Welcome to the inaugural quarterly newsletter sharing the latest research studies from Olin and how they apply to real-world business. Enjoy!
THEFT IS CONTAGIOUS: Theft tends to spread—and new restaurant workers are particularly susceptible.

FROM ON HIGH: Businesses can have a higher purpose. More than that, they should.

POP GOES THE SPENDING: Inviting customers by text message increases sales at a pop-up shop and at similar vendors online.

R&D MYTHS DEBUNKED: The literature says as companies grow, their R&D returns diminish. Not so fast! The proof: Crest Whitestrips.
IT'S NO LIE: Dishonesty diminishes a person's ability to read others' emotions. And the consequences can snowball.

WHY INVESTORS BITE: You never get a second chance to make a first impression. And that impression matters.

Olin research in the media

“Age often dampens narcissists' self-love, study finds,”
U.S. News & World Report

“Does it pay for companies to do good?”
National Public Radio

“You're right. You're spending more time sitting on that plane,”
The New York Times

“Testing the luxury shoe market with a salon on wheels,”
Fortune

“The 1 thing you should never do if you want to be empathetic,”
Inc.

“At restaurants, study finds, worker theft is contagious,”
St. Louis Post-Dispatch