

FOR IMMEDIATE RELEASE

Caribbean Accounting & Tax Consultants Award FEF 2014 Best Thesis Winner

ORANJESTAD – Caribbean Accounting & Tax Consultants (CATC) proudly presented the 2014 Best Thesis Award to Jessleen Cortés from the Faculty for Finance, Accounting and Marketing of the University of Aruba (UA). The annual event, organized by the Office of Student Affairs (OSA) was held on September 23rd. Every year CATC along with the instructors of the FEF select from a group of candidates, the best thesis.

Best Thesis Awards celebrates students from the FEF, FdR, FHTMS and FAS faculty of the University. Only FEF students with a score of 8 or higher as their final grade are eligible to be nominated for the CATC prize. This year, there were six nominees considered for the prize: Chiu Chin, Leanne Geerman, Jennefer Dirks, Manfen Xie, Micheline Kelly and Jessleen Cortés. Ms. Cortés' thesis titled 'The Aruban Population's Media Consumption: A Quantitative Research' was awarded the prestigious CATC prize in the amount of AWG. 1.000,00.

Jessleen's thesis was based on the media consumption of various target groups in Aruba. The types of media researched included: newspapers, radio, television, social media, local magazines and billboards amongst others. The information in her thesis proves rather useful in determining what type of media is most effective when advertising products and services to certain target groups.

CATC gives students from the UA the opportunity to compete their internships and or thesis at the organization. Some students even get the chance to work at the company upon completing their studies. Founded in 1994 CATC provides accounting, legal, tax and advisory services to small and medium enterprises. The company continues to support the well-being of all citizens; individuals and businesses alike.


CATC wants to congratulate Jessleen Cortés once again for her award winning thesis and wish her the very best in her career.

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Attached image:

Awarding of CATC prize to Jessleen Cortés by Roxanne van Dinter of CATC and Carolien Gaarhuis, instructor at the UA.