



Abstracts

Oral Presentations

Author(s): Erika Gonzalez

Department: Management

Title: Comparing the Impact of Park and Ride, Non-Park and Ride, and Terminals on Schedule Time for the Hudson-Bergen Light Rail

Mentor: Dr. EunSu Lee

Abstract: The Hudson-Bergen Light Rail transportation service provides commuters the option to use a “Park and Ride” service adjacent to each light rail station. Hence, the analysis of Park and Ride, Non-Park and Ride, and terminal stations determines the efficiency and punctuality of train arrival and departure over a course of three weeks.



Author(s): Magaly M Sanchez

Department: Finance & Management

Title: Info Management Dynamic

Mentor: Dr. EunSu Lee

Abstract: Your dream house can be at your reach. Finding the Right Home That Fits Your Budget. “Success always comes when preparation meets opportunity” –Henry Hartman o Find a Home for Sale: o How Much House You Can Afford: o Pre-qualified and Pre-approved: o Your Real Estate Agent: o Evaluate the Neighborhood: o Make an Offer: o Due Diligence: o Understand The Paperwork: o Mortgage Closing Costs: o At the closing “settlement”: Sharing My Experience Why is Preparation the Key to Success? Negotiating was a challenging experience when purchasing my first home. The seller’s agent was also representing me as buyer, and I was told that I had 90 days from the date of the approval to provide the City with a fully executed contract to purchase an eligible property located in the City limits. I used dual agency to give full sales commission benefit to the agent. I wanted to make sure that he sold the house to me since there were many buyers interested in the same house. I was eligible to receive grants from New Jersey as a first-time home-buyers, and from Wells Fargo’s LIFT programs. I found the right house, right location, right time, right condition and right price. I learned from the process that market knowledge is required before bidding or negotiation. Prior to buying my home, I went to New Jersey City University to obtain the real estate salesperson’s licensing course, then I also went to La Casa de Don Pedro, which creates new home-ownership opportunities to take the HUD certified first time home-buyers class. Plus I have also taken first time homebuyer counseling & training from housing, economic development and commerce. Ultimately, all of my knowledge and effort allowed me to purchase my home without needing to put down any money out-of-pocket.

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Poster Presentations

Author(s): Christian Pichardo

Department: Marketing

Title: Gothic Times Marketing Plan

Mentor: Dr. Kathleen Rennie

Abstract: The Gothic Times Newspaper is the official student newspaper of the most diverse and cultural university of Hudson County, NJ; New Jersey City University. The Gothic Times has been providing creative and up to date information about school news, practical tips for students, success stories of alumni 's, and many other interesting topics since 1920! Their office is within the NJCU School of Business Building which is located in the Business District of Downtown Jersey City, a place know Tma-10:(a)-7(n)-9(y)



Author(s): Jessica DeLaCruz, Eetu Kauppila, Nayomie Fontanez, Enyi Onokala, & Khalid Muhammed

Major: Management

Title: Business and HR Strategies

Mentor: Dr. Yi-



Author(s): Lisa Tardo

Department: Marketing

Title: Nonprofit Organizations and Social Media

Mentor: Dr. Kathleen Rennie

Abstract: This study is about how nonprofit organizations (NPOs) use social media tools, and the challenges they come across in effectively managing those tools. A content analysis of local NPOs was conducted, where participants were limited to three NPOs in New Jersey that have both an active Facebook and Twitter page. Results show a lack of necessary social media knowledge and strategies for full stakeholder engagement, such as two-way communication, calls to action, and utilizing each social media tool separately. Further research should explore how NPOs can reach their communities and publics through social media and what tactics will engage them the most on these social platforms.

Author(s): Michelle Castillo & Kevin Rodriguez

Major: International Businesses

Title: The Impact of the Season on the Stock Market

Mentor: Michael Bell, Esq.

Abstract: We compared the effect the season had on the stock market. To do this we examined the stock market for a period of 3 years, from 2013- 2016. For each year we focused on the Dow Jones and the S&P each season to determine how the market was doing. We wanted to see when it would be the



added value to the profession and ascend to organizational leadership roles. A survey was conducted with a non-random convenience sample of 17 public relations professionals located in or near New Jersey. The results show that social media is being heavily used by professionals throughout the public relations profession. Results also show the many ways in which professionals are measuring their efforts. It was found that the use of social media has allowed public relations professionals to influence organizational leaders and peers, but does not result to ascending to leadership as a result of social media usage. Future discussion on the impact social media has on the public relations profession should take a deeper look at the exact aspects of the organization that have been impacted by social media use. It should also gather more information on public relations leaders ascending to organizational leadership.

Author(s): Sylvia Contreras, Kristina Mejias, Juan Arango, & Balqees Anaam

Major: Management

Title: Workforce Management

Mentor: Dr. Yi-Yu Chen

Abstract: Comparisons of human resource management strategies between Amazon and Costco; regarding recruitment, workforce retention, outlooks, policies and their impact on performance. According to research, Costco and Amazon, though both leaders in their respective retail categories have differing approaches toward recruiting and managerial strategies when it comes to their human capital. The strategies employed by both firms are comprised of high-retention and low retention approaches. High-retention approaches involve putting the employee first, higher comparable wages, and benefits offers resulting in higher employee satisfaction and enhanced productivity, lower recruitment costs, and higher positive customer interactions. Low retention HR strategies typically results in higher recruitment costs,