

June 2021

Olin Business Insights

Research highlights
and thought leadership
from Olin faculty.

 Washington University in St. Louis
OLIN BUSINESS SCHOOL



CONSUMERS: Their expectations changed in 2020. People are [more willing to pay a premium to support companies that share their values.](#)

STRATEGY



OLIN AWARD: How does your firm measure its innovation? [Anne Marie Knott explains a surefire way.](#)

COVID-19



MASKS: With new CDC guidelines, are businesses [caught between a rock and a hard place?](#)

ORGANIZATIONAL BEHAVIOR



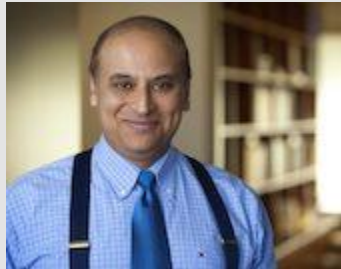
TECH: A mindset change increases [managers' willingness to invest in new technology.](#)

PRODUCTION



SHORT SUPPLY: How the US could [combat medicine shortages](#) within its borders.

FINANCE



HONORED: Anjan Thakor receives a [Lifetime Achievement Award](#).

LEADERSHIP



NEW AT OLIN: ['On Principle'](#) podcast focuses on leaders' decision-making process.

Olin research in the media

[Republicans point to inflation in bid to retake Congress](#)

John Horn, *AP News*

[Beyond price: More consumers are buying based on brand values](#)

Stuart Bunderson, *The Optimist Daily*

[\\$1M for a shot: Why states are turning to vaccine lotteries to boost uptake](#)

Cynthia Cryder, *Sinclair Broadcast Group*

[What percentage of small businesses fail?](#)

Peter Boumgarden, *Advisor Smith*

[A Kellogg finance professor explains why companies are adding more women to their leader boards](#)

Todd Gormley, *Business Insider*

[Global supply chain disruptions felt across the Midwest](#)

Panos Kouvelis, *Illinois Business Journal*

[MLB discussing options for Atlanta All-Star game following Georgia voting law](#)

Patrick Rishe, *CNBC*