BRYANT UNIVERSITY HONORS PROGRAM

2023 - 2024 Thesis Presentations

Senior Honors Scholars Project Summaries

Raising Standards of Excellence and Success

Bryant University Honors Program
Raising Standards of Excellence and Scholarship

Dear Bryant Honors Community,

It is our pleasure to present the Bryant University Senior Honors Thesis Project Summaries. Within, you will find brief descriptions of the unique and impressive projects our Senior Honors students have been working on for the past several years. These projects are the culmination of hard work, curiosity, and collaboration with dedicated faculty advisors.

These Honors students have strived for excellence in all that they have done during their time at Bryant University. They have enrolled in the most rigorous classes to ensure the highest level of academic understanding and have attended diverse co-curricular events to broaden their perspective. Each student has applied the knowledge and wisdom they have gained during their undergraduate studies to conduct important and timely scholarly research. We commend them for asking difficult questions and seeking answers which will ultimately benefit our community and our world.

We are incredibly proud of the Bryant Honors Class of 2024 and know they will continue to make meaningful impacts in their chosen paths beyond Bryant.

Laura Beaudin, Ph.D., Honors Program Director

Stephanie Mott, M.Sc., Honors Program Associate Director

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PRESENTERS

Lauren Adriaansen	Julia Haddad	Erika Roof
Alyssa Alviti	Catherine Harris	Patrick Roth
Lauren Barry	Samantha Hazen	Brayden Roy
Emily Blondin	Ethan Kmiecik	Anthony Salisbury
Adam Bornstein	Allison Kostiw	Owen Sawyer
Alexia Brandao	Andreas Kotsironis	Aastha Soni
Barnaby Brandon	Laurel Kroeber-Guerrera	Amanda Spielman
David Bryce	Nilsa Laine	Matthew Sprague
Richard Burleigh	Luke Lamontagne	Connor Stahl
Alexia Clancy	Lauren Lehoullier	Matthew Susich
Katharine Cross	Megan Lempke	Devahya Townsend
Saketh Dantuluri	Elizabeth Marses	Julia Tricarico
Renee Delos	William Medeiros	Kevin Tucker
Christina DiCostanzo	Noah Miller	Sydney Tucker
Christopher Dupuis	Peter Misiaszek	Brian Villanueva
Colin Elliott	Sarah Monsini	Lois Warden
Dennis Field	Katelyn Muia	Allison Wheaton
Ryan Giammarco	Carissa Penta	Enidia Xhokaxhiu
Marieke Guitink	Eduardo Peralta	

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Lauren Adriaansen
Wednesday, November 29th
3:30 PM
AIC 212

Gig Work & College Students: An Analysis of the Student Employment Experience

Faculty Advisor: Prof. Kristin Taylor-Costello
Lecturer of Politics, Law, and Society

Editorial Reviewer: Dr. Judith McDonnell
Professor of Politics, Law, and Society

Type of Thesis: Survey Research

Research Question or Hypothesis:
RQ1: What factors of gig work contribute to a positive college student employment experience?
RQ2: How does gig work contribute to students' ability to maintain a work-life balance?

Methodology:
A survey with 87 consumer responses investigated undergraduate students' experience with working while in college. The results were then analyzed to identify if there were factors of a job which contribute to a better feeling of work-life balance.

Results and Conclusion:
The results contradicted the belief that people in the gig economy have a better work life balance, as students who did gig work were more likely to say they couldn't balance their school, work, and extracurriculars. Additionally, people who felt they do have a work-life balance, cited flexible hours and having control over the type of work they did as the most influential reasons for choosing that type of work.

Contribution:
Students should seek jobs with flexible hours and that allow them to have control over the kind of work, in order to better balance their school, work, and extracurriculars.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Alyssa Alviti
Wednesday, April 10th
2:00 PM
AIC 223

*Omnichannel Retail Effectiveness: Consumer Attitudes &
Attributes Impacting Cross-Category Success Post-Pandemic*

Faculty Advisor: Dr. Yasamin Salmani
Assistant Professor, Dept. of Management

Editorial Reviewer: Dr. R. Isil Yavuz
Assistant Professor, Dept. of Management

Type of Thesis: Empirical Research

Research Question or Hypothesis:
Post-pandemic, the retail industry is undergoing a digital transformation that is directly impacting retailers' business and consumer behavior: Omnichannel Retail. Consumer attitudes towards various omnichannel services are examined across six different retail categories. Consumer attributes are also investigated to identify impactful factors towards a successful omnichannel implementation for retailers.

Methodology:
A survey was distributed via AWS' MTurk, and personal recruiting ventures, where each respondent was randomly assigned to one of six conditions (retail categories). A total of 520 respondents were compiled via Qualtrics and cleaned down to 467 quality responses. Descriptive statistics, clustering, and cross-tabulation analysis were performed to analyze the data set.

Results and Conclusion:
The study results concluded that, across all six categories, age is the strongest predictor of omnichannel attitudes, with ages 18-24 and 45+ being the most averse, specifically those with an income of $100,000+. Although there are no overall gender differences, preferences vary across retail categories based on demographic attributes and the type of omnichannel service described. Cost and convenience are identified as the most influential factors in the purchase decision.

Contribution:
The findings suggest that varying target market preferences, when studied across different retail categories, significantly impact omnichannel shopping behavior and attitudes. Future studies should further examine the impact of trust and transparency on omnichannel implementation

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Lauren Barry
Wednesday, April 10th
2:00 PM
AIC 237

Influencing Beauty: Analyzing the Impact of TikTok Influencers on the Cosmetic Industry's Supply and Demand Among Gen Z Consumers

Faculty Advisor: Dr. Allison Kaminaga
Professor, Dept. of Mathematics & Economics

Editorial Reviewer: William Doughty
Manager of Collection Management and Digital Services, Library Services

Type of Thesis: Quantitative Research and Analysis

Research Question or Hypothesis:
What is the impact of TikTok influencer marketing on the cosmetic industry, specifically its effects on supply and demand, influence on Gen Z's purchasing behavior, and strategies for management to meet changing demands across industries targeting Gen Z?

Methodology:
To examine the impact of TikTok influencers buying behavior. We conducted an online survey using Qualtrics. Respondents reported on demographic, cosmetic buying behavior, and their opinion on influencers. The survey is then analyzed and used to identify important or significant trends.

Results and Conclusion:
The results will examine the impact of TikTok influencers on Gen Z's cosmetic buying behavior and identify other important determinants on cosmetic purchasing behavior.

Contribution:
The contribution of this paper examines the impact of TikTok influencer on Gen Z's cosmetic buying behavior.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Emily Blondin
Wednesday, April 10th
2:00 PM
AIC 212

The Impact of Recent Accounting Exam Scandals on Students' Perceptions of the Accounting Profession versus Individual Firms

Faculty Advisor: Dr. Charlie Cullinan
Professor, Dept. of Accounting

Editorial Reviewer: Stephanie Carter
Director, Academic Center for Excellence

Type of Thesis: Survey Research

Research Question or Hypothesis:
  I. Did the misconduct negatively impact EY's reputation?
  II. Did the misconduct negatively impact the reputation of the accounting profession?
  III. Did the effect on EY equal the effect on the accounting profession?

Methodology:
A survey with 112 undergraduate and graduate responses assessed their perceptions of eight different traits for both the accounting profession and EY in a pre-test/post-test arrangement before and after being exposed to the 2022 EY ethics exam scandal. The data was analyzed using Qualtrics and SAS.

Results and Conclusion:
Results showed both a statistically significant decrease in perceptions of the accounting profession and EY after learning of the scandal. However, the decrease in perceptions of EY was stronger than the decrease in perceptions of the accounting profession. Accounting exam scandals do have a negative effect on both the profession and companies that are engaged in these scandals.

Contribution:
This research can be applied to assess the impact of other accounting scandals on public perceptions of both the accounting profession and individual firms.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Adam Bornstein
Wednesday, April 10th
2:30 PM
AIC 222

Mindful Instincts: Exploring Intuition Differences Amongst Men and Women

Faculty Advisor: Dr. Ron Deluga
Professor, Dept. of Psychology

Editorial Reviewer: Dr. Peter Nigro
Professor, Dept. of Finance

Type of Thesis: Empirical Research Study

Research Question or Hypothesis:
Do women have stronger intuition levels than men? Which other age, or racial groups have higher levels of intuition?

Methodology:
A survey was distributed to adults living in the US of various different ages, races, and genders. The survey was anonymous, and was testing participants' levels of intuition in three main subcategories of intuition: Affective, Inferential, and Holistic. I used the results from the survey to find trends in the data.

Results and Conclusion:
Results from the study indicated that women have much higher levels of affective intuition, while men have slightly higher levels of inferential, and holistic intuition. Likewise, people's affective intuition steadily increases as they get older, however significantly drops when they reach the age of 65. Additionally, white/Caucasians have lower levels of intuition overall as compared to non-white/Caucasians.

Contribution:
The data found in this study adds to research on intuition, and differences in intuitive levels amongst different groups. This study also provides possible explanations for why these differences are prevalent, and how they play a role in our society.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Alexia Brandao
Wednesday, April 10th
2:30 PM
AIC 237

Breaking the Sound Ceiling: An Empirical Investigation of Gender Discrimination in the Music Industry

Faculty Advisor: Dr. Allison Kaminaga
Lecturer, Dept. of Mathematics and Economics

Editorial Reviewer: Dr. Alex Perullo
Professor, Dept. of History, Literature, and the Arts

Type of Thesis: Empirical Research

Research Question or Hypothesis:
Does the growing dominance of music streaming services contribute to gender inequality within the music industry, and if so, what impact does this phenomenon have on the success rate of female artists?

Methodology:
This thesis will conduct a comprehensive economic analysis utilizing empirical methods to examine the shifting trends and dynamics of the music industry, with a focus on specifically delving into strategies aimed at reducing inequality within prominent music record labels.

Results and Conclusion:
It is hypothesized that escalating inequality trends in the music industry, as supported by economic analysis, are influenced by gender discrimination reflected by user listening patterns and bias within record labels. These factors result in disparities toward career advancement, earnings, and overall professional experiences between artists and professionals.

Contribution:
A defined set of parameters will outline the need for industry intervention to address systematic inequality and foster an environment that champions equity for all.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Barnaby Brandon
Wednesday, April 10th
4:00 PM
AIC 237

Examining the Relationship between Men's and Women's International Soccer Team's Success and Tourism in Respective Countries: An Empirical Analysis

Faculty Advisor: Dr. Laura Beaudin
Associate Professor, Dept. of Mathematics and Economics

Editorial Reviewer: Dr. Aziz Berdiev
Professor, Dept. of Mathematics and Economics

Type of Thesis: Empirical Research

Research Question or Hypothesis:
There is so much economic activity within sports nowadays, particularly in soccer. Competitions like the World Cup bring in Billions of dollars and viewers every time they come around. This thesis explores whether a team doing well in these competitions improves the country's economy.

Methodology:
The data was collected through the FIFA website, and World Development Indicators. This data was compiled, cleaned, and analyzed using OLS regression analysis in Stata.

Results and Conclusion:
As hypothesized, these teams' success improves tourism in their respective countries. When divided into high and low GDP countries there is more separation but that is to be expected. The data still shows improvement in tourism even for those teams with low GDP though.

Contribution:
These findings can be applied mainly to how much countries focus on their international teams, men's and women's alike. The success of these teams can bring great wealth to the country's economy.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

David Bryce
Wednesday, April 10th
5:00 PM
AIC 118

Artificial Intelligence and Music: Analysis of Music Generation Techniques via Deep Learning and the Implications of AI in the Music Industry

Faculty Advisor: Dr. Tingting Zhao
Assistant Professor, Dept. of Information Systems and Analytics

Editorial Reviewer: Dr. Joan Zaretti
Lecturer, Dept. of History, Literature, and the Arts

Type of Thesis: Experimental Research/Survey Research

Research Question or Hypothesis:
  I.   How is the rise of Artificial Intelligence changing the role that musicians can play in society and the way that people perceive music?
  II.   How are deep learning models used to generate music? What model structure has been used to allow for the capacity of deep learning in the music domain?
  III. What are the roles that AI generated music will play in society in the future?
  IV.   Will AI generated music ever be able to serve the same functions as human generated music?

Methodology:
A pre-trained implementation of Music Variational Autoencoder (Music VAE) was used to create AI generated tracks from instrumental tracks that I created using GarageBand. A survey was then conducted in Bryant University Machine Learning classes to test students' ability to differentiate between human generated and AI generated music. Students listened to four sets of music (one human generated and 1 AI Generated each) and picked which song in each set they believed to be AI generated. They took this survey twice, with a presentation on Music VAE and strategies to pick out AI generated music being given before the second attempt.

Results and Conclusion:
The results of the surveys were used to create pie charts and bar graphs in Tableau to display trends within those who can correctly guess AI Music. Significance tests were also conducted for each survey question for both trials. These results were analyzed to best understand what factors contribute to the ability to correctly identify AI music.

Contribution:
These results can be used to determine the long-term feasibility and future functions of AI generated tracks in the Music Industry as well as other industries.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Richard Burleigh
Wednesday, April 10th
2:30 PM
AIC 223

Fintech Startup Fundraising: How The Gender of Startup Founder CEOs Moderates the Relationship Between Founder Education Background and a Firm's Ability to Raise Capital

Faculty Advisor: Dr. R. Isil Yavuz
Assistant Professor, Dept. of Management

Editorial Reviewer: Prof. Robert Massoud
Lecturer, Dept. of Management

Type of Thesis: Empirical Research

Research Question or Hypothesis:
How does the gender of a founder CEO affect their ability to raise capital when moderating for their educational background?

Methodology:
The data was collected through Growth Enabler and LinkedIn and evaluated with Stata.

Results and Conclusion:
A founder's business and tech education have no significant relationship with a firm's ability to raise capital. However, both business and tech educations have a positive impact on female founder's ability to raise capital.

Contribution:
The particular gap in the literature that my study hopes to fill is the moderating effect of gender on the relationship between education background and access to entrepreneurial capital.

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Alexis Clancy
Tuesday, April 9th
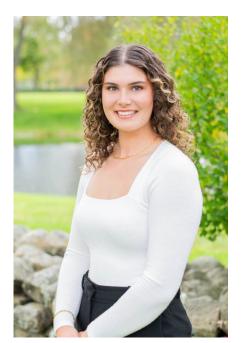**5:00 PM**
AIC 119

The Future of Professional Sports' Audiences: How Organizational Cultures and Social Media Usage Impact MLB's Ability to Appeal to Younger More Diverse Fanbases

Faculty Advisor: Dr. Lori Coakley
Professor, Dept. of Management

Editorial Reviewer: Dr. Michael Roberto
Professor, Dept. of Management

Type of Thesis: Interview research

Research Question or Hypothesis:
RQ1: How does MLB and its affiliated clubs use social media to cultivate social identification and organizational commitment from both the fans and front office employees?
RQ2: Do DEI initiatives in the front office and on the field impact MLB organizations' ability attract a broader fanbase?

Methodology:
Twenty interviews were conducted with MLB and MiLB front office employees. The sample was selected through the nonprobability technique of snowball sampling where interviewees were recommended by participants based on their association with a MLB or MiLB organization. Content analysis software, NVivo, was used to transcribe the interviews and curate three tiers of codes that group responses together displaying key findings.

Results and Conclusion:
The themes emerging from qualitative analysis have identified key social media strategies that work to create online forums for fans to engage with each other and the organization's brand fostering organizational commitment. The analysis has also identified essential DEI initiatives and the role organizational culture plays within the successful execution of said initiatives. Use of these strategies expose new fanbases to MLB and opportunities within the league.

Contribution:
This research identifies social media strategies and DEI initiatives that garner a younger more diverse fanbase, while highlighting organizational environments and leadership necessary to successfully execute these tactics.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Katharine Cross
Wednesday, November 29th
3:00 PM
AIC 119

Identification of Significant Gene Expression Changes Incorporating Heterogeneity in Perturbation Experiments

Faculty Advisor: Dr. Tingting Zhao
Assistant Professor of Information Systems and Analytics

Editorial Reviewer: Dr. Brian Blais
Professor of Biological and Biomedical Sciences

Type of Thesis: Empirical - Quantitative Study

Research Question or Hypothesis:
Is there diversity across the gene pool which impacts gene expression changes?

Methodology:
K-means Clustering Analysis, Model-Y Knockoff Generation, Gaussian Mixture Knockoff Generation, Analysis of Results

Results and Conclusion:
Major differences were found between the subpopulations, signaling the need for incorporating heterogeneity when studying perturbation experiments. Cluster zero had a high number of genes which were up-regulated, while cluster one had many down-regulated genes. The gene CCND2 was down-regulated by the Vorinostat treatment. High expressions of CCND2 are found in tumors, thus the Vorinostat treatment resulting in down-regulation of this gene may be beneficial for future drug repurposing.

Contribution:
This research has the potential to aid future drug discovery and re-purposing by facilitating better understanding of the mechanism of the disease and identifying new drug targets.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Saketh Dantuluri
Wednesday, November 29th
2:00 PM
AIC 212

Investment Behavior: The Difference Between Individual and Professional Investors

Faculty Advisor: Dr. A. Can Inci
Professor of Finance

Editorial Reviewer: Prof. Jeffrey Koplik
Lecturer of Finance

Type of Thesis: Empirical Study

Research Question or Hypothesis:
Is there a difference between the investment behaviors of professional and individual investors?

Methodology:
A two-part survey was conducted, gathering data to interpolate financial literacy and investment behaviors of the participants.

Results and Conclusion:
The results of the first part of the survey were used to create proxy groups for the Individual and Professional groups. The second part of the survey was used to gather data on the investment behaviors of the survey respondents. These results were than split between the Individual and Professional groups to see similar and differing behaviors based on which group the survey respondent fell into.

Contribution:
The information could be used to provide individual investors with the differences between their investment behaviors and the investment behaviors of professional investors, hence helping their future investment activities.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Renee Delos
Wednesday, April 10th
2:30 PM
AIC 118

Gender Wage Gap: Analysis of Women in Statistical Industries and the Financial Effects of the Wage Gap

Faculty Advisor: Dr. Rick Gorvett
Professor, Dept. of Mathematics and Economics

Editorial Reviewer: Prof. James Wood
Executive In Residence, Dept. of Mathematics and Economics

Type of Thesis: Survey Research

Research Question or Hypothesis:
The gender wage gap in statistical industries negatively affects women in a number of different ways. This research identifies this wage gap and analyzes other factors associated with this loss in pay.

Methodology:
A survey with 50 employee responses measured overall salary, and asked several situational questions to gauge how the employee feels at their company. Multiple regression was used to analyze the data.

Results and Conclusion:
Based on the survey results, it is expected that the average income of males is slightly higher than that of females. However, income may not be the most important variable when looking at gender inequality in the workforce. As shown by the survey results, more women feel as though their company should be doing more to increase gender diversity than some think, consistent with the stigma associated with pay inequality.

Contribution:
This information increases the overall awareness of the wage gap. Increasing knowledge may result in companies changing policies, hopefully helping to prioritize this issue.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Christina DiCostanzo
Wednesday, November 29th
3:30 PM
AIC 119

Assessing Accessibility: An Exploratory Study on the Relationship Between the Barriers to Corporate Leadership for Employees with Disabilities and the Effect on Corporate Culture

Faculty Advisor: Dr. Kathryn Ostermeier
Assistant Professor of Management

Editorial Reviewer: Prof. Robert Massoud
Lecturer of Management

Type of Thesis: Exploratory Study

Research Question or Hypothesis:
RQ1: What can companies do to eliminate some barriers to leadership and create accessible opportunities for those with disabilities?
RQ2: How can companies foster a more inclusive atmosphere to ensure all employees have access to all needed accommodations?
RQ3: What factors most dominantly impact company sentiment?

Methodology:
I conducted an inductive exploratory study, which utilized a Qualtrics survey and was analyzed using IBM SPSS. I surveyed working individuals with varying abilities and job titles and used compare and contrast. I distributed the survey via social media, which consisted of posts to X (formerly Twitter) but mostly Reddit threads because it was a quick way to reach a whole community of people within my target populations at once.

Results and Conclusion:
The research that was conducted demonstrated that intersectionality plays a key role in building a more inclusive corporate environment, and thus a more satisfied workforce. Inaccessible leadership opportunities, as well as microaggressions with no repercussions were experienced by many. Companies can mitigate this by laying out clear advancement paths and consequences for microaggressions in their policy and socializing it amongst the entirety of their workforce.

Contribution:
My research contributes to the existing body of work by connecting disability rights within the workplace with the inclusivity of the greater corporate culture.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Christopher Dupuis
Wednesday, April 10ᵗʰ
3:00 PM
AIC 236

Import Penetration and Corporate
Misconduct: A Natural Experiment

Faculty Advisor: Dr**.** Cathy Zheng
Assistant Professor, Dept. of Information Systems and Analytics

Editorial Reviewer: Dr. Asli Ascioglu
Professor. Dept. of Finance

Type of Thesis: Theoretical Research

Research Question or Hypothesis:
What impact does increased import competition from China in the 21st century have on levels of corporate misconduct by U.S. firms? What is the underlying influencing mechanism dictating the relationship between import penetration and corporate misconduct?

Methodology:
This study regresses U.S. imports from China against corporate misconduct violations by U.S. firms in the sample years from 2001-2016 to identify the underlying relationship between import penetration and misconduct. We engage in cross-sectional tests that include corporate governance and differentiation measures to understand the underlying drivers of the import penetration-misconduct relationship.

Results and Conclusion:
We find that the increase in import penetration from China in the 21st century has led to a reduction in U.S. firm misconduct. We find strong evidence that this relationship arises due to improvements in corporate governance made by affected firms and due to their efforts to differentiate themselves from competitors in terms of Corporate Social Responsibility (CSR) and product differentiation.

Contribution:
We are the first large-scale empirical study of the relationship between import penetration and corporate misconduct. We expand the existing discussion on determinants of corporate misconduct and globalization's implications.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Colin Elliott
Wednesday, April 10th
3:30 PM
AIC 236

Let's Move! An Analysis into the Relationship Between Physical Activity, Work-Related Outcomes, and Mental Health

Faculty Advisor: Prof. John Fellingham
Lecturer, Dept. of Finance

Editorial Reviewer: Dr. Ron Deluga
Professor, Dept. of Psychology

Type of Thesis: Survey Research

Research Question or Hypothesis:
I.   What is the relationship between physical activity and productivity and mental health of office workers and students?
II. How does exercise within a corporate wellness program correlate with better work-related outcomes than exercise not in a corporate wellness program?
III. How effective are corporate wellness programs at promoting intrinsic motivation and healthy lifestyle behaviors?

Methodology:
College students, professors, and office workers were surveyed using psychological scales that measured exercise, lifestyle, and motivation levels and assessed the respondent's productivity, stress, and mental health levels. Multiple regression models were used to analyze the results.

Results and Conclusion:
Physical activity does not have a relationship with work-related outcomes. Having a corporate wellness program had positive changes to productivity and depression, but use of corporate wellness program predicted more extrinsic motivation. Lifestyle is a positive predictor for productivity. Overall, corporate wellness programs work, but further research should be done to identify which aspects of these programs are most effective.

Contribution:
This information can be used to better understand how effective corporate wellness programs are as well as guide future research for how these programs relate to job performance and wellness.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Dennis Field
Wednesday, April 10th
4:30 PM
AIC 223

Recruitment and Retention: The Role of Company Flexibility and Benefits in Shaping Gen Z Employee Attitudes and Behaviors

Faculty Advisor: Dr. Zahra Heydarifard
Assistant Professor, Dept. of Management

Editorial Reviewer: Prof. Laura Kohl
Professor, Director of Library Services

Type of Thesis: Empirical Research

Research Question or Hypothesis:
How flexibility and benefits provided by companies can impact different psychological and behavioral outcomes of Gen Z employees?

Methodology:
A survey was distributed to Gen Z students to assess job preferences based on varying flexibility and benefits in job descriptions. Survey results were measured using an analysis of variance test to compare the means of each group to determine whether there are statistically significant differences among them.

Results and Conclusion:
Flexibility plays a significant role in influencing the sense of relatedness and affective commitment. Relatedness tends to be slightly higher in jobs with low flexibility than jobs with high flexibility. As for affective commitment, it also tends to be slightly higher in jobs with low flexibility than jobs with high flexibility.

Contribution:
The outcomes of this study are expected to guide companies in making informed choices regarding the benefits and flexibility they opt to provide for Gen Z employees.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Ryan Giammarco
Tuesday, April 8th
4:00 PM
AIC 118

Understanding the Public Reaction to Major United States Environmental Policies through Twitter

Faculty Advisor: Dr. Suhong Li
Professor, Dept. of Information Systems and Analytics

Editorial Reviewer: Dr. Tingting Zhao
Assistant Professor, Dept of Information Systems and Analytics

Type of Thesis: Analytical Research

Research Question or Hypothesis:
As data access grows every year, there is still a lack of usable, public-facing environmental data. In an era where climate change and global warming are rising to the front of many political and social conversations, understanding the public's relationship to these issues is paramount. Through analysis of the reactions and emotions of individuals to environmental policy changes, the general public's relationship with Earth's environmental health can be revealed.

Methodology:
Through the use of a historical dataset containing tweets with the keywords "climate change" and "global warming" collected by Dr. Suhong Li from 2011-2023, data was explored to understand what levels of emotion individuals projected within certain timeframes, specifically the week before and week after a major environmental policy was put into place. This dataset contains a sentiment analysis identifying each tweet's levels of anger, joy, optimism, and sadness. Notable useful visualizations included word clouds to identify key topics of conversation and various plots to determine change in emotions over time. Independent t-tests were conducted to identify significant changes in emotions relating to enacted policies.

Results and Conclusion:
True to the eye-test, major policies carry a bigger conversational weight. Emotions show varying degrees of difference once policies are enacted, specifically with higher-impact or more high-profile policies resulting in more extreme responses. Given the fast nature of X/Twitter many topics are quickly overshadowed by others, which are only sometimes related. Rarely, there is no reaction at all. The research suggests that the general public is only interested in these policies at a base level.

Contribution:
These results suggest a more specific level of research is required to understand how the general public regards this information but does provide the context for that relationship at a base level.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Marieke Guitink
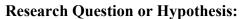**Wednesday, April 10th**
3:30 PM
AIC 222

Alcohol Reward Memory in Drosophila: Investigating Changes in Neural Activity in Response to Cues Alcohol Associations and Their Role in Regulating Other Alcohol-Related Behaviors

Faculty Advisor: Dr. Kristin Scaplen
Assistant Professor, Dept. of Psychology

Editorial Reviewer: Dr. Steven Weicksel
Assistant Professor, Dept. of Biological and Biomedical Sciences

Type of Thesis: Research and Experiments

Research Question or Hypothesis:
How does the neuronal activity of the cholinergic neurons required for alcohol reward memory in *Drosophila melanogaster* change within 24 hours after acquisition to drive alcohol-associated preference? Further, is this cholinergic neuron also important for several alcohol-related behaviors like locomotion and alcohol consumption?

Methodology:
To answer these two research questions, I needed to run three types of experiments. For all of the experiments new crosses of flies needed to be prepared. To be able to visualize the neuron circuits, immunohistochemistry was used. To know more about the locomotion of the flies during alcohol acquisition, FlyGrAM was used. Lastly, to research alcohol consumption, a FLIC (Fly Liquid-Food Interaction Counter) assay was used.

Results and Conclusion:
The images of the brain for the neuronal connections did not give any results. This could be because of the genetic tools used or because the flies were contaminated with other flies.
For the behavioral experiments, I expect the flies to show less locomotor activity when the targeted neuron $\alpha'2$ is switched off. Furthermore, it is expected that the flies will consume less alcohol when the dopamine receptors are switched off.

Contribution:
This research suggests that the MB018B neuron in *Drosophila* is important for and influences the locomotion behavior during intoxication. Furthermore, it shows the importance of dopamine receptors during alcohol consumption.

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Raising Standards of Excellence and Scholarship

CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Julia Haddad
Wednesday, April 10th
3:30 PM
AIC 212

The 4 P's of Marketing in Film: Examining the Relationship Between Power, Perspective, and Product Placement on Consumer Perception

Faculty Advisor: Dr. Sukki Yoon
Professor, Dept. of Marketing

Editorial Reviewer: Prof. Thomas Zammarelli
Lecturer, Dept. of Communication and Language Studies

Type of Thesis: Empirical Research

Research Question or Hypothesis:
Nowadays, consumers are exposed to product placement in almost every film or television show they watch. An experiment will try to answer whether viewer attitude changes depending on the product being advertised and if there is difference in perception based on the primed power and the point of view seen.

Methodology:
The data was compiled by surveying participants who, within the experiment, were first power primed, then exposed to a short movie clip that contains product placement showing different perspectives. The responses were recorded and then an ANOVA analysis was performed to obtain correlations and conclusions.

Results and Conclusion:
ANOVA analysis demonstrated that heightened priming resulted in more favorable consumer attitudes towards the advertisements presented in the video clips. While some correlations were evident, such as the preference for third-person perspectives in the Ford Truck advertisement, this trend did not extend to the BMW motorcycle advertisement. Despite these findings, several factors may influence the observed correlations.

Contribution:
In future film marketing, utilizing this research can enhance brand perception and product conversions, especially with automobiles through efficient product placement strategies.

CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Catherine Harris
Wednesday, April 10ᵗʰ
3:30 PM
AIC 119

The Electoral College: Representative Accuracy,
Public Opinion, & Proposed Reform

Faculty Advisor: Dr. Richard Holtzman
Associate Professor, Dept. of Politics, Law, and Society

Editorial Reviewer: Dr. John Dietrich
Professor, Dept. of Politics, Law, and Society

Type of Thesis: Research

Research Question:
How accurate is the representation of voters through the Electoral College and if it is not representative, how might the Electoral College be reformed to be more representative of voters' preference?

Methodology:
This thesis project will take an analytical approach to address issues and a theoretical approach to address potential solutions regarding the accuracy of the Electoral College. Qualitative data about the public opinion of the Electoral College and accuracy of the Electoral College will be analyzed and different ideas for proposed reform will be evaluated.

Results and Conclusion:
It is hypothesized that the research will show that the Electoral College is not accurately representative of the votes of the United States population. It is further expected that the majority of the country wishes to see some sort of reform to this system. The best proposal will be one that takes these issues of representation and public opinion into account.

Contribution:
A set of criteria will be created in order to evaluate potential ideas for reform. A proposal for Electoral College reform will be suggested based on the criteria.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Samantha Hazen
Wednesday, April 10th
3:00 PM
AIC 222

*Statistics Pedagogy: Modernizing Introductory College
Statistics Courses for Students with Non-STEM Majors*

Faculty Advisor: Dr. Brian Blais
Professor, Dept. of Biological ad Biomedical Sciences

Editorial Reviewer: Dr. Rick Smith
Professor, Dept. of Mathematics and Economics

Type of Thesis: Empirical Research

Research Question or Hypothesis:
This research explores the effectiveness of introductory statistics courses in helping students to achieve statistical literacy. Regardless of the findings, this thesis also seeks to improve upon current statistics courses. Preliminary research suggests that using visual aids, and Bayesian statistics could help to improve learning outcomes.

Methodology:
A survey, adapted from existing literature, was sent to the Bryant community. Individuals identified whether common statistical statements were true or false. The purpose was to measure statistical literacy and the effectiveness of statistics courses.

Results and Conclusion:
We observed that Bryant educators consistently outperformed students in correctly identifying statements. This aligns with the findings of an adaptation of this survey. Moreover, Bryant professors have similar challenges as the professors in the literature, indicating stagnation in statistics pedagogy. These findings demonstrate the continued disconnect between statistics courses and achieving statistical literacy. This survey reinforces prior evidence that the language of hypothesis testing hinders learning. Consequently, this research compiles resources for statistical visualization and Bayesian statistics, seeking to bridge the gap in comprehension.

Contribution:
These findings examine the disconnect between the importance of statistical literacy and achieving it. The research looks to find ways to bridge this gap to make students more informed members of society.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Ethan Kmiecik
Wednesday, November 29th
2:30 PM
AIC 212

Behavioral Market Irrationality: An Exploration of Financial Literacy Awareness, Behavioral Finance, and Financial System Investing

Faculty Advisor: Dr. A. Can Inci
Professor of Finance

Editorial Reviewer: Prof. Laura Kohl
Professor, Director of Library Services

Type of Thesis: Empirical Research

Research Question or Hypothesis:
RQ1: What degree of financial system awareness is prevalent amongst the surveyed population and how does it vary within the surveyed population?
RQ2: What is the most accurate available model of investor and market decisions, actions, behaviors, and results in the modern financial system?

Methodology:
A quantitative correlation survey was distributed via Qualtrics. Responses on demographics, psychographics, financial literacy, currency financial literacy, financial memory, and behavioral finance were collected to support, oppose, or refine the literature on the correlations related to financial literacy and behavioral finance hypotheses.

Results and Conclusion:
Most retail investors are good consumers but not good investors, treating their investments the way they treat their consumer goods. This "Supermarket Sale Effect" is useful for consumption, yet adverse to generating financial gains from the perspective of technical analysis, where the trend continues until it doesn't. How individuals mentally and emotionally deal with their natural cognitive desire to not lose what they appeared to have just gained and to risk more what they appeared to have just lost drives different financial outcomes despite access to similar information.

Contribution:
The research contributes to the existing field of financial literacy and supports the relatively burgeoning field of behavioral finance, where irrational behavior drives market performance.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Allison Kostiw
Wednesday, April 10th
4:30 PM
AIC 119

Social Media and Tracking Apps' Impact on Trust and Satisfaction Between Romantic Partners

Faculty Advisor: Dr. Christopher Morse
Professor, Dept. of Communication and Language Studies

Editorial Reviewer: Dr. Ron Deluga
Professor, Dept. of Psychology

Type of Thesis: Empirical Research Study

Research Question or Hypothesis:
With the rise in social media and tracking apps, there have also been noticeable changes in the way humans interact. TikTok, Instagram, Find My Friends, and Life 360, are just a few of the popular apps seeing an increase in usage. Given their rise in popularity we wanted to investigate if their use has negatively impacted trust/relational satisfaction between romantic partners.

Methodology:
A survey was distributed to those who identify as college-aged and currently/recently involved in a romantic relationship. A series of questions were asked, which focused on social media/tracking app usage and how individuals feel these apps are connected to their romantic relationships.

Results and Conclusion:
Results (via regression and correlation analyses) indicated several interesting findings. Those who felt that TikTok, Instagram, Find My Friends, or Life360 negatively impact trust levels with their partner displayed a significant impact on their relationship satisfaction. Specifically, that this lowers their overall relationship satisfaction. Results also suggested that those who regularly use TikTok and social media in general, are associated with higher levels of wanting to track their partner. Interestingly, this same relationship was not found for the use of Instagram.

Contribution:
The data found in this study may impact the way college-aged students perceive their relationships. It may also allow for a better understanding of how these platforms impact romantic relationships.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Andreas Kotsironis
Wednesday, April 10th
2:00 PM
AIC 236

Implementing Universal Design for Learning in Financial Literacy Education

Faculty Advisor: Dr. Leila Zbib
Assistant Professor, Dept. of Finance

Editorial Reviewer: Dr. Ryan Sonder
Lecturer, Dept. of History, Literature, and the Arts

Thesis Type: Qualitative Data Collection & Research

Research Question or Hypothesis:
What type of learning styles do students most utilize today? Which aspects of financial literacy are most lost amongst students? Does the implementation of universal design for learning make finances easier to understand?

Methodology:
This survey will be used to measure the level of financial literacy and personal financial management practices amongst these adults. This survey also aims to understand the most used approaches to learning amongst young adults. Finally, the survey aims to recognize which aspects of financial literacy students have the biggest struggle understanding. Of 1,000 students who received the survey, 76 answered, and 30 were used.

Results and Conclusion:
Expected results suggest that most students are visual learners, meaning that they prefer to learn using materials like videos, flashcards, and color coding. They prefer visualizations. Results also suggest that students struggle most with compound interest material. Finally, learning styles have a slight positive impact on financial literacy education.

Contribution:
Expected findings highlight a positive correlation between the implementation of universal design for learning and financial literacy education. This means that some students improved with the new material.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Laurel Kroeber-Guerrera
Wednesday, April 10th
4:00 PM
AIC 222

The Neurobiology of Psychopathy: Influences On Juror Decision Making

Faculty Advisor: Dr. Kristin Scaplen
Assistant Professor, Dept. of Psychology

Editorial Reviewer: Dr. Heather Pond Lacey
Professor, Dept of Psychology

Type of Thesis: Empirical Research

Research Question or Hypothesis:
Do factors such as empathy and personality influence juror decision making in criminal trials?

Participants who score higher on the Empathy Assessment Scale (EAS) will be more lenient with sentencing if the defendant has a brain tumor. Participants who score high on the agreeableness portion of the BFI-10 will display higher scores on the EAS.

Methodology:
In total, 254 responses were recorded revealing scores on an Empathy Assessment Scale and personality assessment. Participants were next randomly assigned to a condition where they read a scenario about a fictitious criminal offender who either (1) had a brain tumor or (2) did not have a brain tumor. Participants were also asked to sentence the offender to either first or second-degree murder charges.

Results and Conclusion:
An Analysis of Variance (ANOVA) was conducted comparing empathy, personality factors, sentencing, and tumor condition. A linear regression was also conducted to compare empathy, personality factors, and tumor condition. Both analyses reveal that tumor condition and participant conscientiousness were the biggest contributors to sentencing.

Contribution:
This research reveals different neural regions which contain abnormalities relating to psychopathy, ultimately suggesting that if people could truly understand the neural implications of psychopathy, they might sentence psychopathic offenders more empathetically.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Nilsa Laine
Wednesday, November 29th
3:30 PM
AIC 118

Undergraduate Experiences of Black Women at Predominantly White Institutions

Faculty Advisor: Dr. Alex Perullo
Professor of History, Literature, and the Arts

Editorial Reviewer:
Dr. Nicole Freiner & Professor Tom Zammarelli
Associate Professor of Politics, Law, and Society Lecturer of Communication and Language Studies

Type of Thesis: Documentary

Research Question or Hypothesis:
Research - Are there commonalities between Black Women in their Undergraduate experiences at Predominately White Institutions (PWI) campuses?
Hypothesis - Black women are having unique yet ubiquitous experiences as a result of their intersectional identity at PWI campuses.

Methodology:
Qualitative Research utilizing interviews of 11 participants, an informal focus group, and secondary analysis.

Results and Conclusion:
The hypothesis has so far proven to be true. The Black Women who have participated in this research study found that they share similar experiences and come together to talk about it, experience loneliness, are confused with other black women, feel an unsaid disconnect, experience bias, and feel a lack of representation in faculty or mentorship.

Contribution:
Colleges should aim to understand the complexities of Black Women's identities and the effects on their experiences. Predominantly white institutions should also challenge their white supremacist structures to advance Diversity, Equity, Inclusion, and Belonging.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Luke Lamontagne
Wednesday, April 10th
3:00 PM
AIC 118

Artificial Intelligence in College Education and its Potential for Student Outcomes

Faculty Advisor: Dr. Rick Gorvett
Professor, Dept. of Mathematics and Economics

Editorial Reviewer: Dr. Tingting Zhao
Assistant Professor, Dept. of Information Systems and Analytics

Type of Thesis: Empirical Research

Research Question or Hypothesis:
With AI becoming more commonly used in the modern world, it has made a large impact on a typical college education. The study offers insights into AI's potential to enhance educational outcomes and improve overall learning experiences for American college students.

Methodology:
Data was taken from higher educational institutions around the United States about policies regarding student usage of artificial intelligence for school-related work. From there, data was gathered about student outcomes from those institutions, and some additional research about AI aims to support the implementation of it into college education.

Results and Conclusion:
The hypothesis for this thesis is that colleges and universities that encourage and allow the usage of artificial intelligence for school-related work are more likely to see positive student outcomes. This hypothesis is expected to hold true according to the data gathered for this study. To strengthen the relationship between the two, research was conducted highlighting more benefits of the usage of AI.

Contribution:
This study suggests that more institutions should be open to students using artificial intelligence, but this will only come with time. AI is still growing, but as it continues to have more practical applications in the real world, it will become more of a tool for students' education.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Lauren Lehoullier
Wednesday, November 29th
3:00 PM
AIC 118

The Future of Last Mile Delivery: What Consumers Are Willing to Sacrifice to Make Sustainable Delivery Decisions

Faculty Advisor: Dr. Michael Gravier
Professor of Marketing, Department Chair

Editorial Reviewer: Professor Stephanie Carter
Adjunct Professor of History, Literature, and the Arts

Type of Thesis: Survey Research

Research Question or Hypothesis:
The last mile in the supply chain is the very last stage where the customer receives their goods. It is known as being the least efficient and most pollutant step in the chain. This research identifies the sacrifices consumers will make in choosing a more sustainable delivery option.

Methodology:
A survey with 195 consumer responses measured the different choices they made when sustainable information became available. The data was analyzed using the McNemar test and Fisher's exact test in finding statistical significance.

Results and Conclusion:
Consumers demonstrated a willingness to pay more, wait longer, and pick up the delivery from a less convenient location for a more sustainable delivery. Consumers do not initially make the sustainable decision for last mile delivery without the disclosure of the environmental and social impact.

Contribution:
These findings contribute to mounting evidence of consumers looking for more sustainable options in delivery. The industry can use this research to determine future delivery options in the last mile.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Megan Lempke
Wednesday, November 29th
2:30 PM
AIC 119

Navigating the Mind: Mental Health Struggles Among College Students During and Post-Pandemic

Faculty Advisor: Dr. Ron Deluga
Professor of Psychology

Editorial Reviewer: Dr. Kirsten Hokeness
Professor of Biological and Biomedical Sciences

Type of Thesis: Survey Research

Research Question or Hypothesis:
RQ1: How have anxiety levels changed from learning online to being back in person?
RQ2: Has the college student's anxiety increased, stayed the same, or decreased with coming back to in person classes after the pandemic?
RQ3: During quarantine were their other factors that played a role into the college students anxiety levels other than academics and the pandemic restrictions?

Methodology:
134 Bryant University students completed a survey to investigate college students' anxiety levels during the pandemic in an online learning environment to being back in person after the pandemic.

Results and Conclusion:
The results are that college students experienced more anxiety during the pandemic in an online learning environment than in person after the pandemic. Anxiety during the pandemic was because of the change in social life, social distancing and isolation, and worrying about their loved ones. Whereas anxiety after the pandemic was because of uncertainties with exams, tests, and quizzes, change in social life, and sense of belonging.

Contribution:
This information can be applied to psychology because this field is constantly developing with new information. Psychologists, therapists, and psychiatrists can use this information to help them understand how college students are adjusting after the pandemic in order to better understand anxiety and how it has been affected.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Elizabeth Marses
Wednesday, April 10th
2:30 PM
AIC 212

Biases in Managerial Reports: The Trickle-Down Effect

Faculty Advisor: Dr. Dennis Bline
Professor, Dept. of Accounting

Editorial Reviewer: Dymond Bush
Research & Instruction Librarian, Library Services

Type of Thesis: Empirical Research

Research Question or Hypothesis:
A trickle-down effect has been identified when concerning the topic of biased internal reports. Specifically, if biases arise within internal managerial reports, it is argued that a manager's decisions will be altered. This thesis brings light to the negative implications of biased internal reports.

Methodology:
A contributing factor influencing biased reports is identified, while simultaneously presenting the effects of these biased reports on decision making. Data was collected through an online survey distributed to Bryant graduate students. Once the raw data was cleaned, the data was analyzed using regression.

Results and Conclusion:
As hypothesized, biased internal reports impact decision making. The results suggest that the presentation of information, specifically in a "biased" or "neutral" tone, is a significant and negatively correlated variable regarding one's decision. As biases become present within these reports, a trickle-down effect also becomes present since biases have the power to impact one's decision, and, therefore, alter the future companies.

Contribution:
The findings can be applied to accounting because accountants must understand that people in organizations are exposed to information that may not always be truthful. It is the internal accountant's job to remain neutral and develop accurate reports.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

William Medeiros
Wednesday, April 10th
5:00 PM
AIC 223

Understanding Global Attitudes Towards
Artificial Intelligence in the Workplace

Faculty Advisor: Dr. Michael Roberto
Professor, Dept. of Management

Editorial Reviewer: Prof. Laura Kohl
Professor, Director of Library Services

Type of Thesis: Exploratory/Empirical Research (mixed-methods approach)

Research Question or Hypothesis:
This study explores employee attitudes toward workplace AI across different countries, analyzing perceptions through seven dimensions. It aims to identify insights for adjusting AI implementation strategies. For example, detecting skepticism in certain demographics could suggest a need for a more cautious integration approach to ease resistance and enhance acceptance.

Methodology:
The study utilized AWS MTurk and the networks of Bryant University Faculty to survey 474 participants. It focused on attitudes towards AI, measured through a 7-point Likert scale, questions from the GLOBE Cultural Dimensions Survey, and demographic queries, yielding 470 quality responses. Reliability was confirmed through Cronbach's alpha. Data analysis involved correlations between various constructs and demographic variables.

Results and Conclusion:
Expected results suggest gender may minimally influence AI attitudes in the workplace, whereas age significantly affects acceptance, with Gen Z and Millennials more open and older generations more resistant. Employees in tech industries likely show higher AI receptivity7. Countries with heightened data privacy concerns are anticipated to exhibit greater resistance towards AI integration, highlighting the importance of demographic and cultural factors in shaping employee perspectives on AI technology adoption.

Contribution:
Expected findings highlight age, industry, and cultural values as key factors influencing employee AI attitudes, suggesting the importance of customized AI strategies. Further research could explore AI's impact on job satisfaction and employee productivity.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Noah Miller
Wednesday, April 10th
4:00 PM
AIC 212

Forecasting Demand for Recreational Cannabis in Rhode Island Post-Legalization

Faculty Advisor: Dr. Teresa McCarthy
Associate Professor, Dept. of Marketing

Editorial Reviewer: Dr. Michael Gravier
Professor, Dept. of Marketing

Type of Thesis: Quantitative Research

Research Question or Hypothesis:
  I.   Can historical sales of cannabis in previously legalized states be used to forecast demand in newly legalized states?
  II. What method of forecasting is most suitable to cannabis sales?
  III. What explanatory variables can be used to forecast sales?

Methodology:
Historical data and exogenous variable data were collected to run both time series and regression on the data. Interviews of dispensary owners and managers also took place to gain information about the external factors that affect sales.

Results and Conclusion:
Expected results are, producing forecasts and completing ex-post forecasting to determine the best method of forecasting cannabis sales. Through interviews the external factors that affect sales were determined. Cannabis sales in Rhode Island are expected to be substantial and grow at a significant rate.

Contribution:
This work could be applied to other states considering legalizing recreational cannabis.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Peter Misiaszek
Wednesday, April 10th
4:00 PM
AIC 118

How Spending Patterns of Different Groups Effect Long and Short-Term Savings

Faculty Advisor: Dr. William Zywiak
Lecturer, Dept. of Mathematics and Economics

Editorial Reviewer: Dr. A. Can Inci
Professor, Dept. of Finance

Type of Thesis: Empirical Research

Research Question or Hypothesis:
Depending on a person's upbringing, lifestyle, and demographic groups, they tend to have specific patterns of spending that differentiate them from people of other groups. This study is set to analyze those differences and find the relationships between those patterns and the effect on a person's savings.

Methodology:
107 people spanning different backgrounds were surveyed using cross-sectional design. Most respondents were Bryant students.

Results and Conclusion:
After doing multiple analyses, initial results indicate that factors of gender, credit utilization, age, and childhood socioeconomic status play a large role in a person's financial well-being. An example finding is that men tend to have more long-term savings than women, which may suggest evidence of a gender wage gap.

Contribution:
In terms of economic theory, this research aims to inform readers of different spending patterns among groups and the effects on savings, enabling them to break patterns and achieve financial success.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Sarah Monsini
Wednesday, April 10th
2:30 PM
AIC 236

The Impact of Environmental, Social, and Governance Investing on Return: Through the Lens of Gender Diversity ETFs and Mutual Funds

Faculty Advisor: Dr. Asli Ascioglu
Professor. Dept. of Finance

Editorial Reviewer: Dr. Leila Zbib
Assistant Professor, Dept. of Finance

Type of Thesis: Research Project

Research Question or Hypothesis:
How does Environmental, Social, and Governance (ESG) investing impact risk-adjusted return, looking specifically at the gender diversity aspect of ESG?

Methodology:
The methodology of my research consists of a two-step process, with the first including mathematical analysis. I first found the holding period return, monthly or weekly return, standard deviation, maximum drawdown, beta, sharpe and treynor ratios, alpha, tracking error and information ratio for each mutual fund or exchange traded fund (ETF) in my project and compared that to those metrics for the fund's benchmark(s). Furthermore, I conducted a regression analysis to determine whether the superior or inferior returns of these funds is attributable to the gender diversity aspect of them.

Results and Conclusion:
The results of my mathematical analysis revealed that on a return and risk-adjusted return basis, the gender diversity funds I selected did not beat their benchmark. However, it is possible that this was due to factors other than the fact that the funds were invested in companies with stringent gender diversity practices and policies.

Contribution:
The contribution of this project relates to the world of ESG and gender lens investing, both of which are developing topics. As greater reporting standards and movement toward ESG investing is seen in finance, these topics will become increasingly important. Although my study did not find that gender diversity funds outperformed their benchmarks, that does not mean that other ESG funds cannot outperform or that this was due to the gender diversity aspect of the funds, and still contributes valuable research to this area of study.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Katelyn Muia
Wednesday, April 10th
2:00 PM
AIC 119

Death of Young Women in Media: The Origins of Obsession and a Sentiment Analysis on the Broader Contemporary Cultural Impact

Faculty Advisor: Dr. Jennifer Horan
Lecturer, Dept. of English and Cultural Studies

Editorial Reviewer: Dr. Martha Kuhlman
Professor, Dept. of History, Literature, and the Arts

Type of Thesis: Case Study, Book to Accompany Research

Research Question or Hypothesis:
Media has affected popular culture for hundreds of years: from non-fiction stories, to news coverage, to online publications. The tone, as well as source material chosen, not only indicates what society views as important, but also influences a culture's shared beliefs. This study aims to take three missing person cases and compare the overall sentiment of them: media and individuals. The three cases include one young woman, one young man, and one older woman.

Methodology:
112 individuals above the age of 18 completed a survey and online news stories of the three missing person cases were compiled through TDM Studio.

Results and Conclusion:
The missing person case of Gabby Petito had the most results from the TDM Studio database: 3239 news stories. As she was the only 'young women' in the study this follows the hypothesis that media focuses more heavily on young women. Jelani Day had 148 results and Maya Millete had 14. Furthermore, Petito's news stories had lower subjectivity scores than the other two cases. The survey also indicated that she was the most widely known cases among the three options. A lexicon analysis showed that respondents only had a negative emotional reaction to the Gabby Petito case. There were not enough respondents who knew about the other two cases to provide results from the lexicon analysis.

Contribution:
As the data indicates that there were clear media disparities in these three cases it suggests that further research needs to be done to see if there is also a racial component. Many of the news stories and survey responses commented on how white women get the majority of media attention, so this should be further looked into.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Carissa Penta
Tuesday, April 2nd
12:30 PM
MRC4

Gym Anxiety: How it Affects the Mental Health and Body Image Perception of Female College Students in a Male Dominated Setting

Faculty Advisor: Dr. Ron Deluga
Professor, Department of Psychology

Editorial Reviewer: Prof. Laura Kohl
Professor, Director of Library Services

Type of Thesis: Empirical Research

Research Question/Hypothesis:
This study analyzes how attending the gym as a female college student affects one's self-perception in a male dominated setting and ultimately leads to feelings of self-consciousness and anxiety. This may lead to negative self-perception and can cause females to avoid the gym.

Methodology:
A self-report survey was completed by college students. The survey asked questions regarding the mental health, self-perception, and overall feelings of anxiety in individuals who work out at the gym. It also examined comfort levels for different categories. The survey provided sufficient data that supports the research question.

Results and Conclusion:
As hypothesized, the survey found that females are more likely to experience anxiety or fear about going to the gym. Most female respondents reported feeling uncomfortable using certain equipment due to their gender. The results suggest that fear of judgment and feeling self-conscious are the leading causes of female college students experiencing gym anxiety.

Contribution:
The findings suggest that research on this topic should be taken a step further. Future research should be conducted in order to determine if there are factors other than gender differences that cause females to feel discomfort and anxiety about attending the gym.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Eduardo Peralta
Wednesday, April 10th
3:30 PM
AIC 237

Foreign Direct Investment, Trade Openness, and GDP in Mexico and the Dominican Republic

Faculty Advisor: Dr. Ramesh Mohan
Professor, Dept. of Mathematics and Economics

Editorial Reviewer: Dr. Allison Kaminaga
Lecturer, Dept. of Mathematics and Economics

Type of Thesis: Empirical Research

Research Question or Hypothesis:
How do foreign direct investment and trade openness influence Latin American and Caribbean economies in different stages of development that thrive off tourism?

Methodology:
The paper follows a quantitative research methodology. The paper will use a multivariate causal framework, the starting point of econometric analysis. We will then run a vector autoregression (VAR) or vector error correction model (VECM) to determine the causal relationship between the variables. After that we will look for the directionality of the causation, whether it is unidirectional or bidirectional and analyze the findings.

Results and Conclusion:
Results are expected to show a bidirectional causation between foreign direct investment, trade openness and GDP for both economies. Tourism plays a big role in the causation between the variables as it attracts foreign investors and creates greater opportunities for trade, which in turn raises the country's GDP. It is evident that this should be studied in different regions to see whether the results match.

Contribution:
The research suggests that tourism should be studied further in detail to attract foreign investors and create economic opportunities for countries. The results are useful for policymakers to make informed decisions.

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Raising Standards of Excellence and Scholarship

CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Erika Roof
Wednesday, April 10th
3:30 PM
AIC 118

Analyzing Deaths from Extreme Weather Events Over Time and Their Relevance to the U.S. Life Insurance Industry

Faculty Advisor: Dr. Rick Gorvett
Professor, Dept. of Mathematics and Economics

Editorial Reviewer: Dr. Robert Patalano
Lecturer, Dept. of Biological and Biomedical Sciences

Type of Thesis: Empirical Research

Research Question or Hypothesis:
Are mortality rates in the United States increasing due to extreme weather events and, if so, how could this affect the life insurance industry going forward?

Methodology:
A data set was acquired from the National Oceanic and Atmospheric Administration (NOAA) National Centers for Environmental Information with billion-dollar extreme weather data in the U.S. between 1980 and 2023. This data was grouped both by year and type of event for further analysis. It was then analyzed via regression and for changes in volatility over time.

Results and Conclusion:
Analysis shows that while there is no upward linear trend between time and deaths, there is an upward trend for the number of extreme weather events over time. The data also show an increase in the volatility of the number of deaths over time: the deviation from the mean is becoming more prominent as the number of events increases.

Contribution:
These results suggest that forecasting can be beneficial for understanding the long-term effects of more frequent extreme weather events. Further research on individual extreme weather events and their impact on mortality over time is warranted.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Patrick Roth
Wednesday, April 10th
3:00 PM
AIC 212

How to Define, Evaluate, and Improve Extracurricular Student Engagement Using a Nine-Point Framework Based on Marketing Theory

Faculty Advisor: Dr. Srđan Zdravković
Professor, Dept. of Marketing

Editorial Reviewer: Prof. Jacqueline Saslawski
Lecturer, Dept. of Management

Type of Thesis: Problem-Solving Project

Research Question or Hypothesis:
I.   What is engagement and how can it be measured?
II.   What are the primary barriers to engagement?
III. How can marketing theory be applied to improve engagement and enhance the student experience?

While the level of extracurricular student engagement at Bryant University is relatively high, there is always room for improvement.

Methodology:
An extensive review of existing research was conducted comprising academic papers and marketing and psychology journals. A series of interviews were conducted among the University community and compiled using a complex synthesis process to obtain common themes from the answers provided. These formed the foundation of the results and were supported by existing research.

Results and Conclusion:
Research suggests that engagement is a dynamic concept consisting of awareness, interest, participation, contribution, interaction, retention, satisfaction, dedication, and commitment. This framework can be applied, alongside principles of psychology and marketing theory, to improve overall engagement and target obstacles to its enhancement.

Contribution:
These findings have the potential to redefine and evaluate engagement in a way that will enhance the student experience and ameliorate extracurricular engagement across institutions of higher education, while adding research to a relatively unexplored field.

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Raising Standards of Excellence and Scholarship

CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Brayden Roy
Wednesday, April 10th
5:00 PM
AIC 222

Climate Change: An Existential Threat to Humanity

Faculty Advisor: Dr. Bryan Knapp
Lecturer, Dept. of History, Literature, and the Arts

Editorial Reviewer: Prof. Stephanie Mott
Lecturer, Dept. of Biological and Biomedical Sciences

Type of Thesis: Theoretical Research

Research Question or Hypothesis:
How have partisan politics within the United States impacted the global response to climate change?

Methodology:
This thesis project analyzes the historical trajectory of domestic energy production, emphasizing the process of integrating renewable energy. By examining this history, the project intends to build on and develop new theories as to how the United States should respond to the threat of climate change.

Results and Conclusion:
Multilateral climate policy has been a great step in bringing the world together to achieve its sustainability goals and achieve a net zero future. Unfortunately, agreements in which the United States doesn't participate lack legitimacy and dismantle enforcement measures making them unsuccessful in achieving their mission.

Contribution:
This study looks to unpack what the United States can do from a domestic standpoint to become more reliable in responding to the threat of climate change. Climate change is undoubtedly humanities' most trying issue, so this study tackles it from multiple perspectives to provide an effective blueprint for a more sustainable world.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Anthony Salisbury
Wednesday, April 10th
4:30 PM
AIC 118

NFL Sports Betting Markets: Are There Inefficiencies to be Exploited?

Faculty Advisor: Dr. Jim Bishop
Professor, Dept. of Mathematics of Economics

Editorial Reviewer: Prof. Andrew Stone
Adjunct Professor, Dept. of Management

Type of Thesis: Research Study

Research Question or Hypothesis:
The sports gambling industry has been gaining heavy traction in the United States over recent years. Bookmakers set the spread and over/under lines for NFL games based on various unknown variables. Variables such as weather and first half of season performance versus second are expected to have an impact on the outcome of games and can be correct enough times to be profitable for a bettor (greater than 52.38%).

Methodology:
A dataset was compiled from a multitude of data sources such as ESPN, Pro Football Reference, Sports Odd History, and multiple historical weather websites. Multiple regressions were then used to analyze this data.

Results and Conclusion:
It is expected that there will be a correlation between the variables used and the outcome of a game to correctly predict the spread and over/under with enough certainty to be profitable. Usage may be discouraged due to the unpredictable nature of the NFL and the significant fluctuations the league undergoes from year to year.

Contribution:
The findings suggest additional investigation should be conducted due to the limited number of years included in the study. A more extensive data set and thorough research may unveil alternative findings.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Owen Sawyer
Wednesday, April 10th
3:00 PM
AIC 119

Crossing the (District) Line? Fringe Election Theory and Its Impact on American Democracy

Faculty Advisor: Dr. John Dietrich
Professor, Dept. of Politics, Law, and Society

Editorial Reviewer: Prof. Ilisabeth Bornstein
Lecturer, Dept. of Politics, Law, and Society

Type of Thesis: Comparative Analysis

Research Question or Hypothesis:
How would the validation of emerging fringe election legal theories such as independent state legislature theory impact the state of American democracy?

Methodology:
Comparative analysis of the case of *Moore v. Harper* (2022) against precedent set by the Supreme Court on the issue of independent state legislature (ISL) theory as well as analysis of the arguments for and against in *amicus curie* briefs to the Court in the case.

Results and Conclusion:
The Supreme Court was right in their decision to find that the Federal Elections Clause does not vest exclusive and independent authority in state legislatures to set the rules regarding federal elections. This potentially could have opened the door for state legislatures to gerrymander through numerous different measures and lessen the faith that Americans have in a central tenant of our democratic process: voting.

Contribution:
While the research's main purpose is to opine on the threats that the legitimization of theories like independent state legislation theory through even hearing cases like *Moore v. Harper*, in an ever divided and partisan country, there will always be another case, and another theory. As such, this paper will be a valuable resource used to grow the legal canon of opinions on the decision by the Supreme Court and the impact that it would have had if ISL was allowed to be implemented.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Aastha Soni
Wednesday, April 10th
4:00 PM
AIC 119

Lobbying's Impact: Assessing the Effects of Lobbying on Healthcare Access for Minority Communities

Faculty Advisor: Dr. Richard Holtzman
Associate Professor, Dept. of Politics, Law, and Society

Editorial Reviewer: Dr. Michael Roberto
Professor, Dept. of Management

Type of Thesis: Qualitative Research & Provocative Research

Research Question or Hypothesis:
The Healthcare sector spends millions of dollars attempting to influence congressional policymakers every year. However, minimal changes have been observed in addressing the social determinants of health, particularly healthcare access for minority communities. This paper explores the impact of lobbying on healthcare access for minority communities.

Methodology:
The data collection regarding the racial disparities in healthcare access and lobbying terms/theories was conducted using the Bryant University Krupp Library Databases, JSTOR, and Google Scholar. The case studies' development and analysis relied on information sourced from federal bills available via Congress.gov, and lobbying disclosures were obtained from the data based on the U.S. Senate's Office of Public Records and the database of the nonprofit organization, OpenSecrets.

Results and Conclusion:
Analyses of the America's Affordable Health Choices Act of 2009 and the Patient Protection and Affordable Care Act, suggests mixed impacts of lobbying on healthcare access within minority communities. Establishing a direct connection between these bills and lobbying is not possible due to the limited disclosed information. To address this limitation, future research could explore lobbying, regarding healthcare access for minority communities, to study the influence of interest groups.

Contribution:
This thesis offers an initial investigation into the significant literature gap between healthcare access and lobbying, particularly in minority communities and raises important questions to prompt further research.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Amanda Spielman
Wednesday, April 10th
3:00 PM
AIC 237

The Economic Impacts of State-Run Agricultural Energy Efficiency and Sustainability Programs – Are There Actually Long-Term Profit and Labor Market Benefits?

Faculty Advisor: Dr. Ferdous Sardar
Visiting Assistant Professor, Dept. of Mathematics and Economics

Editorial Reviewer: Dr. Allison Kaminaga
Lecturer, Dept. of Mathematics and Economics

Type of Thesis: Empirical Research

Research Question or Hypothesis:
Agricultural assistance through federal, state and private funding is vital for the survival of small farms. This research is interested in the effectiveness of state-run agricultural energy efficiency grants and how they impact net income and the agricultural labor market.

Methodology:
County level data from the Census of Agriculture for years 2002, 2007, 2012, and 2017 was collected. Difference-in-difference analysis was used to estimate the average treatment effect of these programs on four different dependent variables.

Results and Conclusion:
Regression results provide evidence these programs have a negative impact on net cash farm income, likely due to a larger increase in expenses compared to profit. A negative impact was also found on contract labor expense, which was contrary to predictions. These programs' impacts should continue to be studied, as results were inconclusive for interest expense and hired labor expense.

Contribution:
The results are useful for policy makers to begin considering the true benefits or effects of these types of programs. This research presents baseline results that should inspire a more in-depth understanding of the impacts of these types of programs and how they can be improved.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Matthew Sprague
Wednesday, November 29th
2:30 PM
AIC 118

Investment Behavior: Cryptocurrency in Investing: An Analysis of Digital Currencies and Understanding Investor Sentiment

Faculty Advisor: Prof. John Fellingham
Lecturer of Finance

Editorial Reviewer: Dr. A. Can Inci
Professor of Finance

Type of Thesis: Empirical Study

Research Question or Hypothesis:
How do potential investors view cryptocurrency as an investment opportunity?

Methodology:
Background research was conducted in areas in which cryptocurrency is connected. A survey was conducted to gather sentiment and create a financial literacy statistic for each participant.

Results and Conclusion:
The results of the regression ran, allowed for the conclusion that the variables identified within the study had low or insignificant impact on an investors sentiment towards cryptocurrencies. However, results directly from the survey did indicate differences in sentiment when sorted by age group, education levels, as well as other demographic and psychographic information.

Contribution:
The results contribute to the field by providing an understanding of the motivation behind investing in cryptocurrencies, as well as attempting to find what variables and factors may affect how someone feels towards cryptocurrencies.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Connor Stahl
Wednesday, April 10th
11:00 AM
AIC 119

How the Current Economy Will Affect Generation Z's Ability to Retire in the Future.

Faculty Advisor: Prof. Mara Derderian
Lecturer, Dept. of Finance

Editorial Reviewer: Prof. David Beausejour
Professor, Dept of Accounting

Type of Thesis: Quantitative Research

Research Question or Hypothesis:
How is Gen Z going to retire and what is their outlook on the future condition of the economy?

It is hypothesized that Generation Z will have a grim outlook for economic growth and retirement.

Methodology:
A survey was done to look at Generation Z's outlook and ability to retire into the future. The survey conducted considered current economic factors and trends as well as perceptions of how the government is doing, to understand Gen Z's thoughts and feelings towards current and future economic prospects.

Results and Conclusion:
Gen Z is mixed on the future of the economy. They believe that we are in a more prosperous time and will be able to rely on the government in the future, while conversely having been burdened with higher debt and possibly needing to reallocate funds to make ends meet in retirement.

Contribution:
This study can be applied to show the preceding generations' outlook on the economy and what needs to be fixed to help the next generation to succeed. This can be applied to governments and or business interests to show trends that will either help or hinder business and personal growth.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Matthew Susich
Wednesday, April 10th
4:30 PM
AIC 237

Salary Distribution and Winning Percentage: A Panel Data Analysis of the National Football League

Faculty Advisor: Dr. Laura Beaudin
Associate Professor, Dept. of Mathematics and Economics

Editorial Reviewer: Dr. Amber Day
Professor, Dept. of History, Literature, and the Arts

Type of Thesis: Empirical Research

Research Question or Hypothesis:
This study investigates how the pay structure of an NFL team has impacted its regular season winning percentage over the past four seasons. One hypothesis for this research is that increased salary expenditure will have a positive effect on a team's winning percentage.

Methodology:
Data for NFL salaries and team statistics have been collected for the past four seasons. Multiple regressions will be run to determine the impact of twenty independent variables and eight control variables on regular season winning percentage.

Results and Conclusion:
Initial results indicate that increased salary expenditure is correlated with an increased winning percentage. Further analysis will reveal other trends and relationships in the data.

Contribution:
This study contributes to understanding the impact of expenditure distribution on success within the NFL. It also has the potential to inform payroll distribution decisions for NFL owners and managers.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Devahya Townsend
Wednesday, April 10th
3:00 PM
AIC 223

The Effects of Covid-19 on Project Managers & Their Work

Faculty Advisor: Prof. Robert Massoud
Lecturer, Dept. of Management

Editorial Reviewer: Dr. Terri Hasseler
Professor, Dept. of History, Literature, and the Arts

Type of Thesis: Qualitative Research

Research Question or Hypothesis:
How did Covid-19 affect project managers' ability to meet deliverables and deadlines; how have these challenges impacted the demand for project managers?

Methodology:
I conducted interviews with different managers as well as secondary analysis of different articles and data sets.

Results and Conclusion:
The interviews and secondary analysis indicate that project managers struggled to meet deadlines due to the delay in the supply chain. Many workers could not do their job in the supply chain because of the strict restrictions that Covid-19 caused. With that being said, after Covid-19 there was a small spike in the demand for project managers as many companies began to push for their skills to be sharpened. Many companies also realized that implementing new versions of project management can help ease the load and stress from project managers.

Contribution:
This research is beneficial because it can bring light to the importance of project management and project managers in a company. Sometimes this realm of expertise is overlooked and undervalued. Hopefully this thesis can inspire and encourage business leaders to open their minds to the necessity of project management.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Julia Tricarico
Wednesday, April 10th
2:30 PM
AIC 119

The Societal Factors that Influence Body Image Perceptions in Female Bryant Students

Faculty Advisor: Dr. Judith McDonnell
Professor, Dept. of Politics, Law and Society

Editorial Reviewer: Dr. Holly Dygert
Lecturer, Dept. of History, Literature, and the Arts

Type of Thesis: Empirical Research

Research Question or Hypothesis:
The struggle with body image and eating disorders is nothing new to society. This study examines the impact that the media (both mass and social) has on the perception of body image in female college students. Body image issues can become so severe that they develop into an eating disorder.

Methodology:
Fourty-five female-identifying Bryant students completed a questionnaire with various questions about body image and the media.

Results and Conclusion:
As most research suggests, body image issues stem from more than one contributing factor. By considering many factors of influence, a more holistic view of body image issues can be determined. The expected results are that most respondents will feel that the media does not portray women in an accurate way. Additionally, respondents will show signs of other behavioral disorders, such as anxiety, that impact their eating patterns.

Contribution:
This study provides insights into how beauty has become a socially constructed concept. The information gathered from this study can be applied to future research on the prevention of eating disorders.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Kevin Tucker
Wednesday, April 10th
3:30 PM
AIC 223

Understanding the Development of Scalable Public Blockchain Technology

Faculty Advisor: Prof. Robert Massoud
Lecturer, Dept. of Management

Editorial Reviewer: Dr. Peter Nigro
Professor, Dept. of Finance

Type of Thesis: Technology Forecasting & Exploratory Research

Research Question or Hypothesis:
How will the development of scalable blockchain technology lead to the mass adoption of decentralized finance?

Public Blockchain Technology, Bitcoin and Cryptographic Currencies are the future of the digitalization and globalization of Monetary Finance. It is the first technology that has transcended human motivations providing a promising solution regarding inclusive and equitable finance. It has the potential to transform the way we transact and approach "money" on a global scale.

Methodology:
Research was conducted through the ongoing discussion on digital media networks, dune analytics, discussion at blockchain focused conferences, digital asset research reports as well as technology whitepapers. The research approach was unconventional for unprecedented technology with a constantly changing narrative and landscape.

Conclusion:
Blockchain, Bitcoin and Cryptographic currencies are new technologies that originally were exploited to facilitate criminal and illegal activities. Years later the technology community took interest in the promise of what they could become. After the technology boom and bust cycles in 2017 and 2021, the largest financial services institutions took interest in the emerging technology and have shown that it is the future of finance.

Contributions:
The research helps to streamline and educate why it is important to become aware of blockchain technology because of its potential to revolutionize the global monetary system.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Sydney Tucker
Wednesday, April 10th
 4:30 PM
AIC 222

Navigating the Shadows: Unraveling the Complex Threads of Childhood Adversity and its Implications on Academic Achievement and Perceived Self-Efficacy

Faculty Advisor: Dr. Lindsay Amper
Lecturer, Dept. of Psychology

Editorial Reviewer: Dr. William Zywiak
Lecturer, Dept. of Mathematics and Economics

Type of Thesis: Research-Based Empirical Study

Research Question or Hypothesis:
Within the population of Bryant University, how does the presence of adverse childhood experiences (ACEs) influence academic achievement and perceived self-efficacy?

Methodology:
A Qualtrics survey was randomly distributed to 225 Bryant students. A series of questions were asked regarding the participants' socioeconomic status, presence of ACE's, class attendance patterns, and perceived self-efficacy.

Results and Conclusion:
A data set was compiled using the survey's results and a bivariate analysis was conducted to determine the correlations between presence of ACE's, GPA, and perceived self-efficacy. It is expected that individuals with the presence of more adverse childhood experiences have a lower self-efficacy, lower GPA, and poor attendance patterns.

Contribution:
The findings of this study will enhance the field of psychology by uncovering the link between adverse early life experiences, academic outcomes, and perceived self-concept. This insight contributes to a deeper understanding of the psychological factors influencing academic performance and self-efficacy, thus paving the way for targeted interventions, and bridging the gap within the existing literature.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Brian Villanueva
Wednesday, April 10th
4:00 PM
AIC 223

Effects of Climate Change on the Agricultural Supply Chain in the American Northeast

Faculty Advisor: Dr. John Visich
Professor, Dept. of Management

Editorial Reviewer: Prof. Paul Roselli
Adjunct Professor, Dept. of Biological and Biomedical Sciences

Type of Thesis: Research Study

Research Question or Hypothesis:
What effect will climate change have on the agriculture supply chain in the next 20 years and what steps can be taken to prepare?

Methodology:
Surveys were sent out to farmers in the American Northeast to find common threads and problems that they are collectively facing. The paper will also include research into possible solutions and future threats to agriculture.

Results and Conclusion:
The results of the study concluded that there are increasing challenges for farmers within the Northeast. They need to implement creative solutions and invest in risk-mitigating techniques to survive in a harsher environment.

Contribution:
This literature will contribute to the overall conversation of risk mitigation within the farming community as the threat of climate change looms.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Lois Warden
Wednesday, November 29th
2:00 PM
AIC 119

Unpacking the Unconscious: Mortality Awareness and Its Effects on Consumer Engagement in Charitable Campaigns

Faculty Advisor: Dr. Kacy Kim
Associate Professor of Marketing

Editorial Reviewer: Dr. Sukki Yoon
Professor of Marketing

Type of Thesis: Marketing Experiment Research

Research Question or Hypothesis:
Research Question/Hypothesis: Whether TMT priming and psychological distance have a significant effect on consumers' attitudes toward donation campaign advertisements.

Methodology:
A 2x2x2 between-subjects experimental design was employed to investigate the influence of message frame and psychological dissonance, as per Terror Management Theory, in a controlled lab setting. The factors included TMT (Death Salient vs. Non-Salient), message frame (Self vs. Others), and psychological distance (Proximal vs. Distal).

Results and Conclusion:
As hypothesized, TMT priming and psychological distance both had a significant effect on consumers' attitudes toward donation campaign advertisements.

Contribution:
The research can be applied to other marketing theories regarding consumer engagement in charitable campaigns. The results are helpful for charities looking to help maximize the engagement of consumers using TMT priming and exploring psychological distance within donation campaign advertisements.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Allison Wheaton
Wednesday, April 10th
2:00 PM
AIC 118

The Impacts of Covid-19 on the U.S. Life Insurance Industry:
A Study of Pandemic Mortality Rates

Faculty Advisor: Dr. Gao Niu
Professor, Dept. of Mathematics and Economics

Editorial Reviewer: Dr. Rick Gorvett
Professor, Dept. of Mathematics and Economics

Type of Thesis: Empirical Research

Research Question or Hypothesis:
The United States experienced over a million deaths because of the Covid-19 pandemic. As a result of the unpredictability of the pandemic, actual mortality is expected to have been higher than predicted. The increased mortality would decrease the accuracy of life insurance models and any resulting financial calculations.

Methodology:
Using mortality data published by the Center for Disease Control (CDC) from January 2020 to October 2023, actual mortality rates were calculated across several time periods. Based on the actual rates, several impairment factors were developed to alter existing mortality tables to reflect pandemic mortality rates. The impaired and original mortality tables were then used for various insurance calculations to compare the actual and expected results.

Results and Conclusion:
As predicted, actual mortality during the pandemic was higher than predicted by the existing mortality tables released by the Social Security Administration. Consequently, all individual years of the pandemic and the pandemic as a whole saw declines in life expectancy based on the impaired mortality tables.

Contribution:
These findings suggest further research is necessary to determine the longevity of these differences. Mortality should be monitored for a return to pre-pandemic levels or adjustment to post-pandemic rates.

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CELEBRATION OF ACADEMIC EXCELLENCE AND INNOVATION

Enidia Xhokaxhiu
Wednesday, November 29th
2:00 PM
AIC 118

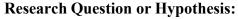*Assessing the Impact of COVID-19 on Auditing: Challenges and Improvements for the Future*

Faculty Advisor: Dr. Charles Cullinan
Professor of Accounting

Editorial Reviewer: Dr. Xiaochuan Zheng
Professor of Accounting

Type of Thesis: Exploratory Research

Research Question or Hypothesis:
RQ1: How has COVID-19 impacted the auditing profession?
RQ2: What factors of the auditing process were impacted the most?
RQ3: What industries were affected the most in terms of material misstatements?

Methodology:
An analysis of primary source data from the SEC website was used to identify how many Item 4.02 8Ks were filed before, during, and after the pandemic. The focus was on what kind of industries were impacted and what type of misstatements were made.

Results and Conclusion:
During the pandemic, the number of Item 4.02 8Ks filed increased significantly and slightly decreased post pandemic. A wide variety of industries were impacted, but specifically, pharmaceutical and medical companies were impacted the most.

Contribution:
This information provides auditors with more knowledge when they complete future audits. It also impacts the way they complete future audits.

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