

# PACE

## UNIVERSITY

*FALL 2022*  
**UNDERGRADUATE RESEARCH AND CREATIVE INQUIRY DAY**  
*Student Showcase*

**TUESDAY, DECEMBER 13, 2022**  
**10:00 a.m. - 2:30 p.m.**

**New York City Campus**  
**One Pace Plaza and 41 Park Row**

### SCHEDULE

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| 10:00 a.m.-11:00 a.m. | <b>Welcome and Plenary Session</b> – Student Center East & West    |
| 11:10 a.m.-12:10 p.m. | <b>Economics Panel Session</b> – Zannino Room                      |
| 11:10 a.m.-1:10 p.m.  | <b>Art Exhibition Session</b> – Art Gallery                        |
| 11:10 a.m.-1:10 p.m.  | <b>University-Wide Poster Session</b> – Student Center East & West |
| 1:15 p.m.-2:30 p.m.   | <b>Luncheon and Reception</b> – Bianco Room                        |

**FALL 2022**  
**UNDERGRADUATE RESEARCH AND CREATIVE INQUIRY DAY**  
*Student Showcase*

**TUESDAY, DECEMBER 13, 2022**  
**10:00 a.m.-11:00 a.m.**

**Welcome and Plenary Session – Student Center East & West, One Pace Plaza**

**Welcome**

Dr. Maria T. Iacullo-Bird  
Assistant Provost for Research, Pace University

**Greeting**

Dr. Marcus V. Braga Alves  
Interim Associate Provost for Academic Affairs, Pace University

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**Plenary Presentations**

*“Our glistening skin behold”*: *Effects of Colorism on the Success of the African Company*  
Student Presenter: Kailey G. Liddell, Dyson/English Language and Literature  
Faculty Mentor: Dr. Sid E. Ray, Dyson/English

*Generating African Wax Textile Patterns using Deep Convolutional Generative Adversarial Networks (DCGANs)*  
Student Presenter: Betsy Gorelik, Seidenberg School of CSIS/Computer Science  
Faculty Mentor: Dr. Christelle Scharff, Seidenberg School of CSIS/Computer Science

**TUESDAY, DECEMBER 13, 2022**

**11:10 a.m.-12:10 p.m.**

**Economics Panel Session – Zannino Room, One Pace Plaza**

Moderator/Faculty Mentor: Dr. Todd R. Yarbrough, Dyson/Economics

***Effects of COVID-19 on US Airfares***

Student Presenter: Hackeem L. Alves, Dyson/Economics

***What Effect Did the Tax Cut and Jobs Act Have on Corporate Stock Buybacks and Company Revenue?***

Student Presenter: Nicole G. Leonard, Dyson/Economics

***Zoning and City Revenues: Does Euclidean Zoning Impact Cities' Tax Revenues?***

Student Presenter: Jett R. Meek, Dyson/Business Economics

***Investment Opportunity in Bitcoin***

Student Presenter: Huy Nguyen, Dyson/Economics

***The Role of Internet Access and Financial Literacy on Entrepreneurial Growth in Egypt***

Student Presenter: Ryan R. Shehata, Dyson/Business Economics

**11:10 a.m.-1:10 p.m.**

**Art Exhibition Session – Art Gallery, 41 Park Row**

Includes “Six: The Senior Art Showcase” and “Continued Relevance: News Photographs from the George Stephanopoulos Collection” representing 54 students’ research

Moderator: Prof. Sarah B. Cunningham, Dyson/Art

***Do You Know Who You Are***

Student Presenter: Naomi Bitton, Dyson/Art

Faculty Mentor: Prof. Inbal Abergil, Dyson/Art

***Untitled Paintings***

Student Presenter: Jordan N. Fiscaro, Lubin/Art and Business Management

Faculty Mentor: Prof. Sarah B. Cunningham, Dyson/Art

***Help Return Control to my Lead?***

Student Presenter: Greyson Ferrandino, Dyson/Art

Faculty Mentor: Prof. Sarah B. Cunningham, Dyson/Art

***Untitled Photography***

Student Presenter: Elle R. Smith, Dyson/Art

Faculty Mentor: Prof. Sarah B. Cunningham, Dyson/Art

**TUESDAY, DECEMBER 13, 2022**

**11:10 a.m.-1:10 p.m.**

**University-Wide Poster Session – Student Center East & West, One Pace Plaza**

Presiding: Dr. Maria T. Iacullo-Bird

- 1) ***Marketing a Digital Craze: Creating a Marketing Plan for Heardle and Spotify***  
Student Presenter: Anna M. Braunstein, Lubin/Marketing  
Faculty Mentor: Prof. Girard P. Draper, Lubin/Marketing
- 2) ***A Mathematical Journey to the Discovery of Unbreakable Codes***  
Student Presenter: Nora A. Broyles, Seidenberg School of CSIS/Computer Science | Dyson/Mathematics  
Faculty Mentor: Dr. Shamita Dutta Gupta, Dyson/Mathematics
- 3) ***Gendered Advertising's Effect on Beer Campaigns: Creating an Advertising Plan for Bud Light***  
Student Presenter: Cassidy A. Buckley, Lubin/Advertising & Integrated Marketing Communications  
Faculty Mentor: Prof. Girard P. Draper, Lubin/Marketing
- 4) ***Implementing Fault Tolerance in the BusTub DBMS***  
Student Presenter: Jack M. Egan, Seidenberg School of CSIS/Computer Science  
Faculty Mentor: Dr. Jun Yuan, Seidenberg School of CSIS/Computer Science
- 5) ***Simplifying an Identity***  
Student Presenter: Felicity Flores-Drew, Dyson/English Language and Literature  
Faculty Mentor: Dr. Kristen K. di Gennaro, Dyson/English
- 6) ***Determination of Caffeine Content in Multi-Ingredient Pre-workout Supplements***  
Student Presenter: Ethan F. Grimes, Dyson/Biochemistry  
Faculty Mentor: Dr. Elmer-Rico E. Mojica, Dyson/Chemistry & Physical Sciences
- 7) ***Euro Currency: An Analysis into the Reasons Why Seven Countries in the European Union Have Not Adopted the Euro***  
Student Presenter: Salsabeel K. Karam, Lubin/Finance | Marketing  
Faculty Mentor: Dr. Iuliana Ismailescu, Lubin/Finance
- 8) ***Politics, Relationships, & Well-Being Moral Foundations***  
Student Presenter: James C. Kennedy, Dyson/Personality and Social Psychology  
Faculty Mentor: Dr. Courtney L. Gosnell, Dyson/Psychology

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**University-Wide Poster Session – Student Center East & West, One Pace Plaza**

**9) *The Effects of COVID-19 Pandemic on the world of crime in New York State***

Student Presenter: Silouani Kostits-Pasiali, Dyson/Business Economics

Faculty Mentor: Prof. Mark L. Weinstock, Dyson/Economics

**10) *Utilizing Natural Language Processing to Classify Legal Cases***

Student Presenter: Ronald D. Kroening, Seidenberg School of CSIS/Computer Science

Faculty Mentor: Dr. Christelle Scharff, Seidenberg School of CSIS/Computer Science

**11) *Modeling the Potential Impact of Government Regulation on Cryptocurrency Prices***

Student Presenter: Kylie A. LoPiccolo, Seidenberg School of CSIS/Information Systems

Faculty Mentor: Dr. Francis Parisi, Seidenberg School of CSIS/Computer Science

**12) *Design of an Interface for Interacting with ML Models***

Student Presenter: Zubeda Newaz, Seidenberg School of CSIS/Computer Science

Faculty Mentor: Dr. Christelle Scharff, Seidenberg School of CSIS/Computer Science

**13) *Vivienne Westwood and the Socio-Political Nature of Punk***

Student Presenter: Ashley C. Rosato, Dyson/Communication and Media Studies

Faculty Mentor: Dr. Emilie D. Zaslow, Dyson/Communication and Media Studies

**14) *Subsidized Transportation for Urban College Students***

Student Presenter: Peter R. Sanders, Dyson/Business Economics

Faculty Mentor: Prof. Mark L. Weinstock, Dyson/Economics

**15) *The Cannes Film Festival: Still a Sexist Boys' Club? The Bechdel Test & It's Application to the Most Honored Films of the Industry***

Student Presenter: Alexis S. Tierney, Dyson/Film and Screen Studies

Faculty Mentor: Prof. Luke V. Cantarella, Dyson/Film and Screen Studies

**16) *6,000 Miles Away from Home: Mapping out Our Ukraine***

Student Presenter: Julia Tretyakov, Seidenberg School of CSIS/Computer Science

Faculty Mentor: Dr. Catalina Florina Florescu, Dyson/English

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**Luncheon and Reception – Bianco Room, One Pace Plaza, 1:15 p.m.–2:30 p.m.**

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