

Olin Business Insights

Research highlights and thought leadership from Olin faculty.

 Washington University in St. Louis
OLIN BUSINESS SCHOOL



FEATURED

Daydreaming benefits people who like their jobs.

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Olin Business Insights

FINANCE



EVICTIONS: Moratoriums are an incomplete solution.

WORKING



PICTURE THIS: Employee fraud decreases when they see family photos.

ETHICS



HIGHER PURPOSE: Written purpose lowers employee stress, boosts happiness.

MARKETING



SOCIAL DYNAMICS: Firms can win more customers when customers reward friends.

SPORTS BUSINESS



DISAPPEARING ACT: The loss of sports inflicts pain on entire economy.

INTERNATIONAL



PROTESTS: They haven't hurt Hong Kong's status as a global financial center.

Olin Research in the Media

"Service industry workers still hurting as sports return amid pandemic"

Patrick Rishe on *CBS News*

"Who are you? The lure and limitations of personality tests"

Hillary Anger Effenbein in *Discover*

"Daydreaming can help you—if you do it right"

Markus Baer and Erik Dane in *Inverse*

"Buckeye breakfast: No college football could cost \$4 billion for power five schools"

Patrick Rishe in *Sports Illustrated*

"Can Hong Kong's financial market survive without the free flow of information?"

David Meyer in *Forbes*

"In business, as in life, the greatest risk is doing nothing"

Todd Gormley in *Forbes*

"Small business owners say PPP loans now '10 times better.' But what's next?"

Peter Boumgarden in *St. Louis Post-Dispatch*

"Businesses are proving quite resilient to the pandemic"

Panos Kouvelis in *The Economist*

"Managers, here are 4 simple ways to help your team feel seen and acknowledged"

Ashley Hardin in *Thrive Global*