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, Sportsimpacts 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"

More Olin events
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