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Introduction

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INTRODUCTION

In the fall of 2010, the Gabelli School of Business and the Graduate School of Business Administration launched *The Fordham Business Student Research Journal* to showcase the extraordinary research undertaken by students under the direct supervision of faculty members. This is the first issue of a journal we believe will become a major research outlet for outstanding undergraduate and graduate students of business.

Our inaugural issue contains three exceptional research studies written by undergraduates in the Honors Thesis Program at the Gabelli School of Business.

Caroline Dahlgren's "Countering Counterfeits: An Investigation of Message-Frame and Message-Focus Effects on Persuasion" is a detailed investigation and analysis of the almost unending proliferation of counterfeit products in a variety of categories (e.g., airline parts, dry wall, handbags, pharmaceuticals, and baby food). Dahlgren's superb essay and findings have already generated interest outside the Fordham community, especially among individuals concerned about the growth of counterfeit goods in the United States and abroad. She is a member of the Class of 2011 at Gabelli, and her faculty adviser was Yuliya Komarova, Ph.D., a member of the marketing faculty.

Angela Luongo, also a member of the Class of 2011 at Gabelli, investigated "Fund-Management Gender Composition: The Impact on Risk and Performance of Mutual Funds and Hedge Funds." Luongo examined gender differences in fund managers' level of risk. Her findings were extraordinary. Measuring data over one-year, three-year, and five-year periods, she discovered that "funds managed by women outperform those managed by men with less risky portfolios." Her original conclusions were supported by published research studies released several months after she finished her essay. Luongo's faculty adviser was Yusif Simaan, Ph.D., a member of the finance faculty.

Sarah Siracusa explored "The Relationship Between Socioeconomic Status and Emotional Gratification for Consumers Who Purchase Overtly Branded (Overtly Designer) Goods." Starting with an overview of the literature on consumer behavior, brand, and brand equity, Siracusa focused on the burgeoning global luxury industry. Analyzing

demographic data, she discovered that “people in the upper income group displayed significantly more positive emotions when purchasing aspirational designer goods.” Siracusa is a member of the Class of 2011 at Gabelli; her faculty adviser was Marcia Flicker, Ph.D., a member of the marketing faculty.

In 2010–2011, Flicker was a co-director of the Gabelli Honors Thesis Program.