August 2018 Highlights



In August, the Stanford Graduate School of Business, its faculty, alumni and students were mentioned 1,015 times in top media outlets across the U.S. and around the globe. Please see below for a sampling of the coverage in top media outlets this month:

**Stanford GSB in the News**

* [How to Teach Business Leadership in the #MeToo Era](https://www.topmba.com/mba-programs/how-teach-business-leadership-metoo-era)

Top MBA – August 23, 2018 – As business schools help MBA students prepare for leadership, they must address how to manage a team and act professionally in the #MeToo era. Stanford GSB’s Interpersonal Relationships course, known as *Touchy Feely*, is designed to help students engage in tough conversations.

* [Why Stanford GSB Has Boosted Midwestern Applicants](https://poetsandquants.com/2018/08/22/why-stanford-gsb-has-boosted-midwestern-applicants/)

Poets & Quants – August 22, 2018 – For the third year, the USA MBA Fellowship is providing tuition for up to three aspiring leaders who are committed to returning to the Midwest region after graduation to help drive economic development and innovation.

* [The Closers: Business Schools That Get the Students They Want](https://poetsandquants.com/2018/08/18/the-closers-business-schools-that-get-the-students-they-want/)

Poets & Quants – August 18, 2018 – The percentage of students who enroll after receiving an acceptance letter is

known as yield; this article details the yield rates of various MBA programs, including Stanford GSB.

* [Stanford Seed to Hold Its 2018 Seed Transformation Network Global Summit in Kenya](https://techmoran.com/stanford-seed-to-hold-its-2018-seed-transformation-network-global-summit-in-kenya/)

TechMoran – August 16, 2018 – Stanford Seed Network is set to host its first Global Summit: the 2018 Seed Transformation Network Global Summit in Nairobi, Kenya, September 14–16, 2018. The summit is expecting to host almost 200 business owners from throughout India and across the African continent.

* [Banks and Financial Services: Establishing New Partnerships for Venture Capital](https://thefintechtimes.com/banks-and-financial-services-establishing-new-partnerships-for-venture-capital/)

The Fintech Times (from [Stanford Business Insights](https://www.gsb.stanford.edu/insights/how-much-does-venture-capital-drive-us-economy)) – August 15, 2018 – Professor of Finance Ilya A. Strebulaev and Will Gornall found that venture capital is responsible for up to 57 percent of market capitalization and 82 percent of the research and development spending of all U.S. public companies founded since 1979.

* [7 Celebrities Who Have Taught College Classes](https://www.businessinsider.com/celebrities-who-taught-classes-in-college-2018-8?utm_source=feedburner&amp%3Butm_medium=referral&utm_medium=feed&utm_campaign=Feed%3A%20businessinsider%20(Business%20Insider)&utm_content=Google%20Feedfetcher)

Business Insider – August 14, 2018 – In 2017, Tyra Banks co-taught a course at Stanford GSB on creating and maintaining a personal brand. Banks taught around 25 MBA students how to use social and traditional media to be a business leader.

* [What’s Your Worth? MBA Pay by Region](https://poetsandquants.com/2018/08/13/whats-your-worth-mba-pay-by-region/)

Poets & Quants – August 13, 2018 – Stanford GSB graduates collected the highest base salaries in six of seven regions measured by *U.S. News* – only losing out to the Wharton School in the Southwest.

* [Stanford Seed Startup Future Farms Is out to Solve India’s Food Crisis with Clean, Soil-Less Farming](https://yourstory.com/2018/08/stanford-seed-startup-future-farms-solve-indias-food-crisis-clean-soil-less-farming?utm_source=whatsapp&utm_medium=share)

Your Story – August 8, 2018 – Founder and CEO of Future Farms, Sriram Gopal, attributes much of the company’s recent growth to the Stanford Seed Program, a year-long leadership program designed for high-potential business leaders and startup founders to scale their ventures.

**Faculty and Research in the News**

* [Tabloid That Kept Trump Secrets Faces Losses, Legal Trouble](https://apnews.com/2b8b1357960a420384e5a5c33b8ca2cb)

The Associated Press – August 29, 2018 – Professor of Accounting David Larcker comments on the relationship between American Media Inc. and Chatham Asset Management. According to Larcker, it is normal for a firm such as Chatham to give a company like AMI a long leash, but the firm would be expected to investigate any large or unexpected events at a company it controls on behalf of the investors who are its limited partners.

* [The Path to Gender Parity](https://www.pressreader.com/india/the-hindu/20180829/281767040089757)

The Hindu – August 29, 2018 – Professor of Organizational Behavior by courtesy Shelley Correll says that while concerted efforts have been made to improve gender equality in the work force for decades, it is suprising that the gains made in this space are not as substantitive as one may have expected.

* [The Heartbreakers at Chain Restaurants](https://ideagrove.egnyte.com/dl/mhXqSV8klM)

The New York Times (from [Stanford Business Insights](https://www.gsb.stanford.edu/insights/researchers-how-does-posting-calories-affect-behavior)) – August 27, 2018 – In New York City, menu calorie postings have been required since 2008. A 2011 Stanford GSB study found that Starbucks customers ordered food with six percent fewer calories, on average, as a result of menu calorie postings.

* [How Central Bankers Shape Financial Markets](https://ideagrove.egnyte.com/dl/R933lh9Os1)

Financial Times – August 23, 2018 – Professor of Finance and Economics Anat Admati’s research paper, “It Takes a Village to Maintain a Dangerous Financial System,” is referenced in this article on how central bankers don’t simply respond to markets, but actively shape them.

* [How to Ask for a Raise](https://www.nytimes.com/2018/08/23/magazine/how-to-ask-for-a-raise.html)

The New York Times Magazine – August 23, 2018 – Professor of Management Margaret Neale says the best way to ask for a raise is by making a proposal to your boss that illustrates multiple ways in which your skills help solve the organization’s problems.

* [Big Topic on Campus: Doing Well by Doing Good](https://www.forbes.com/sites/meehanjonker/2018/08/22/big-topic-on-campus-doing-well-by-doing-good/#429060132422)

Forbes – August 22, 2018 – Lecturer in Management Kimberly Jonker and Lecturer in Strategic Management Bill Meehan address students’ interest in the social sector, the emphasis some institutions have placed on developing programs that focus on nonprofits, and the best way to educate young leaders in this sector.

* [Why Entrepreneurs Need to Have Some 'Skin in the Game'](http://www.sandiegouniontribune.com/business/economy/sd-fi-senturia-skin-in-game-20180815-story.html)

The San Diego Union-Tribune – August 20, 2018 – Research from Associate Professor of Finance Peter Koudijs found that in mid-19th century New England bankers who had very limited personal liability were more willing to take risks than their counterparts, who faced personal liability.

* [Executive Onboarding Note: The Importance of the Confidence to Be Open to Help](https://www.forbes.com/sites/georgebradt/2018/08/17/executive-onboarding-note-the-importance-of-the-confidence-to-be-open-to-help/#4a52a0ce5f94)

Forbes – August 17, 2018 – Former Stanford GSB Dean Robert Joss believes only 20 percent of leaders have the confidence required to be open to help. Joss states, “Make sure you’re one of them yourself and associate with others that have that confidence.”

* [Hundreds of Rape Evidence Kits Never Get Tested - Should We Be Alarmed?](https://www.stuff.co.nz/national/crime/105933366/Hundreds-of-rape-evidence-kits-never-get-tested-should-we-be-alarmed)

Stuff – August 15, 2018 – Senior Associate Dean and Professor of Management Science Lawrence Wein believes there is both a moral and economic imperative to test all rape evidence kits. Wein says every testing dollar would save $81 in sex crime prevention costs.

* [How Bosses Waste Their Employees’ Time](https://www.wsj.com/articles/how-bosses-waste-their-employees-time-1534126140)

The Wall Street Journal – August 12, 2018 – Professor of Organizational Behavior Robert Sutton and Professor of Organizational Behavior and Human Resources Hayagreeva Rao are studying why some organizations make the right things too difficult to do and the wrong things too easy to do—and what leaders can do to avoid such missteps.

* [Making Workplaces Truly Great: How Management Toxicity Affects Employees, and What to Do About It](https://blogs.timesofindia.indiatimes.com/toi-edit-page/making-workplaces-truly-great-how-management-toxicity-affects-employees-and-what-to-do-about-it/)

The Times of India – August 7, 2018 – Professor of Organizational Behavior Jeffrey Pfeffer believes that by providing people more job autonomy and social support, enterprises can create healthier workplaces that are both less stressful and eliminate the many costs related to stress.

* [Is Strategic Philanthropy Heartless?](https://www.insidephilanthropy.com/home/2018/8/7/is-strategic-philanthropy-heartless)

Inside Philanthropy – August 7, 2018 – Stanford GSB Lecturer Paul Brest discusses the value of strategic philanthropy. Brest believes that strategic philanthropy is premised on the belief that expert intuitions informed by evidence will lead to better outcomes than intuitions alone.

* [Elon Musk Shakes Tesla Investors, Fans of the Company With One Tweet](https://abc7news.com/technology/elon-musk-shakes-tesla-investors-fans-of-the-company-with-one-tweet/3903928/)

ABC News 7 – August 7, 2018 – Professor of Finance and Economics Anat Admati is quoted in this segment about Tesla and how Elon Musk is considering making the company private.

* [Don't Make These Mistakes When Quitting Your Job](https://www.cnbc.com/2018/08/02/how-to-quit-your-job.html)

CNBC – August 2, 2018 – Professor of Organizational Behavior Robert Sutton details the right and wrong things people should do when planning to quit their job.

**Alumni and Students in the News**

* [An American Pharmaceutical Entrepreneur Achieves Billionaire Status – in China](https://www.forbes.com/sites/alexfang/2018/08/29/an-american-pharmaceutical-entrepreneur-achieves-billionaire-status-in-china/#533519a428e0)

Forbes – August 29, 2018 – John Oyler (MBA, ‘96) is the founder and CEO of Chinese biotech company BeiGene, which has a market capitalization of over $10 billion. Oyler is the first American-born entrepreneur to achieve billionaire status from a company started in China.

* [Who Is the Original “Joe” of Trader Joe’s? He’s the Real Deal](http://redtri.com/who-is-the-real-original-trader-joes-joe-coulombe-history/?utm_source=LB&utm_medium=morestoriesmissed&utm_campaign=inboundMorestoriesmissed)

Red Tricycle – August 23, 2018 – In 1958, while operating six locations of Pronto Markets for his employer, Joe Coulombe (MBA, ‘54) was asked to close them all down. Instead of doing so, Coulombe bought them all and turned them into what we now know today as Trader Joe’s.

* [Maria Anguiano Joins ASU as Senior Vice President for Strategy](https://asunow.asu.edu/20180820-solutions-maria-anguiano-joins-asu-senior-vice-president-strategy)

ASU Now – August 20, 2018 – On August 15th, Maria Anguiano (MBA, ‘06) was appointed to senior vice president for strategy at Arizona State University. Anguiano hopes to collaborate across departments to innovate new ways of targeting student populations who are being underserved.

* [This Startup Is Raising $750 Million to Outmaneuver Domino's and Pizza Hut with Pizzas Made by Robots — Check It Out](https://www.businessinsider.com/zume-pizza-robot-expansion-2017-6)

Business Insider – August 19, 2018 – Founded in 2015, Zume Pizza uses robotics and artificial intelligence to make pizza more quickly. The concept of a robot-powered pizza delivery service came from cofounders Julia Collins (MBA, ‘09) and Alex Garden’s desire to make high-quality pizza more affordable.

* [Republican Insurgent Gives Wyoming Senate Incumbent a Fight](https://www.apnews.com/d61c31f82b1d4f7ab7af894b5713cc71/Republican-insurgent-gives-Wyoming-Senate-incumbent-a-fight)

The Associated Press – August 18, 2018 – Lecturer in Management David Dodson (MBA, ’87) is running for the United States Senate seat held by Senator John Barasso. Barasso has held the seat for 16 years and this marks the first time he has faced significant opposition.

* [Strikeforce: Inside Silicon Valley's Most Unusual Apprenticeship](https://www.entrepreneur.com/article/317721?_escaped_fragment_=)

Entrepreneur – August 15, 2018 – A.J. Scaramucci is one of the members of Strikeforce, the unusual apprenticeship based in Silicon Valley. According to this article, Scaramucci plans to attend Stanford GSB after finishing his stint as a Strikeforce commando.

* [Square and MetLife Watch Out: Two Fintech Startups Target $21T Markets](https://www.forbes.com/sites/petercohan/2018/08/14/square-and-metlife-watch-out-two-fintech-startups-target-21t-markets/#66444ec34852)

Forbes – August 14, 2018 – Lingke Wang (MBA, ‘16) and his Stanford GSB roommate, CEO and Co-Founder Peter Colis (MBA, ‘16), launched San Francisco-based Ethos. Ethos raised  $11.5 million in Series A investment and is currently available in 49 states.

* [Tech Founder Driven by Hard Work and a Desire to Teach](https://www.ft.com/content/e4748aee-0b56-11e8-bacb-2958fde95e5e?shareType=nongift)

Financial Times – March 7, 2018 – Ji Gu (MBA, ‘12) co-founded Zhulilaiye, a Chinese digital concierge company that uses artificial intelligence. Zhulilaiye has attraceted seed investements from both Sequoia Capital and Microsoft.