REACH Week 2015 Activities
in the Gordon Ford College of Business

Student Research Conference
GFCB student presenters,
Faculty judges:
Drs. Ismail Civelek, Cecile Garmon, Bob Hatfield, & Sean Marston

College Showcase: Student Posters in Grise Hall

Faculty Summer Grant Presentations
Drs. Evelyn Thrasher and Stacy Wade

“Thank you” to the GFCB faculty, staff, and students who took part in the activities in our college during REACH Week. Special recognition goes to our college Research Committee members: David Beckworth, Ismail Civelek, Minwoo Lee, Sam Thapa, Sean Marston, Tim Hawkins, Bob Hatfield, and Leyla Zhuhadar.

JORDAN NUSHWART AND CODY KIRK WIN BEST REACH WEEK POSTER IN GFCB

Jordan and Cody (pictured with Dr. Leyla Zhuhadar) won the Best Poster awards in two REACH Week events. They won the GFCB Student Poster Contest (judged by our GFCB Research Committee). They also won their section at Saturday’s WKU Student Research Conference (SRC).

They were also chosen for this year’s Posters-at-the-Capital event. They received Citations of Achievement from both the Kentucky Senate and the House of Representatives. Their research was based on a FUSE (Faculty-Undergraduate Student Engagement) project with Dr. Leyla Zhuhadar. The study was titled: “Who Wants My Product? Affinity-Based Marketing.”

They developed an intelligent banking application using a Data Mining algorithm to help a bank decide when to introduce a new financial product—a new type of checking account. They used binary classification to predict for each customer, whether they will buy the product, along with a confidence value. Customers with the highest expected probability to buy the product were then targeted. They then evaluated the predictive accuracy of the model and visualized the performance of the model using Lift and ROC charts.

OTHER SRC ENTRIES: STUDENTS & SPONSORS

Jinglin Li, Just-in-time Management In Healthcare Operations (Ismail Civelek); Chika Ejike, Influence Of Culture On The Utilization Of Healthcare Services By Refugees In Bowling Green (Randy Capps); Paige Harrison, Baby Names And Cultural Assimilation (David Beckworth); Cody Kirk, Who Wants My Product? Affinity-based Marketing (Leyla Zhuhadar)