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It's Not All About Money

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For some finance leaders of the future, it's not all about the money.

More than three-quarters — 77 percent — of the respondents to a poll at the world's largest student investment forum said it's extremely or very important their careers benefit society. That's 23 percent more than four years ago.

Only two percent of the respondents to the University of Dayton's RISE forum this year said it's not important their careers benefit society. That's down 17 percent from four years ago.

They also said the economy — 37 percent — and the budget deficit — 36 percent — are the two most important issues facing the United States today. Those two items have led the way the past four years.

Nearly half — 46 percent — believe deficit reduction and increased taxes will have the most positive impact in helping the economy the next four years. Will it get done is another matter, though. The students said 'no,' — only seven percent trusted Congress to act.

Professionals attending the forum also participated in the poll. Both student and professionals poll results can be found through the related links.

RISE (Redefining Investment Strategy Education) the largest and longest running student run investment forum in the country, brings together investment professionals with students and faculty in an interactive, informative setting. Since it began in 2001, RISE has attracted nearly 15,000 participants from the financial industry and colleges and universities from around the globe.

Journalists from Bloomberg News, Bloomberg Radio, CBS News, CNBC, Fox Business, Dow Jones, Market Watch International and Reuters participated in, covered or broadcast live from the event.

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