March 2018 Highlights



In March, the Stanford Graduate School of Business, its faculty, alumni and students were mentioned 715 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**

* [Stanford Study: Latino Startups Are Growing in Numbers but Are 'Underbanked'](https://www.forbes.com/sites/giovannirodriguez/2018/03/11/stanford-study-latino-startups-are-growing-in-numbers-but-are-underbanked/#17caeaba230c)

Forbes – March 11, 2018 – An annual study known as the State of Latino Entrepreneurship has a mix of good and bad news for Latino Entrepreneurs and their supporters.

* [Where Did Venture Capitalists Go to College?](https://techcrunch.com/2018/03/11/where-did-venture-capitalists-go-to-college/)

Tech Crunch – March 11, 2018 – Tech Crunch analyzed data for approximately 4,500 U.S. and Canadian investment partners and extracted information about their educational backgrounds and alumni affiliations.

* [MBA Programs That Students Love Most](https://poetsandquants.com/2018/03/23/mba-programs-that-students-love-most/)

Poets & Quants – March 23, 2018 – The Stanford Graduate School of Business is a program that demands experimentation and teamwork like few others. “The Learning experience is very collaborative here,” explains Yossi Feinberg, the school’s Senior Associate Dean for Academic Affairs.

* [In Bitcoin Work World, Job Benefits Like Pay, Retirement Plans Get a Rethink](https://www.cnbc.com/2018/03/26/in-bitcoin-work-world-job-benefits-like-pay-401k-get-a-rethink.html)

CNBC – March 26, 2018 – Former Stanford GSB employee Nathalie McGrath is the Director of People at Coinbase, a cryptocurrency start-up, and says it does not come as a surprise to new employees that their salary will be paid in bitcoin.

* [MBA Careers in Finance: Where Are the Opportunities?](https://find-mba.com/articles/mba-careers-in-finance-where-are-the-opportunities)

Find MBA – March 28, 2018 – There has been an increase in MBA graduates going to venture capital firms compared to a decade ago. Meanwhile, the more traditional finance jobs in such areas as investment banking, investment management and hedge funds saw declines.

**Faculty and Research in the News**

* [Work With a Jerk? Here’s How to Survive](https://minutehack.com/guides/work-with-a-jerk-heres-how-to-survive)

MinuteHack – March 1, 2018 – Professor Robert Sutton has a strategy to combat working with someone whose behavior and personality leave you feeling deenergized and unmotivated.

* [Spotify Gears Up for $1B IPO](https://www.pymnts.com/news/ipo/2018/spotify-gears-up-for-potential-1b-ipo/)

PYMTS – March 1, 2018 – Professor of Finance George G.C. Parker comments on Spotify’s choice to directly list shares on the New York Stock Exchange instead of entering the market through an IPO.

* [Losing Motivation? Research Says You're Probably Engaging the Wrong System](https://www.inc.com/leigh-buchanan/is-your-team-losing-its-mojo.html)

INC. – March 2, 2018 – People view goals differently the closer they get. Leaders’ motivational styles should change as well. Associate Professor of Marketing Szu-chi Huang co-authored a study that investigates motivations in the workplace.

* [What an Economist Learned by Driving for Uber](https://work.qz.com/1221636/what-an-economist-iearned-by-driving-for-uber/)

Quartz (from [*Stanford Business Insights*](mailto:https://www.gsb.stanford.edu/insights/what-economist-learning-driving-uber)) – March 5, 2018 – Professor Paul Oyer has explored the growing gig economy from many perspectives. Most recently, to better understand how the ride-sharing platforms work he became a certified Uber driver.

* [6 Brilliant Things the Best Companies Do to Make Employees Feel Like They Truly Matter](https://www.inc.com/marcel-schwantes/6-signs-of-a-great-place-to-work-according-to-execs-at-microsoft-linkedin-surveymonkey-1-former-navy-seal.html)

INC. – March 6, 2018 – Professor Jennifer Aaker and lecturer Naomi Bagdonas, who co-teach a class at the Stanford GSB called Humor: Serious Business, have found that humor works as a powerful strategy for increasing employee retention, reducing workplace stress and improving problem solving with innovative solutions.

* [Cosmo’s Guide to Starting Your Own Small Business](https://www.cosmopolitan.com/career/a18660931/how-to-start-your-own-small-business/)

Cosmopolitan – March 6, 2018 – Lecturer in Management Amy Wilkinson shares insight on starting a small business.

* [Who Are the Candidates to Replace Gary Cohn as Trump Economic Adviser?](https://www.usatoday.com/story/news/2018/03/07/candidates-lead-president-trumps-national-economic-council/403463002/)

USA Today – March 7, 2018 – USA Today predicts that Kevin Warsh, visiting fellow at the Hoover Institution and a lecturer at Stanford GSB, is a potential candidate to replace Gary Cohn as President Trump’s Economic Adviser.

* [Valeant Nixes CEO's $29.8 Million Stock Award in Pay Overhaul](https://www.bloomberg.com/news/articles/2018-03-12/valeant-nixes-ceo-s-29-8-million-stock-award-in-pay-overhaul)

Bloomberg – March 12, 2018 – Stanford GSB Researcher Brian Tayan and Stanford Professor David Larcker said equity awards that vest if stock return targets are met generally are seen as friendly to shareholders. But they can also incentivize executives to sacrifice long-term investments to drive up the share price.

* [Donald Trump Said He’d Run the White House Like a Business, but No Big Business Is Run Like Donald Trump’s White House](https://www.cnbc.com/2018/03/13/business-professors-discuss-donald-trumps-chaotic-management-style.html)

CNBC – March 13, 2018 – Professor of Organizational Behavior Jeffrey Pfeffer says, “Successful businesses set a strategic direction and they hold to that direction at least for a while.” Pfeffer compares business leadership to the leadership of the current administration.

* [Corporate Corruption Is Everywhere. Can Data Catch the Criminals?](https://qz.com/1209659/corporate-corruption-is-everywhere-can-data-catch-the-criminals-placeholder-hed/)

Quartz – March 14, 2018 – Assistant Professor of Organizational Behavior Michal Kosinski claimed that algorithms can already deduce sexual orientation, intelligence, political leanings and even criminal inclinations by looking at faces alone.

* [Could the 2008 Financial Crisis Happen Again?](https://www.marketplace.org/2018/03/14/economy/divided-decade/could-financial-crisis-happen-again)

Marketplace – March 14, 2018 – Professor Anat Admati is pessimistic about the lack of changes within an incredibly fragile financial system. Admati says large financial institutions are under-monitored and under- regulated.

* [U.S. Fires a Warning Shot at Silicon Valley With Theranos Case](https://www.bloomberg.com/news/articles/2018-03-15/u-s-fires-a-warning-shot-at-silicon-valley-with-theranos-case)

Bloomberg – March 15, 2018 – Professor of Corporate Governance David Larcker says the SEC is taking a closer look at technology startups and making them a priority for oversight.

* [10 Years After the Financial Crisis, Have We Learned Anything?](http://money.cnn.com/2018/03/16/news/economy/financial-crisis-10-years/index.html)

CNN – March 16, 2018 – Professor Anat Admati argues that reformers missed their chance to increase transparency in the financial system and decrease the industry’s dependence on debt.

* [Feeling Guilty? That Could Be a Good Thing](https://work.qz.com/1232358/feeling-guilty-that-could-be-a-good-thing/)

Quartz (from [*Stanford Business Insights*](mailto:https://www.gsb.stanford.edu/insights/feeling-guilty-could-be-good-thing)) – March 19, 2018 – Professor Francis Flynn and alumnus Rebecca Schaumberg have documented the surprising power of the guilt people feel when they don’t fulfill someone else’s expectations. Schaumberg and Flynn studied a sample of 334 customer service agents at seven different call centers in their paper published last year titled “Clarifying the Link Between Job Satisfaction and Absenteeism: The Role of Guilt Proneness.”

* [Cambridge Academics Fought Man at Centre of Facebook Furore](https://www.ft.com/content/fe8cfa26-2d19-11e8-9b4b-bc4b9f08f381)

Financial Times – March 21, 2018 – The University of Cambridge resorted to external arbitration in an attempt to resolve a bitter dispute between Aleksandr Kogan and colleagues. (One of more than 1,200 news stories this month that mention or feature Michal Kosinski.)

* [To Understand Digital Advertising, Study Its Algorithms](https://www.economist.com/news/science-and-technology/21739145-skinner-box-software-understand-digital-advertising-study-its-algorithms?fsrc=rss%7Csct)

The Economist – March 22, 2018 – Professor Michal Kosinski, who pioneered the use of Facebook data to study personality, says academic researchers have virtually no access even to publicly available data without breaking a given social media platform’s terms of service.

* [Why Modern Workers Are 'Dying for a Paycheck'](https://www.kqed.org/forum/2010101864449)

KQED – March 22, 2018 – Professor of Organizational Behavior Jeffrey Pfeffer discusses his book, “Dying for a Paycheck: How Modern Management Harms Employee Health and Company Performance – and What We Can Do About It.”

* [Silicon Valley's MeToo Moment Is Changing the Venture Capital Industry — but Many Wonder If It Will Last](http://www.thisisinsider.com/the-venture-industry-is-reckoning-with-gender-discrimination-2018-3)

Business Insider – March 24, 2018 – Lecturer Fern Mandelbaum discusses how some venture firms are looking to be more inclusive and create an environment where everyone can thrive.

* [Kill a Dead-End Job and Make the Leap to Career Happiness](https://www.nytimes.com/2018/03/28/books/review/self-help-career-happiness.html?partner=rss&emc=rss)

The New York Time – March 28, 2018 – Management Lecturer Leah Weiss teaches a course in compassionate leadership that shows how viewing our careers as an opportunity to practice mindfulness, purposefulness and compassion will make us better workers and better people.

* [CBS Evening News with Dr. Michal Kosinski](https://www.cbsnews.com/news/michal-kosinski-researcher-who-inspired-facebook-data-harvesting-says-era-of-privacy-is-over/)

Professor Michal Kosinski answers the question, “Does Facebook know you better than your family?”. Full telecast available [here](mailto:https://www.cbsnews.com/video/328-cbs-evening-news/) (segment begins at 12:45).

**Alumni and Students in the News**

* [Shop Direct Appoints Rank Group’s Henry Birch as CEO](https://www.theindustry.fashion/shop-direct-appoints-rank-groups-henry-birch-ceo/)

The Industry – March 6, 2018 – Henry Birch (MBA ’99) has been appointed CEO of Shop Direct and will join the online shopping giant later this year.

* [Betting 185 Million Dollars on Edtech](https://edtechdigest.com/2018/03/11/betting-185-million-dollars-on-edtech/)

EdTech Digest – March 11, 2018 – Tory Patterson (MBA ’08) is the Managing Partner and Co-Founder of Owl Ventures, which invests exclusively in education technology companies to solve some of the most pressing challenges in education and partners with visionary entrepreneurs who are driven to revolutionize education.

* [Project Access: Is It Possible to Do Something in the Name of Good for Free in the U.S. Healthcare Ecosystem?](https://medium.com/hackmentalhealth/project-access-is-it-possible-to-do-something-in-the-name-of-good-for-free-in-the-u-s-b65added97cf)

Medium – March 15, 2018 – Hack Mental Health is the brainchild of admitted student Stephen Cognetta. The two-day event brings together members of both the tech and mental health community and strives to create technological solutions for the mental health industry.

* [Pioneer Developer of San Francisco's Design District Discusses Past, Current Projects](https://www.bizjournals.com/sanfrancisco/news/2018/03/08/bill-poland-bay-west-group-design-district-project.html)

San Francisco Business Times – March 19, 2018 –Bay West Group founder Bill Poland (MBA ’71) spoke to the Business Times about his development strategy and challenges with developing part of the Design District.

* [What I Learned as a 2nd -Year Stanford MBA](https://poetsandquants.com/2018/03/26/what-i-learned-as-a-second-year-mba-at-stanford/)

Poets & Quants - March 26, 2018 - MBA2 student Natasha Malpani shares key takeaways and the knowledge she gained both professionally and personally over the past 18 months as a 2nd-year Stanford MBA student.

**Global Coverage**

**Chile**

* [Escuela de Negocios de Stanford lanza Nuevo programa para que líderes utilicen Big Data](https://mba.americaeconomia.com/articulos/notas/escuela-de-negocios-de-stanford-lanza-nuevo-programa-para-que-lideres-utilicen-big)

The Stanford GSB presented its new executive education course: Big Data, Strategic Decisions: Analysis to Action.

**Brazil**

# [Restrição em produtos vira estratégia de inovação](http://g1.globo.com/globo-news/conta-corrente/videos/t/todos-os-videos/v/restricao-em-produtos-vira-estrategia-de-inovacao/6544281/)

Globo News – March 1, 2018 – Interview with Professor Johnathan Levav.

* [Universidade de Stanford abre inscrições para curso presencial em São Paulo](http://www.infomoney.com.br/carreira/educacao/noticia/7338004/universidade-stanford-abre-inscricoes-para-curso-presencial-sao-paulo)

Info Money – March 19, 2018 – Applications for Stanford Ignite, a program of the Stanford GSB, are open until May 18th. This is the fourth consecutive year that the Stanford GSB brings the face-to-face program to the country.

* [Johnathan Levav: lições de Stanford para os brasileiros](https://drive.google.com/file/d/1bw7olyqfDYeo3WpzplNddesfK53u5x2Y/view)

App Voce SA – March 19, 2018 – Interview with Professor Jonathan Levav.