

# Olin Business Insights

Research highlights  
and thought leadership  
from Olin faculty.

 Washington University in St. Louis  
OLIN BUSINESS SCHOOL



## FEATURED

**Home inequity:  
Millions in US face  
income and job rut.**

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## INNOVATION



**RESEARCH QUOTIENT:** The most innovative US companies, [revealed](#).

## MARKETING



**COVID-19:** How eager will people be to take a [vaccine](#)?

## FINANCE



**POOR OUTCOMES:** Regulations to increase minority lending [backfire](#).

## ACCOUNTING



**SUPPLY CHAIN:** For best results, work with people you [know](#).

## Olin research in the media

[Want to be more innovative at work? Scientists say to try daydreaming](#)  
Markus Baer and Erik Dane in *Forbes*

[Return to work: Why making the office feel more like home could be good for business](#)

Ashley Hardin in *CO*

[Strategically responding to disruption through social enterprise](#)

Peter Boumgarden in *Nonprofit Quarterly*

[Banks sacrifice quality for quantity in minority neighborhoods, study finds](#)

Taylor Begley in the *St. Louis Post-Dispatch*

[We need clear rules for facial recognition tech](#)

Liberty Vittert in the *New York Daily News*

[This Stanford professor says AI hiring tools are flawed—Here's how to get a fair shake](#)

Dan Elfenbein in *Forbes*