

Olin Business Insights

Research highlights and thought leadership from Olin faculty.

 Washington University in St. Louis
OLIN BUSINESS SCHOOL



BEHAVIOR: Research indicates social media intensifies the spread of conspiracy theories. As COVID disrupted social structures, people turned to the online world, [and that led to “increasing contagion.”](#)

STRATEGY



WORTHY INVESTMENT: Health insurance leads to higher [worker productivity and retention](#).

ACCOUNTING



VENTURE CAPITAL: Research helped shape a tax feature of the national [Build Back Better legislation](#).

OLIN AWARD



CONGRATULATIONS: The winners are accounting professors [Kimball Chapman, Richard Frankel and Xiumin Martin](#).

MARKETING



POLITICAL ADS: The findings challenge conventional campaign wisdom [about branding candidates](#).

Olin research in the media

[NFL discrimination lawsuit "eye opener" for all US companies, Sportsimparts CEO says](#)

Patrick Rishe, *Yahoo Finance*

[Rams play long game to leverage Super Bowl](#)

Patrick Rishe, *Los Angeles Business Journal*

[The next SCOTUS justice will be a Black woman. Deal with it.](#)

Adrienne Davis, *Bloomberg Law*

[The Sustainability, integrated experiences and more: What's in store for retail in 2022](#)

Panos Kouvelis, *Forbes*

Events

March 8: Leadership Perspectives
"She Suite"

[Register](#)

[More Olin events](#)

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