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# Abstracts

## Podium Presentations

Major: B.S. in Accounting; M.S. in Accounting

**Afiya Thomas, Felicia Masihdas, and Amirat Adelani**

Advised by Ling Yang

***Title: Cryptocurrency.***

This paper presents an overview of cryptocurrency and its allocation under current accounting systems. In 2017, the global blockchain technology market was predicted to reach 339.5 million U.S. dollars in size and is forecast to grow to 2.3 billion U.S. dollars by 2021 (Statista, 2017). The rapid growth indicates the success of the new medium of exchange. Automation and advancement of any industry create increased efficiency. This research illustrates the past, present and future outcomes at the intersection of dynamic virtual assets and current accounting procedures. It analyzes the advantages and disadvantages, the impact of cryptocurrency on accounting systems, the changes in regulation, measures to improve current systems and its adaptation to tax and assurance. The findings suggest an overall discrepancy with the industry ability to regulate and account for cryptocurrencies.

Major: B.S. in Accounting; M.S. in Accounting

**Eduardo Alay and Samira Imamverdiyeva**

Advised by Ling Yang

***Title: The Future of Internal Auditing: Cyber Security***

Over the course of past several years, cyber security has become one of the most significant risk management challenges due to companies increasing and relying on cloud technology for their day to day operations. Most recently, Marriott disclosed a massive data breach affecting up to 500 million guests, which demonstrated that even the most sophisticated organizations are vulnerable

Major: B.S. in Marketing

**Edward Salas**

Advised by Sevincgul Ulu

***Title: Streaming the Future***

Streaming is the action of running or accessing a set of operations on a system other than your own. The system in which is being accessed or used to run is commonly known as the cloud. The purpose of this research paper is to understand how streaming has impacted various industries, and whether or not the gaming industry should embrace it via cloud. We found that streaming has several positive and negative impacts on the implemented industries such as calling for innovation in the existing technology, creating new and more content, as well as effect revenue streams for existing firms. The streaming services opened new channels for content distribution and offered an opportunity for higher awareness and accessibility via third party platforms. It is observed that traditional major firms had troubles transitioning from physical to digital sales, and streaming services helped them to solve these troubles during the transition. When applying these observations to the gaming industry, we found that leading gaming firms (Sony, Microsoft, & Nintendo) can follow similar paths. By using survey data and secondary data of streaming-implemented industries, we explore the potential opportunities and treats that the gaming industry will face when they fully implement the streaming. The study provides a framework for managers to develop strategies, partnerships, and technical advances.

Major: M.S. in Accounting

**Judith Crane**

Advised by Mingshan Zhang

***Title: Financial Analysis: Target Vs Walmart***

Walmart has been a leader in the retail industry worldwide. In this study, I will analyze Walmart Inc from different aspects for its value as a long-term investment. I will use both time series and cross-sectional comparisons for my analysis. The methods include the common size financial statements and ratio analysis. Walmart will be compared with its industry peer Target as the benchmark. I will retrieve financial information for Walmart for the latest ten years. The financial ratios show that Walmart performs better than its peer Target in terms of efficiency, liquidity and solvency. Market related ratio indicates it is a good investment in the long run.

Major: M.S. in Accounting

**Wenxi Wu and Patricia Smajlaj**

Advised by Mingshan Zhang

***Title: Financial Statement Analysis of Macy's, Inc.***

analysis of the company. Financial data will be spread over a four or five year time period using real numbers

will include SWOT analysis, financial ratios, common-size income statement and common-size balance sheet, cost of capital, and various calculations that will help in determining the financial

M on the NYSE was founded in 1858 and is one of the largest retail department stores in the United States. Macy's stores target the middle-to-higher-priced market, offering women's, men's, and children's clothing and accessories, housewares, home furnishings, and furniture. In fiscal

## Poster Presentations

Major: B.S. in Accounting

**Amanda Mischuk**

Advised by Ling Yang

contaminating any soil. This is why street sweeping schedules are every week. However, the complaints are with the times the residence must remove their car from the street and failure to do so results in a ticket. This is one of the major problems we are trying to fix. While we are proposing a new schedule, we are going to reach out to the residents to see what they like and dislike about the street sweeping schedule in their area. After months of gathering data we saw that most of the complaints were the times it was performed. We also gathered information on times that would work best for the residents to come up with a better a solution. This data allows us to get the average time that works best for residents in specific areas. The information gathered will allow





An important part of what makes this store so popular is the supply and demand for certain

Major: B.S. in Global Business

**Marc Surujballi**

Advised by EunSu Lee

***Title: NJCU Transit Transportation***

New Jersey City University was founded in 1927 in an urban community. Its population was eight thousand students with eight percent of the students dorming while ninety one percent commuted. Commuting to the school was very sufficient considering the scheduling and the routes for the drivers. The Parking and Transportation administrations is in charge of the control and implementation of all University parking areas. All vehicles must be in the parking area for understudy students which is utilized consistently. With regards to most colleges, parking spots are imperative for students, faculty, and visiting guests. NJCU screen all parking areas all through the school to ensure that all school vehicles pursue the standard regulations. The reason for the school is for students to have safe and reliable transportation service to the common grounds. A genuine model is for the school to have a bus that goes from the primary grounds to the business center. Along these lines it guarantees a framework for all vehicles coming to and from the grounds. The staff makes it their duty to give the best parking service all around the University for commuters and individuals visiting the school. A great deal of development is going on in lot 5 so we are losing that and endeavoring to discover the parking area where the bus transport can go. Transport transports are accessible for three unique courses parking garage 3,6&7, and light rail. One transport for light rail on the grounds that the interest isn't high to drive from light rail to grounds. Likewise, there is no parking garage adjacent the light rail. The Knight Rider Safe



in New Jersey to do so. In Recent years, China has made a push to develop its economy and

presented in the form of increased market share and rising positive consumer attitude toward the craft breweries. Primary research conducted through an online survey provides data showing an increased purchase intention as well as positive overall sentiment towards the craft breweries and a decline in attitude toward the macro producers.

Major: B.S. in Accounting; B.S. in Management

**Ryan Dee, Amanda Blaise, and Aya Khalil**

Advised by EunSu Lee

***Title: Time to Upgrade - NJCU Shuttle***

When discussing future transit tactics with our client Ron Hurley, financial matters, optimal routes, and popularity were our major concerns. We noticed a pattern within the students of NJCU, why were students not taking advantage of transportation offered by the institution? Then we compared different variation of cost vs utilization, realizing that over 1 million dollars were being spent yearly on parking and operating our shuttle bus services that were barely being used. The Shuttle Bus operates continuously, Monday to Friday from 6:30am -11:00pm. The Shuttle Bus operates Saturday 7:00am -7:30pm and Sunday 10:00am -7:30pm. We came up with different factors and scenarios on why these 3 services (light rail, shuttle, and express) were not being taken advantage of. Was it the departure times, locations, or speeds that influenced our students to stray away from such a luxury? When speaking with our client, it was suggested that maybe making an agreement with NJ Transit would be a way to get more students to engage in this opportunity. We realized that supply and demand go down for shuttle bus parking transportation which again cost millions to operate, which are simply not feasible with striking a deal for another transit opportunity from main campus to the various limited stops offered by the institution. There are currently 5 buses and 3 routes currently provided by the University. To be cost effective we have decided that limiting the routes on these services would be beneficial to both parties; NJCU and students. It was observed that each bus has a route that passes through all parking lots and main campus. All three buses were literally on the same route that looped back to main campus. Observing the light rail rider traffic, we concluded that there was no demand for its services. It goes in a loop and takes a longer time getting riders to where they need to go; time consuming. Agreeing that there should be transportation that would make stops throughout main campus instead of using the Express services (because of an unnecessary route), students will make it to their destination at a faster time rather than circling an entire distance. It would be better if NJCU had a shuttle bus going from the main campus to the business center, but after talking with Ron Hurley about having more shuttle buses he had said it would be more expensive and it will cost

for new buses. The college should have at least seven shuttle bus working between the main campus, the business center, fitness center, light rail and parking lot.

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