="list-style-type: none"> Preeti Pritam Jha
4	2:55 – 3:10 pm	The Importance of An NBA All Star <ul style="list-style-type: none"> Samir Galindo
5	3:10 – 3:25 pm	A Study of the Effect of Starbucks Advergaming on Consumer Purchase Intention <ul style="list-style-type: none"> Aisha Pellot
6	3:25 – 3:40 pm	Forecasting Sales of Starbucks Mobile Order App: A Case Study <ul style="list-style-type: none"> Valerie Suga-Morales, Jennifer Alvarado, and Zoha Choudhry

Judges: Dr. Lijun Ruan (Accounting) and Dr. Kathleen Rennie (Marketing)

Student Research Presentation Competition – Track 1 – Room 2

	Time	Student presentation
7	2:10 – 2:25 pm	Machine Learning Approach to Predict the Continuous Usage of Mobile Food Delivery Apps <ul style="list-style-type: none"> Thi Diem My Nguyen
8	2:25 – 2:40 pm	Influencer marketing: Factors that determine the trustworthiness of influencers <ul style="list-style-type: none"> Baeza Baez
9	2:40 – 2:55 pm	Interactive advertising in games: Impacts of game attitude and consumers' purchase intention <ul style="list-style-type: none"> Mauricio Arevalo
10	2:55 – 3:10 pm	A Study of Enjoyment Antecedents and Consequences of Consumers' Attitudes Toward Advergame <ul style="list-style-type: none"> Kevin Nunez
11	3:10 – 3:25 pm	Happy generate better sales? The Study of Consumer Impulse Purchase Intention Towards Luxury Fashion <ul style="list-style-type: none"> Victoria Villaverde

12	3:25 – 3:40 pm	Multichannel Satisfaction Experience when Shopping Online and In-Person <ul style="list-style-type: none"> Rosennies Feliz
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Judges: Dr. Lauren Johnson (Management) and Dr. Lukas Helikum (Accounting)

Student Research Presentation Competition – Track 2 – Room 3

	Time	Student presentation
13	2:10 – 2:25 pm	Arielita's Bakery IMC Plan <ul style="list-style-type: none"> Brieanna Lemus
14	2:25 – 2:40 pm	Integrated Marketing Communication (IMC) Plan for Arielita's Bakery <ul style="list-style-type: none"> Ayaa Elayyan
15	2:40 – 2:55 pm	Supply Chain Disruption during the Covid-19 <ul style="list-style-type: none"> Ousmane Niang
16	2:55 – 3:10 pm	The Impact of Blockchain and Cryptocurrency upon Auditing & Assurance <ul style="list-style-type: none"> Dalma Altamirano, Laura Osman, and Adja Diagne
17	3:10 – 3:25 pm	Effects Of Content Quality and Review Reliability of Hotel Webpage Toward Consumers Online Booking Intention <ul style="list-style-type: none"> Demi Dahlstrom
18	3:25 – 3:40 pm	Stop Serving Harmful Snacks to Minors at School <ul style="list-style-type: none"> Tiarah Forester

Judges: Dr. Xiaodi Zhu (Finance) and Dr. Ling Yang (Accounting)

Guest Speaker Presentation

4:00 pm – 4:30 pm	Michael Wachtel – Director of North America Supply Chain Data at L'Oréal
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Track 1: Analytics

Manuel Castro

B.S. in Management

Advised by Dr. EunSu Lee

Title: Using Social Media Analytics to Build Solid Engagement for Business

Social media analysis tools can search most social media channels, including major social networks, news sites, forums, and blogs. Social media analytics reports help you collect data from social media websites, analyze the data using social media analytics tools, and drive better business decisions. Social media analysis is also constructive in determining customer sentiment and improving marketing performance and customer service activity. Practical analytics tools like SocialPilot's social media analytics are potent weapons businesses can use to develop marketing strategies. Social media analytics provide large amounts of data on user engagement, page clicks, sharing, total reach, and more. Use analytics to improve the performance of social media marketing. It includes improving audience reach by increasing followers, spreading content to more people, and providing positive feedback and praise. We can use this to build engagement for Business.

Thi Diem My Nguyen

M.S. in Business Analytics and Data Science

Advised by Drs. J.D Jayaraman, Ahmad A. Rabaa'i, and Xiaodi Zhu

Title: Machine Learning Approach to Predict the Continuous Usage of Mobile Food Delivery Apps

Penetration of smartphones has fueled the growth of various mobile applications, including mobile food delivery apps (MFDAs). MFDAs can conveniently enable customers to browse listed restaurants, menus and ratings, finalize and confirm orders via online payment, and track order statuses with no physical or telephonic interaction with restaurants. The objective of this study is to use novel machine learning models to predict users' continuous intention to use MFDAs. We implement several ML models, including Random Forest, LightGBM, CatBoost, XGBoost and Artificial Neural Networks (ANN), to predict the continuous usage and analyze the most important factors. The output of sample prediction accuracy ranged from 95% to 98% with the highest accuracy rate achieved with CatBoost. The very high prediction accuracy rates show the efficiency of using machine learning models to investigate this issue. The findings confirm the importance of perceived compatibility, convenience, and online reviews as the top three factors predicting the continuous usage intention of the MFDAs. Given the importance of perceived compatibility and convenience, service providers and restaurant owners should pay more attention to advertising and marketing campaigns to spread the awareness of such apps and to highlight the convenience of such platforms in ordering food.

Jonathan Santos

B.S. in Marketing

Advised by Dr. Rick (Zui Chih) Lee

Title: Why do Retail Customer Hesitate for Shopping In-person during COVID?

This study examined retail consumers' multichannel shopping preferences during the COVID-19 pandemic. Hypothesis was developed to test the relationship between four determinants (1) Convenience, (2) Brand Perception, (3) Service Quality, (4) Customer Satisfaction, and Purchase Intention. Qualtrics survey was conducted in April 2022 with a total of 58 valid responses. Descriptive and correlation analyses were conducted to test customers' behavior with both online and in-person channels. Shopping convenience and customer satisfaction present a higher correlation with purchase intention through the online channel than in-person. However, service quality has a more significant correlation with purchase intention through the in-person channel than online. The results of this study will provide insights for firms to optimize their shopping channels strategy.

Baeza Baez

B.S. in Marketing

Advised by Dr. Rick (Zui Chih) Lee

Title: Influencer marketing: Factors that determine the trustworthiness of influencers

Influencer marketing has become a widely used tool by many marketing teams, to promote their brands, products and services. Not a lot of research has been done on what makes a successful influencer marketing campaign. This research presentation and paper explores the variables that make a successful influencer (perceived content reliability, purchase intention, trust of influencer's post, and intention to share/post influencer content and information). The research is intended to help marketers across all industries to understand the factors that make an influencer successful, thus making their efforts successful.

Preeti Pritam Jha

M.S. in Business Analytics and Data Science

Advised by Dr. J.D Jayaraman

Title: Understanding the Determinants of Wearable Payment Adoption: A Machine Learning Approach

The aim of this study is to determine the variables which affect the intention to use Near Field Communication (NFC)-enabled smart wearables payments.

The use of smart wearable devices, such as smartwatches, wristbands, health, and fitness trackers, has been growing rapidly in the last five years, and it is estimated that the market for smart wearable devices will continue to grow globally. Recently, introducing an emergent payment method known as wearable payment(m-payment). A wearable payment is defined as a form of contactless m-payment using a near field communication (NFC) technology enabled wearable device. The research was analyzed using Machine learning approach. We implement several ML models and Artificial Neural Networks to predict the continuous usage and analyze the most important factors. The ML models were trained on 80% of the data that was pre-processed and corrected for imbalance and the predictions were made on the rest 20% of the data. Prediction accuracy ranged from 70% to 88% with the highest accuracy rate of 88.09% achieved with Random Forest.

This study extends the Technology Acceptance Model (TAM) with four additional variables (Perceived Security, Trust, Perceived Cost, and Attractiveness of Alternatives) to investigate behavioral intentions to adopt wearable payments.

Mauricio Arevalo

B.S. in Marketing

Advised by Dr. Rick (Zui Chih) Lee

Title: Interactive advertising in games: Impacts of game attitude and consumers' purchase intention

This pilot study examined the advergame's marketing impact through perceived interactivity perspectives (1. synchronicity, connectedness, and playfulness). Qualtrics was conducted online with 52 valid responses. Outcome confirm that a positive attitude towards the advergame motivate consumer's purchase intention. Results of this pilot study confirm that the two highest overall correlations happen when there is a positive relationship between playfulness and the advergame with a correlation of $(R(52) = 0.436^{**}, P > 0.01)$. Correspondingly, there is a positive correlation of $(R(52) = 0.411^{**}, P > 0.01)$ between attitude towards the advergame and purchase intention. Upon review of the research provided, future studies addressing the topic of how perceived interactivity influences the overall attitude towards the advergame and purchase intention will need to focus on the other dimensions found within perceived interactivity. Additionally, future studies should also delve into the areas of how shifting the current advergame strategy that focuses solely on mobile and online games towards TV console games. Studying whether there is a change in results based on a consumer playing a mobile game compared to a TV console game where technology can be further pushed to provide a better experienced. Keywords: Synchronicity, Connectedness, Playfulness, Perceived Interactivity, Advergame, Purchase Intention

Samir Galindo

B.S. in Management

Advised by Dr. Lauren Johnson

Title: The Importance of An NBA All Star

For this presentation I will be evaluating the performances of NBA Championship winning teams in the last decade and work to answer the question of, is the number of NBA All Star players in a team an important factor in determining the probability of a team winning the NBA Championship? In order to do this, I will analyze the number of All Star players each Championship team had in the last decade, and compare it to the number of All Star Players that same team had in the previous year they didn't win. In order to have accurate information, I will enter the data in excel and create a regression model to compare the relationship of the number of All Stars on a winning team vs the year they didn't win. This will give us a better understanding of the importance an All Star player has on a team and if in the future NBA teams should invest more on these highly rated players or if they should focus on building a roster with less stars but with players that do enough to play well and make the team function all together.

Kevin Nunez

B.S. in Marketing

Advised by Dr. Rick (Zui Chih) Lee

Title: Interactive advertising in games: Impacts of game attitude and consumers' purchase intention

The use of advergames is growing in the world of online marketing. It is getting marketers' attention to know what factors sustain consumers interest to the advergame and to better understand major attributes for the campaign's success. A Qualtrics survey was conducted online with 48 valid responses. Outcomes showed the significant relationships between games' social interactivity, challenge level, ease of use and consumers' game enjoyment. Consumers' game enjoyment further motivates consumer attitude and their intention of future purchase. This research will provide suggestions for advertisement strategy to advergame developers and marketers.

Aisha Pellot

B.S. in Marketing

Advised by Dr. Rick (Zui Chih) Lee

Title: A Study of the Effect of Starbucks Advergames on Consumer Purchase Intention

Advergaming is a type of advertisement that is utilized in the style of a game to promote a brand and their products and services. This is a strategy that is gaining popularity among businesses, especially as technology advances. Marketers are using this more to identify what elements keep consumers interested in the advergame to be able to gain a better outcome for future usage. A Qualtrics survey was implemented online, and there were 60 valid responses. The findings revealed substantial correlations between gaming experience, brand attitude, and purchasing intention. Consumers' enjoyment of the game stimulates their attitude and their intention to purchase in the future. This study will offer advertising strategy recommendations to advergame creators and the marketing team.

Victoria Villaverde

B.S. in Marketing

Advised by Dr. Rick (Zui Chih) Lee

Title: Happy generate better sales? The Study of Consumer Impulse Purchase Intention Towards Luxury Fashion

The objective of this study is to evaluate what in-store factor motivates consumers impulse purchase intention towards luxury fashion. A Qualtrics online questionnaire was developed based on five variables (i.e., service encounter, hedonically charged moods, social identity, shopping with a friend, and impulse purchase intention) to obtain data, resulting in 50 valid respondents. The results show that consumers in store can be motivated to make an impulse purchase of luxury goods because they received a good service encounter, especially when experiencing hedonically charged moods. This study will provide significant contribution toward service strategy development for in-store environment.

Valerie Suga-Morales, Jennifer Alvarado, and Zoha Choudhry

B.S. in Management

Advised by Dr. EunSu Lee

Title: Forecasting Sales of Starbucks Mobile Order App: A Case Study

The objective of this study is to collect data on Starbucks consumers, more specifically on the individuals who use the Starbucks mobile app compared to in-store purchases. The Starbucks mobile app allows customers to pay in advance and skip the line to pick up their orders. This reduces the amount of time a person spends in the store placing their order allowing clients to enjoy the luxury of “grab and go.” As a result, active Starbucks members increased by 18% year over year to reach 23 million members in 2021 while having 52% of their sales made in-store (McKinnon, 2021). We will be showing sales made in the Jersey City area from April 4th to April 23rd allowing us to show orders being placed weekly on the mobile app and weekly sales. We can also see how sales dropped drastically when the COVID-19 pandemic broke out.

Rosennies Feliz

B.S. in Marketing

Advised by Dr. Rick (Zui Chih) Lee

Title: Multichannel Satisfaction Experience when Shopping Online and In-Person

This study examined the satisfaction when consumers are online or in-person shopping within their favorite apparel brand. Hypothesis were developed to test the relationship between four determinants (1) promotion knowledge, (2) sensory product appeal, (3) customer service representation, (4) ease-of-use. Qualtrics survey was conducted during April 2022 with a total of 54 valid responses. Descriptive and correlation analysis were conducted to test customers' behavior with both online and in-person channel. Consumers have a higher average promotion knowledge and ease-of-use when shopping through the website then the in-person. Whereas sensory product appeal and customer service representation has a higher average when shopping in-person. The results of this study will provide insights for firms to optimize research information for their company's growth.

Track 2: Case analysis, content analysis, essays, and other qualitative research methods

Brieanna Lemus

Bachelor in Psychology and B.S. in Marketing

Advised by Dr. Kathleen Rennie

Title: Arielita's Bakery IMC Plan

The 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 Arielita's Bakery, a small business founded by an NJCU graduate. Since its establishment in 2014, Arielita's Bakery has focused on increasing baked goods sales while

communicating its brand's key message of community, satisfaction, and passion for customers. Arielita's Bakery, based in Montclair, New Jersey (Essex County), sells customizable, homestyle quality baked desserts that ship all over the U.S. and Puerto Rico. Currently, Arielita's Bakery faces a marketing challenge of disorganized, inconsistent customer outreach. Multiple tactics, such as the Bakery website and social media accounts are not fully engaging the primary public. Arielita's Bakery desires to enhance its marketing communication by developing a well-researched strategic IMC plan that delivers key brand messages on platforms the primary public finds credible and engaging, while displaying the Bakery's consistently excellent reputation. An IMC plan was developed to address the Bakery's marketing challenges that included a SWOT analysis of primary and secondary research findings. The Bakery's goals, objectives, publics, key messages, strategy, and tactics are based on the SWOT analysis. This IMC plan aims to strategically expand the power of Arielita's Bakery's brand messages by suggesting the implementation of PESO (paid, earned, shared and owned) tactics to increase engagement with the primary public and other possible affinity publics.

Ayaa Elayyan

B.S. in Management

Advised by Dr. Kathleen Rennie

Title: Arielita's Bakery IMC Plan

Integrated Marketing Communication (IMC) plans help businesses develop and establish strategies to communicate with their desired publics to effectively achieve their business and communications goals. The following IMC plan was created for Arielita's Bakery. The small business specializes in customizable home-made baked goods, targeting people in their 20s starting families, who are celebrating things such as engagement parties, weddings, birthday parties, bridal/baby showers, and more family-oriented events. Arielita's Bakery does not have a strategic marketing plan that specifically targets its primary publics with brand messaging. As a result, the Bakery's outreach is not as widespread as it can be and lacks engagement. An IMC plan was developed to help Arielita's Bakery achieve both its business and communication goals. It provides primary and secondary research findings and a SWOT analysis that helped determine the business and communication goals, communication objectives, key messages, strategy and tactics. Well-researched, targeted IMC tactics were recommended to emphasize Arielita's Bakery's brand message with its primary public. Lastly, evaluation techniques are suggested so Arielita's Bakery can determine whether the IMC plan was successful.

Ousmane Niang

B.S. in Supply Chain, Logistics, and Maritime Port Management

Advised by Dr. EunSu Lee

Title: Supply chain disruption during the Covid-19

The global pandemic, Covid-19, has disrupted the supply chain industry globally and caused a shipping crisis. This disruption has affected the supply chain upstream and downstream, resulting in bottlenecks, logjams, and congestions across U.S. ports, including the ports of Los Angeles and Long Beach (LA/LB), which are the busiest in the U.S. Further, the port congestions impacted the U.S. economy, causing inflation, pollution, loss, and theft of goods, and shortages of essentials items. Most importantly, the supply chain issues have prompted the U.S. government to sign a

long overdue \$1.2 trillion infrastructure bill so that U.S. ports could be upgraded in order to increase efficiency and reduce congestion. This study is important as it addresses the problem of empty containers and the lack of chassis, which is one of the reasons these ports are still congested.

Dalma Altamirano, Laura Osman, and Adja Diagne

M.S. in Accounting

Advised by Dr. Ling Yang

Title: The Impact of Blockchain & Cryptocurrency upon Auditing & Assurance

Cryptocurrency is the newly implemented, completely decentralized monetary base. As it becomes more popular, accountants and auditors play a pivotal role in introducing, creating, and executing regulatory algorithms embedded within the technology that ensure tax compliance, proper financial data recording, and auditory mechanisms that confirm the validity and accuracy of the transactions recorded to the universal ledger. This study aims to explain the basics of cryptocurrency, the current deficiencies of audit and assurance as it stands to regulate blockchain technology, and suggests where the role must evolve to ensure GAAP compliance. Consequently, the protocol and procedure of the traditional audit will begin to deviate from merely examining the validity of financial and transactional data and begin incorporating analysis of algorithms that are GAAP compliant. Auditors will ultimately be responsible for the execution of standardized, universal algorithms common to all blockchain technological units in attempt of providing absolute uniformity and GAAP compliance

Demi Dahlstrom

B.S. in Marketing

Advised by Dr. Rick (Zui Chih) Lee

Title: Effects of Content Quality and Review Reliability of Hotel Webpage Toward Consumers Online Booking Intention

Hotels listing pages is critical for consumers, online booking. This pilot study examines the effects of hotel listings website pages towards consumers booking intention. Focusing on four key variables: purchase intention, visual information, content quality, and review credibility. An online survey was conducted with 111 participants from the Marriott's webpage. Descriptive and correlation analyze was conducted. This research suggests that content quality played the significant role for consumers intention for hotel booking. Participants believed content quality played the key role in inflecting consumers in booking. This research also suggests that review credibility and visual information also have a significant impact on consumers intention in hotel booking.

Tiarah Forester

B.S. in Management

Advised by Dr. EunSu Lee

Title: Stop Serving Harmful Snacks to Minors at School

In our New Jersey Schools, students are Served harmful snacks from vending machines, faculty, and school stores. Did you know that majority of the snacks provided are heavily filled with harmful additives? These additives are known to lead to a series of health problems such as diabetes, kidney issues, and developmental issues. Students as well as many parents are ill-informed about how harmful these additives in popular products can be to the human body. We may not be able to ban these products from our local stores but we could prevent easy access to these harmful snacks. My suggestion would be to remove them from our schools. These snacks if consumed long term is just harmful as substances such as alcohol and tobacco.

Acknowledgement

The Business Student Research Showcase Group would like to thank Dr. Bernard McSherry, the founding Dean of School of Business, for initiating the showcase and financial support. We also thank our board of director and all judges for their countless efforts and contribution to assist this Showcase.

BERC Board of Directors

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