

CAPSTONE COMPETITION

2023-2024



NYU

**SCHOOL OF
PROFESSIONAL STUDIES**

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ABOUT CAPSTONE

NYU School of Professional Studies' Capstone Program provides our graduate and undergraduate students the opportunity to apply their classroom learning in complex, real-world environments. Capstone students or teams spend an academic year addressing challenges and identifying opportunities for clients or conducting research on a pressing social question. Students must quickly become familiar with an issue or content area, demonstrate skills such as project management and teamwork, and effectively gather, analyze, and present data. The final product exemplifies the volume and depth of theoretical knowledge gained in the classroom.

The 35 student project summaries in this booklet are representative of the NYU School of Professional Studies' seven divisions, in addition to the Real World course, which places an emphasis on hands-on, experiential learning.





NYU SCHOOL OF PROFESSIONAL STUDIES

NYU SPS Celebrating 90 Years of Guiding Students to Thrive in the Real World

Established in 1934, NYU SPS is an internationally recognized university that offers diverse students access and opportunity to practical, real-world preparation to thrive in their careers while building the next generation of industry leaders ready to embrace tomorrow's innovations and challenges and lead change in global workplaces.

The NYU SPS global community is made up of industry professionals, doers, and trailblazers shaping the future of industries, positioning the School as an idea incubator and innovative center for various fields, including real estate, hospitality, global affairs, sports business, integrated marketing, HR, professional writing and more.

Today, NYU SPS offers one of the most diverse portfolios of educational offerings at NYU, including graduate degrees, bachelor's degrees for traditional and degree completion students, associate degrees, continuing education courses, and certificate programs.



CENTER FOR GLOBAL AFFAIRS

MS IN GLOBAL AFFAIRS

ARTIFICIAL INTELLIGENCE: HOW VIOLENT EXTREMISTS HARNESS EMERGING TECH AND DETECTION STRATEGIES

Commissioned by the District Attorney of New York, the Center for Global Affairs's consulting practicum in the Fall of 2023 produced a report on the current and potential use of AI by violent extremists and other malicious actors. The report thoroughly examines AI technologies, their utilization by these nefarious actors, and strategies for detection and prevention. From the exploitation of AI used to create deep fakes, increase malware and technical abuse, target vulnerable individuals, aid financing strategies, and orchestrate attacks to how the emerging technology furthers radicalization and recruitment, the report explores the rapidly evolving space and the timely importance of understanding its capabilities. Significantly, the report discusses detection strategies, highlighting human, and technological solutions while underscoring the inherent challenges in detecting AI-generated content. Finally, it explores the potential of AI as a proactive preventative tool to mitigate and monitor extremists, criminal activity and cyber security threats.

PARTICIPATING STUDENTS



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FACULTY LEADER

Mary Beth Altier

INDONESIA IN INTERNATIONAL ARENA: DO POLITICAL PREFERENCE PLAY A ROLE IN PUBLIC ENDORSEMENT OF FOREIGN AFFAIRS MOVES?

The foundation of the relationship between the domestic and international political spheres revolves around the idea that a nation's foreign policy constitutes a manifestation of political action taken by its government. Indonesia, as one of the democratic countries, just carried out a general election in February 2024 to elect the president and vice president, as well as representatives in the legislative parliament at all levels. The ramifications of this election encompass, among other factors, the exercise of political power by the elected administration in Indonesia; one of them is in the global affairs realm. This article aims to investigate the relationship between the Indonesian population's selection of a president and their endorsement of Indonesia's international affairs movements through an anonymous poll. Regarding foreign policy, it appears that Indonesian voters who supported presidential candidates number one and three are more inclined to endorse Indonesia's proactive measures in the global arena, in contrast to those who voted for candidate number two. Evidently prevails an associated relationship between political decisions and the level of public support and perception towards foreign policy.

Keywords: foreign policy, public support, data analytics

PARTICIPATING STUDENT



Nurul Hasanah

MS in Global Affairs

FACULTY LEADER

Christopher Ankersen



IMPACT REPORTING FOR CLIMATE FUNDING ORGANIZATIONS: STRATEGIES FOR CIV:LAB TO FINANCE AND PROMOTE GLOBAL CLIMATE SOLUTIONS

CIV:LAB, an intermediary championing climate change solutions at the local level, is successfully bridging the gaps in civic and local infrastructure. As CIV:LAB continues to seek funding for its programming, the need to measure its impact better becomes more and more pertinent. CIV:LAB is currently working towards a one-year report discussing the impact of their programming and will use it to communicate their value to funders to continue these programs. Researchers agree that the landscape of current climate spending needs to be improved to achieve international climate goals. A grantmaking network like CIV:LAB is part of this solution. By funding local initiatives, CIV:LAB and its peer organizations can drive results and scale up by providing opportunities to grantee organizations who have the solutions but need more funding to implement them. This capstone seeks to help understand how to quantify CIV:LAB's impact best while enhancing their measurement reporting to help them obtain the utmost funding. This capstone outlines impact measurement strategies, identifies best practices, themes, and metrics across peer organizations, and outlines how best to use the platform Salesforce to organize their impact data across the organization and related grantee organizations. This capstone also includes recommendations for different types of fundraising strategies, as the work of CIV:LAB need not be targeted only towards one kind of investor. Finally, this report concludes with a timeline on how CIV:LAB can best achieve a 2024 Impact Report, with a timeline beginning as soon as April 2024.

PARTICIPATING STUDENT



Kate Ferrin

MS in Global Affairs

FACULTY LEADER

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CAPSTONE COMPETITION

2023-2024

MS IN GLOBAL SECURITY, CONFLICT, AND CYBERCRIME

NAVIGATING SYNTHETIC CONTENT: STRATEGIES, EFFICACY, AND GLOBAL PERSPECTIVES

In an era of rapidly advancing artificial intelligence, there is an urgent need to adopt AI provenance measures, including the addition of metadata, digital watermarks, and public-facing labeling of synthetic media. President Biden's Executive Order on the Safe, Secure, and Trustworthy Development and Use of Artificial Intelligence seeks to address the potential risks posed by synthetic content and calls for the Department of Commerce to develop guidance for federal agencies to authenticate content and track its provenance, detect synthetic content, and label AI-generated content via watermarking.

In this consulting practicum, students worked on a project for the US State Department's Global Engagement Center to develop guidelines and best practices for the authentication, detection, and labeling of AI-generated content. The students generated two briefs. The first presents countries' various strategies for authenticating, detecting, and labeling synthetic content with a particular focus on the United States, the United Kingdom, the European Union, and China. This brief will be a valuable tool to educate not only interested parties within the US government interagency, but will be shared with US





partners and allies through embassies overseas in order to help inform and promote their country's adoption of relevant frameworks and guidelines around the authentication, detection, and labeling of AI-generated content.

The second brief considers current practices of authentication, detection, and labeling in the private sector and proposes possible guidelines, implementation requirements, and policies for increasing the transparency of synthetic content both within the tech sector and for the general public. Based on a systematic review of related literature on the effects of misinformation and the design and effectiveness of warning labels more generally, we present thresholds for the public-facing labeling of synthetic content and the possible advantages, limitations, and consequences, intended and unintended, of such labeling. This second document will serve as a point of reference and discussion within the US government regarding the development of government guidelines and possibly regulations on tech companies for the authentication, detection, and labeling of synthetic content.

PARTICIPATING STUDENTS



Marina Harmon
MS in Global Security,
Conflict, and Cybercrime



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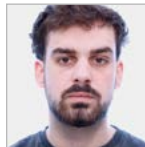
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MS in Global Security,
Conflict, and Cybercrime

FACULTY LEADER

Mary Beth Altier

CAPSTONE COMPETITION

2023-2024

CENTER FOR PUBLISHING AND APPLIED LIBERAL ARTS

MS IN PROFESSIONAL WRITING

REMIEDIATING TIME PERCEPTION ABILITY DEFICITS IN CHILDREN WITH ADHD: THE HYBRID EDUCATIONAL AND ASSISTIVE TECHNOLOGY MODEL APPLICATION

This thesis presents the Hybrid Educational and Assistive Technology Model Application (HEAT-MA), an innovative approach designed to remediate Time Perception Ability (TPA) deficits in children with Attention Deficit Hyperactivity Disorder (Ch-ADHD). The HEAT-MA merges educational gaming with Time Assistive Devices (TADs), integrating specially adapted clocks, calendars, and planners into an interactive gaming environment. The thesis explores the theoretical underpinnings





and practical applications of the HEAT-MA, drawing on cognitive- behavioral therapy principles and the latest developments in educational gaming and time-based data visualization. By addressing the unique challenges of Ch-ADHD, the HEAT-MA aims to enhance TPA and executive functioning skills, thereby fostering better developmental outcomes and independence. The thesis discusses the design process, limitations, and potential impacts of the HEAT-MA, offering insights into the future of educational and assistive technology in addressing the specific needs of Ch-ADHD. It concludes by describing the Educational and Assistive Technology environments of the HEAT-MA (Ed-E and AT-E), with descriptions of educational gameplay and enhanced 3D visualizations of time-based data for use in TADs.

Keywords: Attention Deficit Hyperactivity Disorder, Time Perception Ability, Educational Gaming, Teaching Time, Assistive Technology, Time Assistive Devices, 3D Visualization of Time-Based Data

PARTICIPATING STUDENT



Mark Gurke

MS in Professional Writing

FACULTY LEADER

Kristine Rodriguez Kerr

MS IN PUBLISHING: DIGITAL AND PRINT MEDIA

CURIO PUBLISHING | ANSWERING THE WHY FOR EDUCATION

In India, the education publishing industry focuses on providing textbooks and digital resources for children and teenagers aged 3-18. However, the education system in India is a vast and diverse landscape. While established boards like CBSE and ICSE dominate the scene with thousands of schools, there's also a significant presence of affordable state-run institutions. The market presents substantial demand, with a majority of schools following the CBSE curriculum, encompassing approximately 28,000 schools. Additionally, there are around 25,000 affordable state-run schools with the financial capacity to purchase quality educational materials. Each grade level, on average, includes around 1.59 million students across both private and public schools. This creates a substantial addressable market, with a more detailed analysis provided in the market backdrop section.

However, a challenge has emerged for traditional educational publishers. The National Education Policy (NEP) 2020 and National Curriculum Framework (NCF) 2023 advocate for a new era of integrated learning. This approach emphasizes a blended learning experience that combines traditional textbooks with digital tools, hands-on activities, and well-trained teachers. The problem? Publishers typically develop content with a 3-5 year shelf life, potentially creating a mismatch with the rapidly evolving NEP/NCF guidelines. The situation was further complicated by the pandemic, which not only led to a decline in textbook sales but also pushed the need for more digital content. Schools, on the other hand, might be slow to adopt this new integrated approach due to implementation complexities.

Enter Curio Publishing—a new-age educational publishing company based in India. We see a unique opportunity to bridge this gap and empower a new generation of learners.

We envision ourselves as pioneers in the blended learning space, developing new-age educational products specifically targeted towards students aged 3-11 years old. This segment encompasses playschool, kindergarten, and grades 1-5, representing a significant market segment in India.

Our approach: We'll ensure our content aligns perfectly with the latest NEP/NCF requirements, promoting integrated learning that reduces exam pressure and encourages a holistic approach. We believe in going beyond just academics (IQ) and will integrate child psychology into our content creation process. This means placing a strong emphasis on social-emotional learning (SEL), a concept popularized by



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psychologist Daniel Goleman, who introduced the term “emotional intelligence” (EQ). EQ refers to a person’s ability to understand, use, and manage their own emotions in positive ways to achieve their goals. We believe that nurturing this aspect of development alongside intellectual intelligence (IQ) is crucial for a well-rounded education.

Curio Publishing also understands the crucial role parents play. Through creative storytelling and marketing strategies, we aim to influence parents towards a more well-rounded educational experience for their children. This holistic approach prioritizes not just academic achievement but also SEL, valuing diversity, inclusion, and fostering creative freedom. By addressing the changing needs of parents and the education system as a whole, Curio Publishing positions itself as the ideal partner for schools, our primary target market.

PARTICIPATING STUDENT



Keshav Bansal
MS in Publishing: Digital
and Print Media

FACULTY LEADER

Jack Perry



HYGGE PRESS: COZY BOOKS IN TRANSLATION IMPRINT

Iyashikei (いやしきい), which is the Japanese phrase for “healing type”, is a sub-genre of slice-of-life genre. It is used to describe fiction, manga, or anime that has a healing effect on readers. This sub-genre emerged in the 1990s when people suffered from the aftermath of the Japanese bubble economy and the Kobe earthquake. Iyashikei seeks to provide readers with a healing experience by imparting a sense of relaxation and catharsis. This is achieved by creating a tranquil, yet not necessarily joyous plot, that allows the readers to soothe their mind.

In recent years, especially during and after the pandemic, there is a significant rise in demand for iyashikei novels published in Japan and Korea. Bestsellers under this trend include Toshikazu Kawaguchi’s *Before the Coffee Gets Cold*, which has already achieved unprecedented success with over 200K RTD sales in the US, and sold over one million copies all over the world. These books share similar tropes and story formulas, such as 1) infusion of cozy fantasy and magical realism, like time-traveling or supernatural power; 2) a smaller cast of ordinary characters who face different problems in lives, switching POV in each chapter to unveil a specific character’s story; 3) settings of a small business/family shop in a small town; 4) more optimistic and upbeat tone, usually with a soul-warming happy ending.

In the US, sub-genres like cozy fantasy, cozy mystery, and cozy romance have now become a trend. Iyashikei novels fit perfectly into the umbrella of cozies, offering comfort and a safe escape from the ever-changing and harsh realities. As English readers now show more interest in Japanese and Korean literature, rising iyashikei authors from Japan and Korea are believed to have potential to attract English readers’ attention and gain popularity in the western literary world.

Launched under HarperOne Publishing Group, Hygge Press will be dedicated to the publication of novels and novellas of having a soothing effect on the audience, primarily focusing on popular and award-winning East Asian voices. To make it unique in the marketplace, the imprint will publish the books in pocket size format (5” x 6”) at lower price—which is a type of popular paperback format in Japan called “bunkobon”, designed to be affordable and portable. It is similar to mass market paperbacks, generally for cheaper editions at lower production costs. This size is more convenient for binge-readers and fits in any bag without adding much weight. The trade paperback price will be ranging between \$17 to \$19. Our target audiences include readers interested in cozy genres, including books, anime, manga, games, films, as well as those who are interested in East Asian literature.



Hygge Press will have diversified revenue streams, including book sales, subsidiary rights sales, licensing and permissions. Highlights of our marketing plan include imprint launch party and book signing events hosted at Kinokuniya Bookstore, fundraising campaigns in collaborations with Little Wanderers NYC on Cat Day, and an influencer program. Social media advertising will be placed on Instagram and Facebook. Our marketing team will work closely with authors and agents to grow the authors' social media presence by crafting bilingual content, with the assistance of AI translation technology.

To begin, Hygge Press will publish three titles in fall and another three titles in spring in its first year. Starting from its second and third year, the imprint will publish twelve titles annually. From year four and beyond, we will publish 18 titles in spring, summer and fall. Long-term speaking, we aim to expand the scale of book acquisition to other parts of Asia.

We aspire to introduce East Asian literature to American readers, and expand the 3% ratio of translated books in the US market. We are dedicated to diversifying representations from Asian authors in the market, and amplifying fresh voices and underrepresented groups. We strongly believe Hygge Press will be a success, and worthwhile to invest in with unlimited marketing potentials in the future.

PARTICIPATING STUDENT



Chuen Ruby Chan

MS in Publishing: Digital
and Print Media

FACULTY LEADER

Christine Gillespie

CONSONANCE

According to a study collected by the National Institute of Mental Health, 22.8% of US adults reported the prevalence of mental illness in 2021. Additionally, the United States spent \$238.4 billion on mental health services in 2020; these numbers continue to rise throughout the years. The prevalence of mental illness within US society is paramount and access to resources and community is more important than ever. However, within the publishing industry, there is not a sole imprint or company that currently exists dedicated to providing resources or platforms for members of this community, until now. Given these statistics, this is a large space in the market where my company hopes to fill some gaps in the publishing industry.

Consonance, meaning harmony, is a new publishing company dedicated to publishing adult fiction and non-fiction books that strive to promote awareness and destigmatize the complex topic of mental health/illness. From informational texts about the history of mental illness, to fiction novels where the main protagonist struggles with PTSD, there will be a book for every reader. Our mission is to elevate the conversation surrounding mental health through literature and provide a platform for readers to feel less alone. As such, Consonance aims to continue to slash the stigma around mental illness and provide those in the mental health community, including those living with mental illness, teachers, librarians, and others with a central location for resources, information, or a platform to feel less alone.

Over 28 million individuals in the US who experience mental illness did not receive treatment in 2023. Aside from inability to afford treatment, the top causes for unmet treatment were not knowing where to get services (27%) and thinking they could handle mental health without treatment (26%). Along with publishing books as a resource to help diminish these statistics, Consonance will also provide a newsletter to subscribers that not only reports on books as a resource, but will feature articles from mental health industry professionals such as psychiatrists and program facilitators (such as AA) to provide further resources and information for those struggling with mental health. The aim of the newsletter is to provide tips, recommendations for treatment, and additional platforms for individuals to find and hopefully receive help/ treatment they may need.

As aforementioned, there are not any imprints or companies solely dedicated to the adult mental health space. However, there are publishing companies that publish similar books to what Consonance is looking to publish, as well as a few imprints that are dedicated to the middle grade mental health market and partially dedicated to the mental health market but aim more clinical. As it stands, our competition includes multiple of the Big 5 publishers including Penguin Random House and Simon & Schuster,



as well as Amazon, and W.W. Norton & Company. Both Penguin Random House and W.W. Norton & Company have imprints dedicated to the mental health space. Rocky Pond of Penguin Random House is Penguin's newest children's and YA imprint with a primary focus on mental health and social emotional learning. Norton Professional Books of W.W. Norton & Company is dedicated to fields of mental health, education, and architecture and design. Consonance differentiates itself from the competition through its mission: slash the stigma on mental illness, elevate the conversation surrounding mental health through literature, and provide a platform for readers to feel less alone.

It is important for Consonance to establish strong brand awareness and as such, we have developed a comprehensive launch campaign to strongly establish ourselves in the mental health community as well as the publishing community. Along with our own marketing, publicity, and advertising efforts, we are additionally going to outsource marketing, sales, and advertising to Ingram Content Group, which has connections with bookstores and libraries as well as consumer brands such as bookfinity and bookgenie. Additionally, our efforts include collaborations with media influencers in the mental health space, American Psychology Association and Health magazine content features, social media marketing, giveaways, potential book tours, and more.

Consonance is a fully functioning small publishing house that will acquire five books in the first year. Consonance will continue to acquire more books as the years progress, reaching 15 titles by the fifth year of operation. Additionally, the number of paid subscribers of our newsletter will increase drastically from years one to five. By year four, Consonance will become profitable and will continue to become more so as the years progress. To begin running the company, Consonance requests a \$1.5 million loan.

PARTICIPATING STUDENT



Jillian Schelzi

MS in Publishing: Digital
and Print Media

FACULTY LEADER

Christine Gillespie

MS IN TRANSLATION AND INTERPRETING

BRIDGING THE DIVERSITY GAP: INTEGRATING UNDERREPRESENTED CARIBBEAN AFRO-LATINO LITERATURE AND CULTURE INTO NEW YORK CITY PRIVATE SCHOOL CLASSROOMS

I. Thesis Statement: In the landscape of New York City's private and public education, a notable dearth exists in the representation of Caribbean Afro-Latino literature within World Language classes. This project, centered at the Calhoun School, endeavors to address this gap by integrating underrepresented Afro-Latino literature and culture from Costa Rica and Puerto Rico into the curriculum. By doing so, it aims to not only diversify education but also enrich the cultural tapestry of World Language classes at the Calhoun School, fostering a more inclusive and representative learning environment.

II. Summary: Within New York City's private and public school classrooms, a prevailing trend sees the predominance of literature produced by a dominant culture, leading to a lack of representation of diverse voices and perspectives. This disparity is particularly evident in the absence of Caribbean Afro-Latino and African-American literature, which offers unique insights into culture, history, and identity. By integrating underrepresented literary work into the curriculum, this project seeks to address this imbalance. Through selected stories from authors such as Duncan Quince and Gloriann Sacha Antonetty Lebrón, students in world language classes will engage with narratives and short stories that broaden their understanding of the Afro-Latino experience. The aim is to not only diversify the educational landscape but also to challenge and enrich the literary canon within World Language classes at the Calhoun School and New York City, fostering a more inclusive and representative learning environment.

III. Story Selection Criteria and Pedagogical Method: In response to the prevailing lack of diverse literary representation in New York City's private school classrooms, the selection process focuses on amplifying underrepresented voices, particularly Caribbean Afro-Latino authors. Stories span traditional folklore to contemporary works by authors like Duncan Quince and Gloriann Sacha Antonetty Lebrón, offering a nuanced exploration of Afro-Latino culture. The pedagogical approach prioritizes student engagement, cultural awareness, and empathy development through interactive discussions and assessments, contextualizing literature within its socio-historical framework. By integrating diverse narratives, the aim is to enrich the educational landscape at the Calhoun School with inclusive and equitable perspectives.



IV. Translation Methodology: To uphold authenticity, distinctive Afro-Latino dialectal expressions are thoughtfully incorporated, ensuring the retention of cultural context, nuances, and dialect. This approach enables expressions to resonate with English-speaking audiences while Afro-Caribbean Spanish dictionaries are utilized for accuracy, aiming to preserve the uniqueness of the original texts while ensuring clarity and accessibility for diverse readers.

V. Translation and Reception Challenges: Navigating translation challenges involves balancing cultural authenticity with reader comprehension. Adapting dialectal expressions and cultural references requires careful consideration to avoid alienating readers. Sensitivities surrounding race, outward appearances, historical context, and societal norms present additional complexities. Addressing these challenges entails fostering open dialogue, ensuring accuracy, and promoting inclusivity in the interpretation of Afro-Latino literature.

VI. Conclusion: The integration of underrepresented Afro-Latino literature into private and public school curricula promotes diversity, inclusion, and cultural understanding. Despite challenges, ongoing efforts aim to inspire change and empower students to embrace diverse perspectives.

VII. References and Appendix: Includes citations of relevant literature and resources supporting the research, as well as a sample student questionnaire and responses.

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Roslynn Gaitero
MS in Translation
and Interpreting

FACULTY LEADER

Annelise Finegan

CAPSTONE COMPETITION

2023-2024

DIVISION OF APPLIED UNDERGRADUATE STUDIES

BS IN APPLIED DATA ANALYTICS AND VISUALIZATION

CREATION OF MACHINE LEARNING MODELS TO PREDICT EMPLOYEE BEHAVIOR IN TECH COMPANIES

This capstone project explores the application of machine learning to predict employee turnover in tech companies. A comprehensive analysis using decision tree classifiers, logistic regression, multinomial naive bayes, and K-means clustering was conducted on a curated dataset to discern key factors influencing employees' decisions to leave. The decision tree classifier emerged superior, with an accuracy of 94% and a precision of 89%, underscoring the importance of performance evaluations and workload balance in retention strategies. Notably, the model's learning curves demonstrated excellent generalization capabilities, confirming no overfitting. Furthermore, a confusion matrix analysis revealed a strong model specificity with minimal false negatives and positives, enhancing the practical utility for HR departments. The project's integration with MLOps practices ensures a seamless transition to a production environment, bolstering scalability and maintainability. Future work will extend to incorporating time series analysis and granular demographic data to refine predictive accuracy further.

PARTICIPATING STUDENT



Juan Diego Palacio Sarmiento

BS in Data Analytics and Visualization

FACULTY LEADER

Joseph Panzarella





BA IN SOCIAL SCIENCES

COURTESANS AND MADAMS IN 19TH-CENTURY NEW YORK CITY: DID THEY ACHIEVE PERSONAL AND FINANCIAL INDEPENDENCE NOT TYPICALLY AVAILABLE TO 19TH-CENTURY WOMEN?

My thesis will focus on the profession of prostitution in the 19th century. It will specifically speak to the socio-economic status of the segment of women who became high-end courtesans and sometimes went on to become madams. There were not a lot of choices for women in 19th century New York City and I will examine whether their lives were as glamorous as they appeared to be and if they ultimately achieved an independent lifestyle that was not typically available to women in the 19th century, and also if they participated willingly. Many of the social challenges faced by these women are still relevant today. Not only for women sex workers but also for all women in their everyday lives.

Courtesans of the 19th century wore the finest fashions and presented themselves as elegant ladies. They lived in elaborately furnished homes that mimicked those of aristocrats. Politicians, world travelers, and other prominent men sought them out. Who are these women and where did they come from? Did they aspire to work in this profession? Prostitution is, and continues to be, a dangerous and hard way of life.

Careers were limited since the women were not as desirable as they aged but they could move on and become madams. In this profession, there were health risks and threats of violence. The argument presented will show that, despite the risks, courtesans and madams chose their destinies and did have freedoms not readily available to women in the 19th century.

PARTICIPATING STUDENT



Denise Krassner
BA in Social Sciences

FACULTY LEADER

Nira Kaplan

DIVISION OF PROGRAMS IN BUSINESS

MS IN FINANCIAL PLANNING

COMPREHENSIVE PLAN FOR CLIENTS

6. Executive Summary



Retirement [Show more...](#)

	Current Scenario	Recommended Scenario	Changes in Value
Bebecca	62 in 2047	62 in 2047	
Zack	65 in 2047	65 in 2047	

Goals [Show more...](#)

Total Spending for Life of Plan	\$7135,000	\$4,480,000	Decreased 9%
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Savings [Show more...](#)

Total Savings This Year	\$95,353	\$113,853	Increased \$18,500
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Portfolios [Show more...](#)

Allocation Before Retirement	Current	Capital Growth I	22% More Stock
Allocation During Retirement	Current	Capital Growth I	22% More Stock
Inflation	-4.00%	2.63%	Decreased by 1.37%

Investments

Total Investment Portfolio	\$1,216,803 (Unclassified 37%)	\$1,216,803	
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PARTICIPATING STUDENT



Yi Li
MS in Financial Planning

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NYU

**SCHOOL OF
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MS IN INTEGRATED MARKETING

MENUEASE

The language barrier between Chinese-speaking foodie tourists and Thai-speaking restaurant staff in cities like Chiang Mai and Phuket often leads to menu misunderstandings, order errors, and bad reviews. This problem is compounded by the reluctance of Chinese-speaking foodie tourists to seek assistance due to embarrassment, and their subsequent complaints and negative reviews when they receive incorrect orders. While current solutions like Google Translate are free and widely available, they are inadequate and often inaccurate when it comes to food. Training Thai staff to speak Chinese or translating frequently changing menus is too time-consuming and costly for small and medium-sized restaurants. MenuEase



CAPSTONE COMPETITION

2023-2024

addresses this gap by offering restaurants a QR-driven platform that provides Chinese foodie tourists with expertly translated menus, reducing order errors and enhancing their dining experience.

With approximately 2,156,000 Chinese foodie tourists visiting Chiang Mai and Phuket annually (Bangkok Post, 2024; C9 Hotelworks, 2020; China Trading Desk, 2023), and over 500 restaurants in these cities, opened to adopting technology solutions to address this language barrier, the market opportunity is significant for MenuEase. This service enlists professional translators proficient in both Chinese and Thai to accurately translate menus, provides Chinese phonetic pronunciation of Thai words to encourage Chinese tourists to use when ordering, and subsequently generates QR codes printed on tabletop ornaments. This business model allows MenuEase to charge restaurants a reasonable subscription fee of \$89 per quarter or \$320 per year, which is expected to be more than offset by a modest increase in traffic (e.g. 13 additional customers/quarter) and by improved reviews.

To successfully launch and develop MenuEase, an initial investment of \$150,000 is needed for platform development, marketing, personnel recruitment, and basic operations, with an anticipated income of \$24,903 projected in the first year upon adoption by 90 restaurants. By providing this valuable service, we expect MenuEase to reach 364 restaurants by the end of the third year, generating \$228,522 in revenue and achieving breakeven. This growth strategy involves a phased launch, starting from Chiang Mai and Phuket and gradually expanding to other Thai cities and international markets, ensuring sustained expansion and success.

PARTICIPATING STUDENT



Catherine Shi

MS in Integrated Marketing

FACULTY LEADER

Margie Wong-Kuo



AURORA FINANCIAL EDUCATION FOR WOMEN



Aurora
FINANCIAL EDUCATION

Invest in Aurora, Ignite Women's Financial Growth

Financial services industry spends approximately \$679 million annually to provide financial education to consumers in 2022, Consumer Financial Protection Bureau said. Personal finance software Market to Reach \$ 4,221.1 Million, Globally, by 2932 at 12.2% CAGR, Allied Market Research.

Our Mission

Aurora aims to create a mindful financial planning community among women who believe the purpose of financial planning is to create sustainable happiness.

Our Vision

Every hopeful young female is equipped with a positive financial mindset with fundamental financial planning knowledge and skills, ready to grow wealth and pursue their aspirations.

Our Product

3-6 Months' Meticulously curated on-demand short video content, jargon-free and entertaining, AI-powered instructor recommendations tailored to users' learning styles and levels, community activities, and mentorship opportunities.

Financial Projections

FY	Revenue
FY 1	\$112K
FY 2	\$134K
FY 3	\$161K

The Market

Segment	Percentage
Single Women	10%
College Graduates	25%
Young Professionals	65%

32 Million Users

Total Addressable Market

\$4.2 Billion

Our Team

 Cynthia Xia Executive Officer	 Aiya Hakim Chief Financial Officer	 Shani Mensah Chief AI Officer	 Shani Mensah Chief Marketing Officer
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PARTICIPATING STUDENT



Cynthia Xia
MS in Integrated Marketing

FACULTY LEADER

Rosemary Fitzgerald

FIRST-CLASS FLIGHTS

First-Class Flights is bringing the taproom to your living room by partnering with local microbreweries to create custom flights wherever you buy your beer in New York and New Jersey. Microbreweries are achieving approximately 70% of their sales outside of the taproom, and with the craft beer industry on the decline—they need to find new solutions. We are that solution!

Mission Statement:

At First-Class Flights, we're not just selling beer; we're delivering a unique, interactive, and educational experience that elevates the craft beer industry to new heights.

Our marketing analysis indicates that there is potential in this market for individuals pursuing exciting and innovative ideas. Craft brewers need to lean into this new generation of drinkers and focus on their desire for social activity and higher-end products.

First-Class Flights unique offering will help the us meet the following objectives:

1. Be fully operational by the end of year one
2. Generate revenue of \$2.2 million in the second year
3. Break even in the third year
4. Return principal and 20% interest to investors by end of year three
5. Consistently increase market share & revenue, estimated 1% of NY/NJ market share by end of Year Four

First Class Flights will rely heavily on our partners and their production chains. They will rely on us for marketing and getting their product off the shelves and into the hands of consumers. We are requesting a capital investment of \$1,000,000 to be paid back by the end of Y3 with an ROI of 20% and the option to purchase up to 5% equity at time of investor payback.

Success of the business will depend on:

1. Capital investment of \$1,000,000 to launch
2. Hiring an innovative and responsible management team
3. Sufficient marketing, promotion, and retail sales to cover costs and repay loans
4. Awareness of the brand so that consumers recognize the product in-store and on shelves
5. Build and maintain relationships with key partners

PARTICIPATING STUDENT



Katherine Lioudis
MS in Integrated Marketing

FACULTY LEADER

John O'Malley



MS IN MANAGEMENT AND SYSTEMS

ESG ENHANCEMENT FOR THE BANKING INDUSTRY

Introduction:

In an era where environmental, social, and governance (ESG) considerations are paramount in shaping the operational and strategic directions of financial institutions, this applied project presents a comprehensive strategy aimed at enhancing the ESG practices of the Bank of China (USA). This initiative is designed to align with the emerging ESG trends of 2023, ensuring compliance with regulatory demands, and prioritizing employee wellness within the broader spectrum of social responsibility efforts.

Objective:

The primary goal of this project is to develop and implement a suite of strategic initiatives that elevate the bank's commitment to ESG principles, thereby strengthening its market position, enhancing its brand reputation, and attracting a demographic of socially conscious customers. Through this endeavor, the project seeks to demonstrate the practical application and integration of core competencies acquired through the MS in Management and Systems program, with a specific focus on Enterprise Risk Management.

Methodology:

Leveraging an interdisciplinary approach that combines insights from management, systems and technology, the project undertakes an in-depth analysis of current ESG trends, regulatory frameworks, and the critical role of technology in facilitating sustainable business practices. The methodology encompasses:

1. **Extensive Literature Review:** Analyzing peer-reviewed papers to understand the 2023 landscape of ESG initiatives within the banking sector.
2. **Strategic Project Planning:** Developing a risk management plan and a project plan focusing on enhancing employee wellness, reflecting the integration of ESG considerations into the bank's operational framework.
3. **Digital Engagement:** Designing a mock ESG Introduction Website to serve as a public facing platform, showcasing the bank's commitment to ESG principles.

Deliverables:

1. **Comprehensive Industry Report**

A detailed analysis of ESG trends, emphasizing the integration of technology and risk management in sustainable banking practices.

2. **ESG Risk Management Plan**

A strategic framework for identifying, assessing, and managing ESG-related risks, highlighting the importance of technological resilience and business continuity.

3. **Project Plan for Employee Wellness Enhancement**

Initiatives aimed at promoting employee wellness, demonstrating the social responsibility aspect of ESG.

4. **Mock ESG Introduction Website**

A digital platform designed to increase public awareness and engagement with the bank's ESG efforts.

Conclusion:

This capstone project synthesizes the knowledge and skills acquired through the MS in Management and Systems program, applying them to a real-world challenge within the banking industry. By focusing on the Bank of China (USA), the project not only proposes a viable strategy for enhancing ESG practices but also serves as a testament to the pivotal role of technology and risk management in driving sustainable development in the financial sector.

PARTICIPATING STUDENT



Zhangyu (Paul) He

MS in Management
and Systems

FACULTY LEADER

Joseph Ng



FACULTY AND COURSE MATCHING CHATBOT

The project, led by student Angel Ma, involves developing an AI-driven chatbot to facilitate the matching of faculty members with appropriate courses based on their resumes and course requirements. This innovative solution aims to improve operational efficiency, enhance educational outcomes, and potentially serve as a model for similar applications in other educational settings. The project, sponsored by Andres Fortino of The Digital Forge, is set to span from January to May 2024 and will incorporate key areas of the MS program, including AI and machine learning, data analytics, and project management. The anticipated outcomes include not only a functional chatbot but also valuable insights into the automation of administrative processes within academic environments.

PARTICIPATING STUDENT



Angel Ma
MS in Management
and Systems

FACULTY LEADER

Andres Fortino

INFOSECILOT: NAVIGATING THE COMPLEX LANDSCAPE OF INFORMATION SECURITY WITH AN AI-POWERED KNOWLEDGE MANAGEMENT CHATBOT

In today's rapidly evolving technological landscape, information security professionals are confronted with the challenge of effectively navigating and applying a wide range of industry best practices. This study presents an innovative solution to address this problem: an advanced chatbot powered by generative artificial intelligence, specifically large language models (LLMs), designed to provide timely, precise, and context-specific guidance on information security best practices while serving as a knowledge management tool.

The research employs a methodical approach, including the design of prompts, configuration of the chatbot, and evaluation of its performance through structured technology trials. By utilizing user interaction metrics and satisfaction scores, the study assesses the chatbot's effectiveness in integrating and leveraging a comprehensive database of industry best practices, ultimately facilitating more efficient decision-making processes and knowledge management for information security professionals.

The results of this study are encouraging, demonstrating the chatbot's high accuracy in delivering relevant advice, its ability to achieve high levels of user satisfaction, and its potential as a knowledge management tool. These findings highlight the potential of generative AI in improving the accessibility, application, and management of information security best practices, enabling professionals to address the complex challenges of the digital age with greater efficiency and confidence.

The implications of this research extend to the broader domain of AI's impact on professional workflows, decision-making processes, and knowledge management. The successful integration of generative AI into the information security landscape represents a significant step forward in the field and opens up avenues for further research and innovation in AI-driven solutions for specialized domains.

By bridging the gap between the extensive body of information security best practices and their practical application, while also serving as a knowledge management tool, this study contributes to the ongoing discussion on AI's role in transforming professional landscapes. It presents a promising future where advanced technologies and human expertise work in harmony to tackle the pressing challenges faced by modern professionals, including the effective management and utilization of specialized knowledge.

PARTICIPATING STUDENT



Yaochen Yu
MS in Management
and Systems

FACULTY LEADER

Andres Fortino



STAR LANGUAGE STAR WISH

In the contemporary digital era the omnipresence of technology has transformed the landscape of communication revolutionizing how individuals interact and connect with each other. Despite the remarkable advancements in communication technology, there is a significant segment of the population grappling with formidable challenges in verbal communication. One such population includes individuals with developmental disabilities such as autism and the autistic spectrum disorders. As a response to this pressing need augmentative and alternative communication (AAC) applications have emerged as indispensable tools offering individuals with communication difficulties alternative avenues to express themselves and participate meaningfully in social interactions. The applied project Star Language Star Wish stands at the forefront of this technology embodying the ethos of accessibility and inclusivity through its innovative platform by developing an application tailored for children with autism and by featuring an abundance of visual content compilable into coherent sentences.

The application features a user-friendly interface, a database related to daily images, people, emotions, objects and actions where users can add multimedia content, specifically images and audio, to a centralized canvas.

The primary functions of the application are:

1. Image upload and display.
2. Audio recording and playback, this feature integrates a straightforward recording interface where users can start and stop recordings. Recorded audio is linked to the corresponding image and can be played back.
3. Dynamic Content Management—each image and its associated text and audio are stored as part of a collection. This collection can be dynamically updated with new content, and users have the option to clear all existing content from the canvas, effectively resetting their workspace.
4. Navigation and Interaction—users can navigate through different sections of the app via a navigation bar.
5. Event-driven data handling—the application utilizes an EventBus for managing updates across different components.
6. Persistent Storage and State Management, this feature enhances the app's usability by allowing users to return to their previous state upon reopening the app.

7. Responsive Design and Accessibility—accessibility features such as text descriptions for images and controls ensure the app is usable by a wide audience. The positive feedback mechanisms and reward systems incorporated into the application contribute to a motivating and enjoyable learning experience, fostering cognitive development and self-expression.

Ultimately, by transcribing visual content into sentences with semantic content, the application can improve the overall quality of life for children with autism by providing them with a tool that facilitates communication, fosters independence, and promotes a sense of accomplishment.

PARTICIPATING STUDENT



Junjie Jia
MS in Management
and Systems

FACULTY LEADER

Eleftheria K Pissadaki



AI GUARD: REVOLUTIONIZING FRAUD DETECTION IN CARD PAYMENTS

Fraudulent activities in financial transactions continue to evolve, becoming more sophisticated and harder to detect. Unauthorized access and irregular attacks are examples of threats that financial fraud detection systems should detect. In response, advanced computational techniques like machine learning (ML) and deep learning (DL) have been increasingly applied to bolster fraud detection systems. In 2020, according to Yara, the financial fraud detection based on long short-term memory (LSTM) is achieved for credit card frauds which achieved 99.95% of accuracy, and a novel voting mechanism based on gated recurrent units (GRU) to detect fraudulent actions is also proposed by Javad (2021). The LSTM model, known for its ability to capture long-term dependencies and temporal relationships in sequential data, was first integrated into the existing time series fraud detection framework. The GRU model, which offers a more streamlined architecture that can achieve comparable performance with less computational demand, was subsequently generated as an alternative approach.

This project report details the development and integration of two robust DL models, LSTM and GRU, designed to improve the detection accuracy of fraudulent credit card transactions. Both models were trained, tested, and validated on a substantial dataset of transactional data. The performance metrics—Accuracy, Precision, Recall, and F1 Score (the mean of precision and recall)—were meticulously recorded and analyzed, revealing that both LSTM and GRU models outperformed the baseline time series model. Notably, the LSTM model demonstrated a higher accuracy of 92% and significantly higher F1 score of 95% compared to the original time series analysis model which had 85% accuracy and 70% F1 score, and the GRU model which had 74% accuracy and 66% F1 score, consolidating LSTM model as a preferred choice in real-time fraud detection systems.

This report presents a comprehensive comparison of these models, examining the respective strengths and limitations. The implications of these findings suggest that deploying the LSTM model in the future can significantly enhance the predictive accuracy of fraud detection systems, thereby contributing to more secure financial transactions and trust in digital financial services.

PARTICIPATING STUDENT



Chenguang Ma
MS in Management
and Systems

FACULTY LEADER

Eleftheria K Pissadaki

CAPSTONE COMPETITION

2023-2024

INNOVATION AND ENTREPRENEURSHIP- S05 SALE

Of the fashion garments produced globally, 15 billion units are manufactured in Latin America annually. This region also generates over 10 million tons of clothing-related waste each year, resulting in more than 50,000 tons of micro plastics (Lindner, 2024). On average, 15% of the fabric utilized in production is wasted, with 57% of all discarded clothes ending up in landfills (Chan, 2024).

Given the significant amount of waste generated by the fashion industry, with Latin America alone contributing to millions of tons of clothing-related waste, S05 recognizes the urgent need for action.





By creating strong partnerships with fashion companies, we aim to divert these clothing items from ending up in landfills. SO5, an online marketplace, aims to counteract the environmental impact of fashion brands while providing affordable options for consumers. We will offer discounted products from Latin American fashion brands, with savings of up to 70% off retail prices, featuring past collections, discontinued items, and samples.

Our online platform will prevent 1.5 million items of Latin American products from reaching landfills annually by the end of our first year in operation. We anticipate scaling this impact to 3 million products prevented from entering landfills by the end of our second year. This expansion will involve not only the sale of high-end brands but also everyday items like underwear, which can be offered in packages of 3 or 4 items to increase the average number of units sold. The advantage of SO5 lies in its potential for diversification across multiple product lines.

PARTICIPATING STUDENT



Adelaida Urrea

MS in Management
and Systems

FACULTY LEADER

Myron Gould

MS IN PROJECT MANAGEMENT

EPM5

Vision statement: “To connect the world’s best restaurants with the best guests.”

Resy stands as a premier online platform facilitating seamless restaurant reservations. Established in 2014, this American company quickly garnered prominence and achieved a significant milestone by becoming part of the American Express family in 2019. Positioned as a key player in the restaurant reservation domain, Resy competes with industry giants such as OpenTable and Yelp.

At the core of Resy’s operations lies the Resy OS, an end-to-end technology platform that efficiently manages table allocations, waitlists, and guest feedback tools, among other functionalities. Simultaneously, Resy strategically collaborates with American Express, solidifying its presence as a distinguished force in the realm of dining experiences.

Summary of the Proposed Portfolio

Presently, Resy does not offer users a subscription option. As a part of the American Express family, we aspire to introduce a sophisticated tiered subscription program, drawing inspiration from the renowned American Express (Amex) card categories: green, gold, and platinum. Each subscription tier will be tailored to a distinct price point, accompanied by a range of exclusive perks corresponding to the selected plan. This program, Resy Elite, aims to provide a premium dining experience for our subscribers, resonating with the exclusivity and sophistication associated with the American Express brand. Resy Elite will not only elevate the dining experiences of our users, but also foster a sense of belonging to an exclusive community of culinary enthusiasts.

Beginning as a beta initiative, this program will be rolled out to users in New York City. Because New York City is known for its exceptional dining scenes, it will serve as an invaluable testing ground, providing insightful data to optimize the program’s success nationwide.

Following the beta phase, the tiered subscription plan will undergo a comprehensive reassessment to determine the subsequent steps of its implementation. Initial pricing will be set at an annual rate, and based on the volume of subscriptions and the feedback garnered during the beta testing period, we will have the flexibility to



make pricing adjustments, catering to both high and lower tiers. Additionally, considering user preferences, there is potential to explore the option of transitioning to a monthly subscription fee model.

The implementation of this tiered subscription initiative will empower Resy to establish a rewarding system for its subscribers, enhance dining experiences through an advanced AI feature, and extend personalized concierge services exclusively to platinum-level members. Enriching our product offerings, this program is poised to elevate customer engagement by 15% to 20% within a span of two years and contribute to a remarkable 30% increase in Resy's market share over the course of 36 months.

PARTICIPATING STUDENT

**Natalia Jarczynska**

MS in Project Management

Ellen Parker

MS in Project Management

Yuze Tong

MS in Project Management

FACULTY LEADER

Paul Meadows

CAPSTONE COMPETITION

2023-2024

VISION EXPLORERS

Research focus: Our research focus centers on exploring innovative technologies and methodologies to enhance healthcare accessibility, patient engagement, and overall wellness. We strive to develop cutting-edge solutions that leverage artificial intelligence, augmented reality, and mixed reality to revolutionize healthcare delivery. Additionally, our research delves into market expansion strategies to ensure our solutions reach diverse populations worldwide, with a particular emphasis on underserved regions. Ultimately, our goal is to drive positive change in the healthcare industry by fostering innovation, accessibility, and inclusivity.



**Project 1: Augmented Reality for Enhanced Care AR Glasses - AREC**

AREC aims to develop augmented reality (AR) glasses for enhanced patient care and medical training, aligning with Dosify Healthcare Solutions' mission to revolutionize healthcare through technology. Leveraging advanced AI capabilities, these glasses empower patients with personalized health assessments, aid family members in monitoring and caring for patients, assist doctors in diagnosis and treatment decisions, and provide valuable insights for company management. Through seamless communication and cutting-edge body scanning capabilities, the glasses enhance user experience and foster a more informed and collaborative healthcare ecosystem, ultimately improving patient outcomes and revolutionizing healthcare service delivery.

Project 2: Research Data Analytics and Insights - RDAI

RDAI focuses on harnessing data from Augmented Reality (AR) Glasses for emergency medical response to drive research and generate valuable insights. By analyzing this data, the project aims to uncover trends, patterns, and actionable insights that can inform healthcare practices, enhance patient outcomes, and contribute to medical research. Expected outcomes include the development of a robust data analytics platform tailored to researchers' needs, facilitating data-driven decision-making and supporting evidence-based research initiatives. Challenges such as ensuring data privacy, implementing secure data storage mechanisms, and establishing collaborations with research institutions are anticipated. However, aligning with Dosify's mission of revolutionizing healthcare through technology, this project aims to position Dosify as a leader in leveraging healthcare data for research and innovation, ultimately advancing healthcare practices and patient outcomes.

Project 3: Mixed Reality Training Platforms for Healthcare Professionals - MRTTP

MRTTP aims to establish Dosify as a leader in healthcare innovation by developing a mixed reality training platform. Leveraging VR, AR, and mixed reality technologies, the platform will simulate real-world medical scenarios and procedures, providing a hands-on learning environment for healthcare professionals such as surgeons, nurses, and medical students. Expected outcomes include enhanced learning outcomes, increased proficiency in complex medical procedures, reduced training costs, and improved patient safety. Challenges such as integrating advanced VR and AR technologies and ensuring user-friendliness are anticipated. However, by aligning with Dosify's commitment to healthcare innovation and education, this project aims to reinforce Dosify's position in the market as a provider of cutting-edge educational tools, thereby attracting a wider user base and establishing trust with healthcare professionals.

CAPSTONE COMPETITION

2023-2024

Project 4: Market Expansion and Accessibility - MEA

MEA seeks to increase Dosify's market share and broaden the accessibility of healthcare solutions. By targeting new geographic and demographic groups, Dosify aims to enhance market share, grow its user base, and provide better healthcare solutions to a wider audience. Through strategic localization, targeted marketing campaigns, and continuous monitoring and feedback, Dosify endeavors to establish itself as a major player in the global healthcare technology industry. With a budget of \$750,000 and a timeline of 24 months, this project aligns with Dosify's commitment to innovation and accessibility in healthcare delivery.

PARTICIPATING STUDENT



Sriram Acharya
MS in Project Management



Heena Kalra
MS in Project Management



Vaani Gupta
MS in Project Management



Doyel Sinha
MS in Project Management

FACULTY LEADER

Paul Meadows



MS IN PUBLIC RELATIONS AND CORPORATE COMMUNICATION

INFLUENCERS' CREDIBILITY CONCERNS AND HOW EARNED MEDIA IS BECOMING MORE TRUSTWORTHY

This capstone sought to understand the credibility concerns that arise with influencer marketing and the power of PR strategies like earned media. The increasing popularity of influencer marketing causes risk for deceptive ads and credibility issues. In this evolving landscape, the integration of earned media plays a significant role in addressing the credibility challenges associated with influencer PR/marketing. The research includes a literature review that encompasses a range of secondary research sources that explore consumers' perceptions regarding credibility concerns among influencers and the effects of earned media practices. The primary research consists of a qualitative method, specifically an email interview, targeting participants who identified as one of three different categories: students/aspiring professionals, professionals, and educators. The findings highlighted the concerns consumers have towards influencers sponsored content. Participants expressed that while they may like a product an influencer is promoting, they are not inclined to buy it due to their awareness that the influencer is being compensated. In contrast, earned media was considered significantly more trustworthy and credible by the participants. The results lead to a better understanding of how influencers and sponsored content are perceived by consumers and suggest that the most effective campaigns may involve collaboration between influencer marketing and earned media.

Keywords: *influencer marketing, credibility issues, trust, earned media, influencers, sponsored content*

PARTICIPATING STUDENT



Gina Gindorf

MS in Public Relations and
Corporate Communication

FACULTY LEADER

McKenna Schray

CAPSTONE COMPETITION

2023-2024

CORPORATE REPUTATION AND TRUST IN THE U.S. HEALTHCARE INDUSTRY: AN ANALYSIS OF PHARMACEUTICAL COMPANY-LED UNBRANDED DISEASE EDUCATION CAMPAIGNS FOR DIABETES

This research investigates the impact of unbranded disease education campaigns on consumer trust and corporate reputation within the pharmaceutical industry. Consumer trust and a positive corporate reputation are increasingly crucial for businesses, particularly in the pharmaceutical industry where individuals entrust their health to these companies. However, these companies face a balancing act between profit-driven





activities and trust-building initiatives. This study aims to contribute to the rationale for investing in unbranded campaigns by demonstrating that such initiatives can lead to increased consumer trust and improved corporate reputation.

The research employed a multifaceted approach to understand consumer perspectives and industry practices. Interviews were conducted with healthcare public relations experts, patient advocacy experts, and diabetes patients. Additionally, an online survey targeted adults residing in the United States. These methods aimed to gather insights on the importance of consumer trust and corporate reputation, the public's perception of pharmaceutical companies' visibility, reactions to unbranded diabetes education campaigns, the effectiveness of strategic partnerships, and the features of impactful unbranded campaigns.

The findings suggest a positive shift within the industry regarding unbranded disease education campaigns. The research revealed that these campaigns can be a strategic tool for building and maintaining a positive corporate reputation. Furthermore, the COVID-19 pandemic appears to have lessened industry reluctance towards such initiatives. However, the research also highlights the importance of strategic considerations; for unbranded disease education campaigns to be successful, they must align with the pharmaceutical company's core values and strengths, prioritize the specific needs of the target patient population, and consider collaboration with credible patient advocacy organizations.

PARTICIPATING STUDENT



Kriti Mahtab

MS in Public Relations and
Corporate Communication

FACULTY LEADER

Michael Durand

CAPSTONE COMPETITION

2023-2024

JONATHAN M. TISCH CENTER OF HOSPITALITY

BS IN HOSPITALITY AND TOURISM MANAGEMENT

SHARKS CONSULTING



Market & Product Analysis/
Blue Ocean Strategy
New York Marriott Marquis

Andrew Wang, Jieun Son, Ginika Akpata, Jonathan Li, Maiduo Li, Max Kurganov

Contents of this presentation

Andrew	Reconstructing Market Boundaries for the Marriott Marquis
Jieun	Identify Customer Journey and Key Value Factors
Nina	Map Competition Across Customer Value Factors
Ginika	ERRC Analysis
Jonathan	"To Be" Value Curve
Max	Identifying Non-customers and Customer Journey Utility Blocks

PARTICIPATING STUDENTS



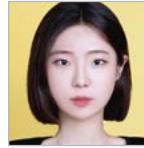
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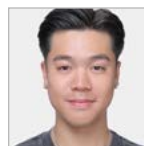
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BS in Hospitality and
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Andrew Wang
BS in Hospitality and
Tourism Management

FACULTY LEADER

Jukka Laitamaki



TEAM SAM

This capstone project revolutionized student networking at NYU SPS with an electrifying event featuring Elizabeth Priya Kumar, the powerhouse entrepreneur behind Vogue, The New York Times, and Business Insider-celebrated Premini Events.

Forget Awkward Introductions: This wasn't your typical networking snoozefest. We welcomed attendees with a surprise gift and pulsating music, setting the stage for an unforgettable evening. To break the ice and spark genuine connections, we threw in a heart-pounding challenge. Students faced their fears, sharing their wildest dreams and goals with complete strangers. The twist? Fellow attendees transformed into dream architects, offering insightful feedback and actionable steps to turn those aspirations into reality.

Results That Speak Volumes: The energy was contagious! The event smashed NYU SPS's networking attendance record, with over 60 students showing up, eager to connect and get empowered. But the party didn't stop there. Each guest received an exclusive ticket to an afterparty, their chance to mingle with Priya, raise a toast to their ambitions, and gain invaluable mentorship as well as an opportunity to learn more about the internship of your dreams. You get to help plan the CEO's wedding in Spain! This wasn't just networking; it was a launchpad for dreams. Our innovative format fostered a supportive community, replaced awkward small talk with vulnerability and connection, and left students feeling energized and equipped to chase their entrepreneurial goals.

PARTICIPATING STUDENTS



Ashvi Patel
MS in Event Management



Sonya Titus
MS in Event Management



Lalitpran Silpsamrit
MS in Event Management

FACULTY LEADER

Jukka Laitamaki

MS IN TRAVEL AND TOURISM MANAGEMENT

SOBAT BOLANG: EMPOWER SUSTAINABLE RURAL TOURISM DESTINATION IN INDONESIA



Empower Sustainable Rural Tourism Destination In Indonesia through an Integrated Digital Travel Platform

Rizal Adhari
April, 2024



Hence, to be part of the solution, I found Sobat Bolang: Empowering Rural Tourism through an integrated digital travel platform

Key Partners <ul style="list-style-type: none"> Local Accommodation Local Transportation Local Tour Guide Local Foods Local Shop Local Attractions 	Key Activities <ul style="list-style-type: none"> Destination Acquisition & Management Marketing Key Resources <ul style="list-style-type: none"> Tech Development People Mgmt 	Value Proposition <ul style="list-style-type: none"> Community Platform with integrated product offer and collaborative feature Leading rural destination listing coverage Trust & Safety service 	Customer Relationship <ul style="list-style-type: none"> Social Media In-Platform CS Key Channel <ul style="list-style-type: none"> Website (Desktop/Mobile) Digital Ads Offline Partner 	Customer Segments <ul style="list-style-type: none"> International Tourists Business Students Digital Nomad Short-term Business Local Domestic Business Leisure
Cost Structure <ul style="list-style-type: none"> People Selling & Marketing Website & Tech Office & Destination Operator 		Revenue Stream <ul style="list-style-type: none"> Transaction-based commission Admin Fee Membership Fee Display Ads/ Banner Fee 		

Using commission-based model, ensure generation revenue by technology development and people management, without heavy tangible asset investment

Rural tourism in Indonesia holds vast potential, yet addressing discoverability, accessibility, trust, safety, and sustainability remains pivotal.



Rank #1 of The World's 50 Most Beautiful Countries by Forbes 2022

320 of 4,670 rural tourism destinations in the developed stage and potentially generate up to \$2 Billion of tourism value/year

Unity in Diversity: Tens of experience offer from culture, food, religion, tradition, etc.

KEY CHALLENGES

- Discoverability
- Accessibility
- Trust & Safety
- Sustainability



PARTICIPATING STUDENT



Rizal Adhari
MS in Travel and Tourism Management

FACULTY LEADER

Elizabeth Haas



NYU

**SCHOOL OF
PROFESSIONAL STUDIES**

PRESTON ROBERT TISCH INSTITUTE FOR GLOBAL SPORT

MS IN SPORTS BUSINESS

REVOLUTIONIZING WOMEN'S HOCKEY: LEVERAGING PAST FAILURES TO PROPEL THE PWHL FORWARD

Taking inspiration from the powerful words of Serena Williams, "Overpower. Overcome. Overtake," we find ourselves on the cusp of a transformative era in sports where women are recognized as equals on the field, court, and rink. We are in the midst of conversations breaking down barriers for future generations, carving out our rightful place at the table, which has long been denied but never deservedly.



CAPSTONE COMPETITION

2023-2024

This examination delves into the history of women's hockey leagues in North America confronting the challenges and envisioning the boundless potential of championing and legitimizing them. The glaring disparities in pay, resources, and media attention between men's and women's leagues serve as stark reminders of the pervasive gender inequalities ingrained within the sports landscape. Despite these hurdles, there is an opportunity for profound change.

The emergence of the Professional Women's Hockey League (PWHL) presents a chance to confront these challenges head-on, paving the way for equitable treatment and acknowledgement of women in hockey. This research aims to examine the setbacks that led to the demise of past leagues like the Canadian Women's Hockey League (CWHL), guiding us towards refined strategies and ensuring the PWHL's long-term success as a professional women's hockey league.

PARTICIPATING STUDENT



Brookelyn Leonard

MS in Sports Business

FACULTY LEADER

Gerard Akindes



AN ANALYSIS OF THE WNBA AND ITS EXPANSION POTENTIAL

In 1996, the NBA board of governors approved the concept of the WNBA to launch in the league's inaugural June 1997 season. Over nearly 30 years, the WNBA has struggled with low viewership rates, attendance and overall engagement. During the 2023 WNBA season, the league had its most-watched regular season in over 20 years and its highest total attendance in 13 years. On top of this, the WNBA also generated new digital engagement with WNBA social media handles generating 20 million engagements, the WNBA app had downloads increase by 400% and digital sports betting on the league doubled from last season. With the interest in women's sports growing nationally in the United States and international engagement with WNBA content coming from countries with the potential to be major markets such as India, Canada, the United Kingdom and Japan, the WNBA should look to expand domestically across at least seven additional cities over the next ten to fifteen years to strengthen their viewership and engagement both domestically and internationally. Domestic expansion needs to occur so that there are opportunities for more domestic and international players to bring additional viewership and revenue to the league, allowing for international North American expansion to be considered. Challenges that the league may face with initial domestic expansion include fan engagement and retention for both in-person and digital efforts and financial investment.

PARTICIPATING STUDENT



Alexis Jamison
MS in Sports Business

FACULTY LEADER

Gerard Akindes



CAPSTONE COMPETITION

2023-2024

REAL WORLD

MS IN INTEGRATED MARKETING

SPARKWAVE SOLUTIONS

This research project presents SparkSpace, a pioneering store concept envisioned by SparkWave Solutions for Samsung Electronics America. In response to the challenge Samsung posed in our Samsung Real World Class, our team endeavored to reimagine the shopping journey for their customers, culminating in the creation of SparkSpace.

Located in the vibrant Miami Design District of Florida, SparkSpace serves as a comprehensive destination catering to all facets of the Samsung experience, from pre-purchase exploration to post-purchase support. Drawing on insights from market research, consumer behavior studies, and design thinking principles, SparkSpace embodies innovation, convenience, and customer-centricity.





SparkSpace's key features include its immersive showroom with the latest Samsung products, interactive demos, personalized consultations, and seamless integration of digital and physical touchpoints. Moreover, the store emphasizes community engagement through a plethora of various events, fostering a dynamic ecosystem for tech enthusiasts and casual shoppers alike.

By leveraging the unique attributes of the Miami Design District as a cultural hub and blending them with Samsung's cutting-edge technology and brand identity, SparkSpace aims to redefine the retail landscape and set a new standard for experiential shopping. Through collaborative efforts and strategic vision, SparkWave Solutions envisions SparkSpace as not just a store, but a destination that inspires, educates, and empowers customers on their Samsung journey.

PARTICIPATING STUDENTS



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MS in Integrated Marketing



Yinan (Momo) Shan
MS in Integrated Marketing



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Rui Dai
MS in Integrated Marketing

FACULTY LEADER

Joanne Tombrakos

SCHACK INSTITUTE OF REAL ESTATE

MS IN REAL ESTATE

661 LEXINGTON AVE - A REDEVELOPMENT PROJECT

The Report is a well-researched and strategic plan for repositioning 661 & 663 Lexington Avenue into a high-end residential development. The project's focus on market demand, quality construction, and financial feasibility makes it an attractive investment proposition in the evolving Manhattan real estate landscape.

The content analyzes a project description and market research for a prospective residential rental building located at 661 & 663 Lexington Avenue in New York City. The paper contains details regarding the physical attributes, present rental income, operational aspects, zoning and lot specifications, transportation map, and current ownership details of the two existing structures on the premises. The document proposes a potential opportunity to enhance value by demolishing the current buildings and utilizing the unused floor area ratio (FAR) to build a larger residential rental building on the same plot.

The project offers an analysis of the real estate market in New York City and East Midtown at the regional, submarket, and neighborhood levels. It focuses on the factors that make the area highly desirable and competitive.

The document includes comprehensive site sale analyses, a brief overview of rental and condo sale strategies, comparative rent and sales analyses of comparable properties, and an evaluation of air rights in Manhattan. The report outlines a development strategy focused on constructing high-end units with robust finishes to minimize maintenance costs, targeting the dynamic Manhattan rental market with a flexible approach to unit configuration and amenities to attract high-income tenants. Comparative analyses highlight the competitive landscape in both rental and condo segments, emphasizing the importance of location, amenities, and market positioning for the success of the project.

The site and floor plans outline a development strategy focused on constructing high-end units with robust finishes to attract high-income tenants. It includes plans for flexible unit configurations and premium amenities to ensure the project's competitiveness in the Manhattan rental market.



The financial section presents a comprehensive analysis including sources and uses, loan financing, rental and condo proforma, and a 10-year cash flow forecast. The analysis supports the feasibility of the development, showing promising returns and highlighting the advantages of the condo sale strategy given the current market conditions.

The project is positioned as a compelling investment opportunity that leverages the dynamic Manhattan real estate market's potential. The detailed analyses and strategic approach underscore the project's viability and the likelihood of achieving significant appreciation in asset value and stable revenue streams.

PARTICIPATING STUDENT



Florian Kutz

MS in Sports Business

FACULTY LEADER

Edward LaGrassa

MS IN REAL ESTATE DEVELOPMENT

NAVI MUMBAI (JOINT INDIA-KOREA ECONOMIC DEVELOPMENT PROJECT)

Overview:

This project is a joint international project between the Republic of Korea and the Republic of India (Bhārat Ga arājya) to enhance the economic relationship between the two democratic nations and strengthen the geo-political alliance in an increasingly polarizing and tumultuous international climate.

Project NMSEZ Korean Development: (Navi Mumbai Special Economic Zone Korean Development)

The project NMSEZ Korean Development, located in Navi Mumbai Special Economic Zone will be completed in 3 phases.

Phase 1 will be the development of an industrial warehouse to achieve two purposes: foster the area into the tech hub, aligning with the interest of CIDCO which wants to make Navi Mumbai into a tech industrial hub and to provide Korean companies a more competitive advantage in last-mile logistics to Mumbai.

Phase 2 will be a multi-purpose mix-use transit-oriented development of residential, hospitality, retail, and office space for foreign and global companies looking to utilize Navi Mumbai airport and locate themselves near a growing aviation traffic.

Phase 3 will be a cultural, performing arts, and media space that aims to promote cross-cultural activities between India and Korea and to provide joint production between Seoul and Mumbai in media.

PARTICIPATING STUDENT



In Kwon Chung
MS in Travel and
Tourism Management

FACULTY LEADER

Manish Srivastava



NYU

SCHOOL OF
PROFESSIONAL STUDIES

NEW CITY MODULAR

New City Modular is a vertically integrated real estate development company providing an innovative solution to the affordability crisis in the workforce housing sector. By optimizing the development and construction processes, this innovative approach seeks to deliver a prompt, affordable, and modern housing solution catering to the middle class.

Additionally, it is within the core mission of New City Modular to improve the urban fabric of our cities. With urban cores having the potential of being the most vibrant spaces of modern society, New City aims to preserve and improve the everyday experience of all their inhabitants. To achieve this, all New City projects employ a ground level retail component and are designed to obtain Passive House certification.

From a business standpoint, the competitive advantage of this venture lies in a building product that can be replicated across varying site scales, independent of location, excluding the need for a fundamental redesign for each project, thus streamlining the delivery of all projects, cutting project costs by as much as 20% and delivery times by as much as 50%.



CAPSTONE COMPETITION

2023-2024

A production facility in Tucson, AZ is supporting the initial construction operations. All the building components are brought together in this factory and pre-assembled into modules for transportation to the development site. While the modules are being assembled, the sitework preparation for the building is also taking place, this being the only element of the development done according to conventional construction methods. Once arrived at the site, the individual modules are simply stacked and assembled with minimal work into the final building configuration.

Given that transportation of such large assemblies is a substantial undertaking, financial viability for the project can be achieved only if the area of coverage by a modular assembly factory is limited to locations within neighboring states, or within several hundred miles of driving. Consequently, the first two projects for the Tucson, AZ facility will be located in San Jose, CA and Boulder, CO.

The two projects serve as the prototypical buildings that aim to deliver the proof-of-concept to the market and serve as the foundation from which the entire business will be scaled. The business plan outlined as part of the capstone project will focus on the environmental, social, operational and financial benefits of the business, with a particular focus on the efficiency and investment performance at the development project level.

PARTICIPATING STUDENT



Alexandru Bancu

MS in Real

Estate Development

FACULTY LEADER

Manish Srivastava



WORKFORCE HOUSING IN SAUDI ARABIA

Capstone Objective: Create a real estate development plan for workforce housing that meets the quality standards of the Ministry of Municipal and Rural Affairs and the target return metrics of MASIC Logistics in Riyadh, Saudi Arabia.

Abstract: The project researches the demand for quality workforce housing in Saudi Arabia, driven by rapid growth and mega-projects like the World Cup and the Olympics. The research aims to address this housing need through collaboration with the Ministry of Municipal and Rural Affairs (MoMRAH) and private developer MASIC Logistics. By analyzing government standards and real data provided by MASIC Logistics, a comprehensive development plan aligning with quality standards and return metrics is created. The project's highlight involves presenting the project to MASIC Logistics in Riyadh, Saudi Arabia.

Background: I visited Saudi Arabia a year ago on my way to a global field-intensive course in Dubai. I became fascinated with real estate opportunities in the kingdom. My capstone was an opportunity to learn more about potential opportunities and solve a real-life need. I met with an NYU alumnus from Saudi Arabia and learned that the country needs workforce housing due to rapid growth and planned projects, including the World Cup and the Olympics. I contacted the government entity in Saudi Arabia responsible for regulating housing, the Ministry of Municipal and Rural Affairs. (MoMRAH) to learn more about the need for quality housing. They confirmed the need and provided government standards that a consulting firm suggested they implement.

For my capstone, MoMRAH introduced me to MASIC Logistics, a private developer who is a leader in workforce housing. MASIC was eager to assist in finding solutions and shared real numbers to make my project realistic.

After discussions with the public and private sectors, we identified a strategic approach to addressing the need for quality housing. I planned to create a comprehensive development plan that aligns with MoMRAH's quality standards and MASIC Logistics' return metrics. To achieve this plan, MASIC Logistics shared real data and provided me with a site in Riyadh to assess the feasibility of developing quality expat housing. The highlight of my project was physically presenting it to MASIC Logistics in Saudi Arabia.

PARTICIPATING STUDENT



Ben Haggard
MS in Travel and
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