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