



April 24, 2024 • 12:00 - 3:00 PM

Loyola Science Center Atrium

THE UNIVERSITY OF SCRANTON





3RVWHU 3UHVHQWDLRQV  
6WXGHQW 1DPH

)XQFWLRQDO &KDUDFWHULVWLFV RI 3K\VLR[LD RQ WKH 'R  
'HYHORSLQJ =HEUDILVK /DUYDH

'LJJLQJ ,Q 7KH (IIHFWV RI 6RLO S+ RQ WKH PHWDEROLF U

&DLWOLQ 'RXJKWRQ 'U 9LQFHQ%L)DQDQOR  
7KH (IIHFWV RI \$ONDORLG 6HTXHVWUDWLRQ RQ 3RLVRQ )

0DGHQ'DVSHU 'U 5RVEDHOUGH%FINRORJ\  
,QYHVWLJDWLQJ WKH 5ROH RI WKH 7HOHFH\$K\$DORQ RQ WK  
DXUDWXV

6KHOE\ 7UDYHU 'U &KULVWRS\$K\$UO)RVR\$K\$K\  
)RXQGDWLRQ\$R\$M R\$D\$U\$M\$WR\$G\$H\$U\$Q 3KLORVRSK\TV /DVWLQJ ,PS

%ULJLG &DUOLQ 'U -DQLFH%R\$D\$WR\$R\$Z  
7KH 5RFN\ ,QWHUWLGDOR RI 5KRGH ,VODQG

&RQRU .HOORXJK 'U -XDQ 6HUQD %LRORJ\  
0LWLJDWLQJ (U\$R\$G\$H\$Q\$V\$W\$Z\$R ,#DQ4XDQWXP &RPSXWHUV

6DPDQWKD &ROE\ \$O\VVD &RVNOR  
\*UDFH :DVKQH\ 'U \$PHOLD%\$D\$R\$G\$R\$K\$K  
+HQULFHOOH SHOHJLD DQG KHQEX\$G\$H\$Q\$O\$D\$E\$P\$R\$W\$H\$O\$L\$D\$X\$Q\$H\$[S

(PLO\ %DQQRQ 'U 6 3 &KDW\$W\$R\$L\$S\$N\$H\$G\$W\$L\$Q\$J  
+RZ GR \RX PDNH ZRPHQ\TV WHDPV PRUH PDUNHWDEOH"

5LOH\ .DKLOO 'U 6 3 &KDW\$W\$R\$L\$S\$N\$H\$G\$K\$L\$Q\$J  
:KDW DUH WKH EHVW DQG ZRUVW SDUWV RI 6+6 PDUNHWL

\$QGUHZ 6OHYLG  
(VSRUWV DQG LWV SRWHQWLDO LQ PDUNHWLQJ

0LFKDHO +RZDUG 'U 9LQFHQ%L)DQDQOR  
7KH (IIHFWV R%\$D\$H\$G\$N\$D\$H\$O\$R\$R\$G\$ 0HWDEROLF 5DWH LQ WKH  
5DQLWRPH\D YDULDELOLV

(PPD +XJKHV 'U 9LQFHQ%L)DQDQOR  
7KH (IIHFW RI 3UHGDWRU &XHV RQ WKH 3K\VLRORJ\ RI 3 P

.DWKU\Q 2ODIVRQ 'U 0DULD 2U\$G\$X\$K\$N\$W\$Q\$R\$Q  
7HDFKHU 5HWHQWLRQ DQG %XUQRXW

5RVD \$]]DWR \*U\$D\$E\$H\$D\$E\$W\$K\$N)OHZHOOLQJ /HD \*UDQW  
(PHUVRQ .UDVQLFNDV /LO\ 1RZDN .DWKHULQH 3RVLOOLF

\*DEULHOOH 7LPRWHR 'U &DURDF&RSDHWLRQDO 7KHUDES  
27 6WXGHQWV† SHUVSHFWLYHV DQG FRPSDULVRQ RI 'SU  
SUHIDEULFDWHG &0& VSOLQWV

6DPDQWKD 3LFNHULQJ

7KH ,PSDFWV RI 'HYHORSPHQWDO +\SR[LD RQ 'RSDPLQHUV  
6XEVWDQFH 8VH 'LVRUGHUV

\*DEULHOOH %LQJHQHU 'U %LOOL(HQJOGKRWUW  
([SHULHQFHV RI (P&DQWURIGDMHQVJ

'HDQ +XEHU 'U 6&3KDWWRSDGKHDLQJ  
&RQVXPHU %HKDYLRUV DIWHU &RYLG

0LJXHO 2UWL] 'U 6 3 &KDWWRSLNDGKLDQJ  
,V WKHUH FXOWXUDO PHDQLQJ LQ EUDQGV DQG ZK\

6RIWZDUH 'HYHORSPHQW IRU WKH \*UDSH 3HUVRQDO 6SDF  
&RQQRU 3HUH] 'U 6 3 &KDW WDRLSNDHGKLDUJ  
6PDUWSKRQH DSSV DQG KRZ EXVLQHVVHV FDQ XVH WKHP  
OLOHV &RRN 'U 6 3 &KDW WDRLSNDHGKLDUJ  
2QOLQH DQG RIIOLQH PDUNHWLQJ LQ WKH UHVWDXUDQW  
1LFROH 7RQQ\ 'U 6 3 &KDW WDRLSNDHGKLDUJ  
'LIIHUHQFHV RI RQOLQH DQG RIIOLQH OX[XU\ PDUNHW JRF  
\*UDFH 0F'RQDOG 'U 7LPRWK&KRRDHWU\  
,QYHVWLJDWLRQ RI 3RWHQWLDO RI 3URWHLQ +\GURSKREL  
.HOO\ .OHLQ 'U 6 3 &KDW WDRLSNDHGKLDUJ  
7KH (IIHFW RI 'HP)DYKLS&QLFDUNHWLQJ  
\$PDQGD 9DFFDUR 'U 6 3 &KDW WDRLSNDHGKLDUJ  
+RZ &RORU 5HODWHV WR %UDQGV DQG \$IIHFWV 6DOHV LQ  
(ULFD &]HUZLQVNL 0\ .LP 'DQJ  
(PLO\ )DRNJDDQ -RQHV 'U -LOO 3DUNHWLQJ\  
\*HWWLQJ WLDH 3XQFKWV RI 9HUEDO :RUNLQJ 0HPRU\ RQ -R  
-DFRE 0RKULQJ 'U -RH %%IDRJRJ\  
(IIHFWV RI 2EHWLFKROIED \$FIGG0RC HD&DIV 3DUNWLQVQ RQ TV 'LV  
7KRPDV (OLDV 'U 0LFKDH70H\$RDRJ\  
&KULVWLDQ 5HVLVWDQFH LQ WKH +RO\ /DQG 7KHRORJLFD  
6WHSKHQ %XWOHU 'U 0DUF%6HRCRJ\  
8QLODWHUDO PXOWLPRGDO VHQVURU\ GHSULYDWLRQ GHPR  
GHSHQGHQW GHYHORSPHQW RI VHQVURU\ SDWKZD\V LQ &D  
6WHSKHQ .XGULDYHW] 'U -RH %%IDRJRJ\  
8VLQJ 5HWR 'HWHUPLQH +RZ QROXGDFH +RZ 3RQHVOHV LQ  
DQG )HPDOH 0RXVH 0RGHRI 3DUNLQVVRQ TV 'LVHDV  
5DQMHHWD 'KXQJHO 'U &KULVWRS%KRRRZHV\  
0HWDEROLF 5DWHV RI \$QROHV LQ FRQWURO YV \$PELHQW  
9LFWRULD /LEUHWL



,GHQW2S1RQJWXQLWLHV IRU ,PSURYHG 3RVWRSHUDWLYH 2  
&LW\

\$EE\ %HGQDUVNL 'U -DQLFH %RBRZ  
&RQYHUJHQW HYROXWLRQ LQIWKBLRUSKRWRRS RGVXVSHO

=DFKDU\ 0RUULVRQ 'U 6SHQFH%LRDORHQ



0DUN :DWVRQ 'U \$PHOLD %DQGRBK  
,QYHVWLJDWLQJ 0RUSKRORJ\ DQG 5HSURGXFWLYH 6WUDW  
)UHWLEDFWRU UXEXGLQSDVSDSWRWSREDFWHULDO

-DPHV +DQNH 'U 1DWKULQVHOO FV  
(QJLQHHULQJ  
&RPPXQLFDWLRQ 6\ VWHPV

\$ULVVD &KDPEHUV  
(IIHFW RI \*URXS 6L]H RQ %XPEOHEHH 0HWDEROLF 5DWH

0DGLVRQ %URZQ 'U 5REHUW 6SDOOHWWD 3K  
(QJLQHHULQJ  
1RYHO 3URVWKHWLF +DQG 'HVLJQ

/LDP 6D\UH 'U 6&KDWWRSDGNHWLQJ  
+RZ EUDQG YDOXH DIIHFWV FRQVXPHU GHFLVLRQV

0DU\ .DWH 0F'DGH 'U 6 3 &KDWWRSDGK\D\ 0DU  
0DUNHW 6HJPHQWDWLRQ DQG LWV (IIHFW RQ 6DOHV &K

6KDQQRQ 7RRODQ 'U 6 3 &KDWWRSDGK\D\ 0DU  
7KH ,PSDFWHQZDVKLQJ RQ &RQVXPHUV

+LHX 1JX\HQ 'U 6 3 &KDWWRSDGK\D\ 0DU  
(PRWLRQDO %UDQGLQJ 7KH 5ROH RI (PRWLRQDO (QJDJ

\*LDQQD 'HWRULH 'U 6 3 &KDWWRSDGK\D\ 0DU  
7UHQQGV RI 1,/ 'HDOV LQ 'LJLWDO 0DUNHWLQJ

0DWW 'L\*HQQDUR 'U 6 3 &KDWWRSDGK\D\ 0DU  
7KH SRZHU RI FXVVRPHJUDWL DQG KRZ LW DIIHFWV VDOH

-RKQ 0ROLQHOO 'U 6 3 &KDWWRSDGK\D\ 0DU  
\$, DQG ,WV (IIHFW RQ 6SRUWV

\*UDFH :DVKQH\ 'U \$PHOLDLFK  
6XUSULVLQJ 3URVWKHFDWH 0RUSKRW\SHV VQ 0DULQH &

2UDO 3UHVHFWLQJ DWRQV

6WXGHQW 1DPH

)DFXOW\ 0HQWRU

\_\_\_ S \$OH[DQGD .DUSLDN

'U %DUEUDXWVLRQ



Áf C •• Þ „ C, C3Á Ö • › ] ´ Ö; Ö Ö´ 4f › „ ÁÉ ÖÁf C  
È• kōCÁÉkÖi › ] ´ 4Á • Ö • 4C, C3Á ÖÉÖ CÖÁÖ Ö ; › ÞÉ  
É4f › „ Á, ü 4› • ÖÁ3ÞÖ • É› ] Þ• ; CÁ^Á ; Þ Ö • ;  
^Á ; Þ ÖÉÖ; Ö ÖÉ4f › „ ÁÉf k<sup>3/4</sup> 4› • • Þ• kÖi<sup>3</sup> ÉC;  
„C Á• k• ^ • ; 4› <sup>4</sup>ÞÁÁ<sup>4</sup>Þ„ Á4› • • Þ• kÖi Ö ^ ^ Ö Ö  
Ö<sup>3/4</sup>CÁÖ 4ÖÉ3ü ] C ÖÁ• ^ Ö ÖÁö › Á• Ö Á Þ^f ÖÖ CÁ  
<sup>3/4</sup> üÉ4 „ ; kÉ<sup>3/4</sup>, ü › ] <sup>3/4</sup> ÉÖCÁÉ • ; r› Á› Á „ <sup>3/4</sup>ÁCÉÖ Ö Ö • É

† ÞÁ<sup>3/4</sup> ÁÖ<sup>4</sup>k<sup>3/4</sup> • ÖÉÁC4ÖkōC]› 4ÞÉC; • Ö ÖÁ• ^ ]Á•  
] 4Þ„ Öi k• ÁCÉC Á4f ` 4› • • Þ• kÖi<sup>3</sup> ÉC; „C Á• k• ^ ` › Á  
4› <sup>4</sup>ÞÁÁ<sup>4</sup>Þ„ Á4› • • Þ• kÖi Ö ^ ^ Ö Ö • ; ÁC<sup>3/4</sup>ÁCÉÖ Ö  
› ÞÁ › „„C^C› ] ÁÖÉ Ú ´ 4Ö 4ÖÉ © • ÞÉ › „„C^C› ]  
©Á ] ÖÉÉk• „ ´ Ö; kÖÉ • ; l • k ´ 4f › › „ › ]  
x • ^ Ö Ö Ö Ö Á Þ^f ö k; Cõ ÁkÖi › ] ; kÉ4k<sup>3/4</sup>, k• CÉ