

Honors Senior Spotlight



Francesca Micallef '22

Hometown: Warwick, NY

Major: Business Analytics- Marketing Analytics

Minor: Finance

Thesis Title: An Analysis of United Express Flight 3411 on UAL Stock Returns

Thesis Advisor: Dr. Brian A. Marks

What is your thesis about?

It is important to know how the stock market reacts after exogenous events so that investors can make more informed investment decisions, along with key board members making decisions for the company. This research analyzes the impact of the United Express Flight 3411 incident on the United Airlines share price returns using the Capital Asset Pricing Model. Specifically, this research performs an event study analysis by evaluating UAL stock price both pre-event and post-event vis-à-vis a general market index. For this study, data on UAL stock prices and index data, such as the NASDAQ, will be collected through public sources like Yahoo Finance by using R software.

What motivated and/or inspired you to select this as your research topic?

I have a great interest in stocks. As a business analytics major and finance minor, I wanted my research to combine both. I like coding using R software, but also love learning about the stock market. So, I thought to do a study on a particular exogenous event that dealt with a company that publicly trades, and involve R coding to analyze the stock returns.

Do you have any advice for future Honors students thinking about writing an Honors Thesis?

Definitely start early, so you can space out your work load. Also, pick a topic that interests you, so you actually enjoy doing research on it.

After graduating, what are your plans?

I plan to move to the Netherlands and get a job there!