

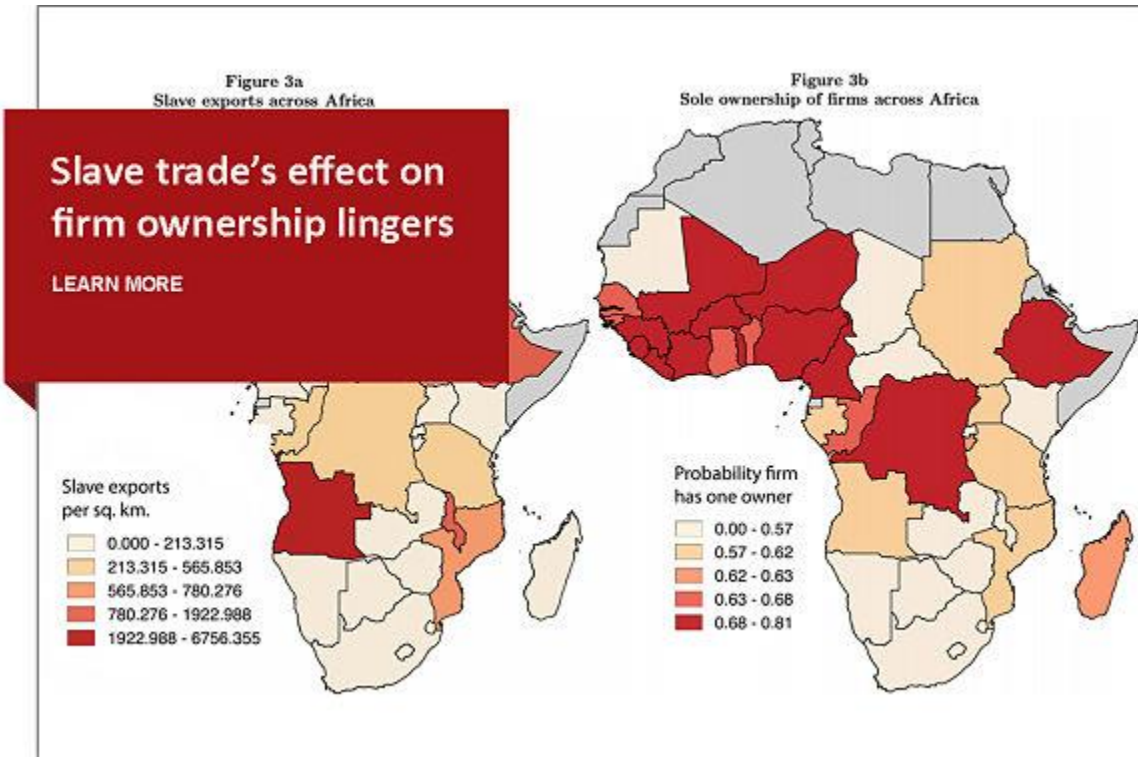
# Olin Business Insights

Research highlights and thought leadership from Olin faculty.

Washington University in St. Louis  
OLIN BUSINESS SCHOOL



## FEATURED



## MARKETING



**SODA TAX LACKS FIZZ:** A lot of people leave Philadelphia to [buy their soda elsewhere](#).

## INNOVATION



**A BETTER LIFE:** A new HIV treatment sparks hope, [healthier choices for women](#).

## ACCOUNTING



**IN A WORD:** Executives' language in earnings calls can [foreshadow firms' credit risk](#).

## FINANCE



**DOING HIS PART:** Dean Taylor ranks in top five for [international finance research](#).

## WORKPLACE



**WATCH IT:** [In this new video](#), researchers explain contagious theft among restaurant workers.

## LEADERSHIP



**A MATTER OF TRUST:** [What causes bosses to be accurate](#) or not about which workers trust them?

[See more Olin research](#)

## Olin research in the media

[Want to spark joy with your gifts this holiday season? Scientists have a solution](#)  
*MarketWatch*

[Self-managed teams result in lower pay for women](#)  
*Forbes*

[How dishonesty drains you](#)  
*Scientific American*

[Looking Back: Reflecting on Jim Kenney's First Term as Mayor](#)  
*Philadelphia*