April 2018 Highlights



In April, the Stanford Graduate School of Business, its faculty, alumni and students were mentioned 652 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**

* [9 Expert MBA Admissions Tips for 2018—From Directors at MIT Sloan, NYU Stern, Stanford & More](https://www.businessbecause.com/news/mba-application/5138/9-expert-mba-admissions-tips-2018-mit-sloan-nyu-stern-stanford)

Business Because – March 13, 2018 – “Your two letters of reference provide essential insight into your behaviors, impact and personal qualities,” says Kirsten Moss, Assistant Dean, MBA Admissions and Financial Aid.

* [Why Big-Name Donors Give Cash to Business Schools](https://ideagrove.egnyte.com/dl/aC8VQ6BIgO)

Financial Times – April 1, 2018 – The Financial Times catalogs the largest business school donations, including gifts from Robert and Dorothy King and Phillip Knight.

* [Top MBA Programs Beef up Cryptocurrency Courses to Keep up With Demand](https://www.cnbc.com/2018/04/05/top-mba-programs-beef-up-cyrptocurrency-courses-to-keep-up-with-demand.html)

CNBC – April 5, 2018 – Stanford GSB, Wharton School of the University of Pennsylvania and Georgetown University's McDonough School of Business are expanding classes in digital currency and blockchain to keep up with demand from students and their future employers.

* [Just Got Into Stanford GSB? What You Need to Know About Financial Aid](https://www.clearadmit.com/2018/04/stanford-gsb-financial-aid-process-undergoes-overhaul/?mc_cid=9535cdff68&mc_eid=4e2fc672a3)

Clear Admit – April 5, 2018 – In the immediate aftermath of the financial data breach, Dean Jonathan Levin turned to an outside data analysis firm to examine the leak and ensure that its reach did not extend beyond what had been reported. Levin also pledged a commitment to more open lines of communication regarding just how financial aid is distributed at the GSB going forward.

* [Meet Stanford GSB’s MBA Class of 2019](https://poetsandquants.com/2018/04/08/meet-stanford-gsbs-mba-class-of-2019/)

Poets & Quants – April 8, 2018 – An in-depth profile of the Stanford GSB class of 2019.

* [Average GRE Scores for the Top Business Schools](https://poetsandquants.com/2018/04/12/average-gre-scores-for-top-mba-programs/)

Poets & Quants – April 12, 2018 – According to a Poets & Quants analysis of more than 50 leading business schools over the last three years, most have increased the number of MBA candidates they accept who submit GRE scores. In 2018, the Stanford GSB had the highest average GRE scores among the top business schools.

**Faculty and Research in the News**

* [Under Trump, a Strong Economy but Murky Policy Outlook](https://www.wsj.com/articles/under-trump-a-strong-economy-but-murky-policy-outlook-1522587600)

The Wall Street Journal – April 1, 2018 – According to Professor of Economics (by courtesy) Nicholas Bloom, the chaos surrounding Mr. Trump’s policies represents ‘an unnecessary cost’ to the economy.

* [Why Playing Poker, Chess or Bridge Can Make You a Better Investor](https://www.thestreet.com/story/14543254/1/why-playing-poker-and-chess-can-make-you-a-better-investor.html)

The Street – April 6, 2018 – Professor of Management Margaret Neale says, “These games encourage people to think: what's my next move? What are my opponents likely to do? To win in games or investing, you have to be at least one step ahead of your counterpart."

* [How to Give Feedback That Actually Works, Without Hurting Anyone More Than You Have To](https://work.qz.com/1238966/how-to-give-feedback-more-effectively/)

Quartz – April 9, 2018 – Executive coach and GSB facilitator Ed Batista says feedback is perceived as a social threat, and like any threat, it’s accompanied by physiological and cognitive responses including an increase in heart rate and blood pressure and feelings of anger, anxiety, and fear.

* [‘Unicorn’ Price Tags Aren’t All They’re Cracked up to Be](https://techcrunch.com/2018/04/10/unicorn-price-tags-arent-all-theyre-cracked-up-to-be/?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+Techcrunch+%28TechCrunch%29&utm_content=Google+Feedfetcher)

Tech Crunch – April 10, 2018 – Professor of Finance Ilya Strebulaev says a $1 billion dollar valuation was until recently a significant badge of honor for a technology company, marking it as an unusually successful outlier. Now, membership in the club has swollen to as many as 200, the “unicorn” epithet given to these billion-dollar companies on account of their rarity has become less apt and attracted considerable skepticism as to whether they can justify their sky-high price tags.

* [Is the Blockchain’s Potential for Social Impact Over-Hyped?](https://www.fastcompany.com/40556501/is-blockchains-potential-for-social-impact-over-hyped)

Fast Company – April 12, 2018 – Doug Galen, a lecturer at Stanford Graduate School of Business, was skeptical when he started reviewing blockchain projects with a social purpose. He imagined quite a few would be fluff, or otherwise involve blockchain more for PR reasons than actual need. After looking at 193 initiatives, he was presently surprised. Many deserve the attention they are getting, he says.

* [The Woman Who Led Crypto Policing in the US Guesses What’s Next for Regulation](https://qz.com/1236501/the-woman-who-once-policed-the-crypto-world-for-the-us-government-says-a-crackdown-is-coming/)

Quartz – April 12, 2018 – Lecturer in Management Kathryn Haun speaks to Quartz about the U.S. government’s sharpening focus on crypto regulation, the industry insider who tipped her off to a rogue agent, and “crypto Twitter.”

* [Volunteers Are Backbone of Community Resilience After Disaster](https://www.futurity.org/volunteers-community-resilience-disasters-1729652/)

Futurity (from [Stanford Business Insights](https://www.gsb.stanford.edu/insights/what-makes-community-resilient)) – April 13,2018 – A study by Professor of Organizational Behavior Hayagreeva Rao explores how communities recover – or fail to recover – from disasters.

* [The Simple Equation Every Manager Needs to Build (Or Repair) Trust](https://www.fastcompany.com/40556839/athe-simple-equation-every-manager-needs-to-build-or-repair-trust)

Fast Company – April 16, 2018 – Lecturer in Management Anne Raimondi explains how trust breaks down in startup teams – and what it takes to fix it.

* [How to Bring Mindfulness to Your Career](https://work.qz.com/1253454/how-to-bring-mindfulness-to-your-career/)

Quartz (from [*Stanford Business Insights*](https://www.gsb.stanford.edu/insights/bringing-mindfulness-your-career) also featured in [*The Financial Times*](https://ideagrove.egnyte.com/dl/eLVXw0QGVp)) – April 16, 2018 – In her new book, “How We Work,” Stanford GSB lecturer Leah Weiss explores how to transform your on-the-job experience.

* [Companies Are Filling Their Boards With Newbies](https://www.bloomberg.com/news/articles/2018-04-18/corporate-boards-are-looking-for-ceos-who-aren-t-old-white-men)

Bloomberg – April 18, 2018 – Professor of Accounting David Larcker says that changing a board’s demographics and traditions comes with risks. “We’re really pro-diversity,” he says. Still, the board needs to function well to perform its oversight. “It’s not just a check box,” he says. “It’s going to take some give or take on both sides.”

* [For a Much-Needed Win, Self-Driving Cars Should Aim Lower](https://www.wired.com/story/uber-self-driving-crash-strategy/)

Wired – April 22, 2018 – Professor Stephanos Zenios comments on companies working on computer driving.   
“If the goal is specific, targeted, and it resonates with your customers or important stakeholders, then they buy into it,” says Zenios. “It has to solve a real problem that someone has, and which is a pain for them.”

* [2018 Best 40 Under 40 Professors: Rebecca Lester, Stanford Graduate School of Business](https://poetsandquants.com/2018/04/23/2018-best-40-under-40-professors-rebecca-lester-stanford-graduate-school-of-business/)

Poets & Quants – April 23, 2018 – Assistant Professor of Accounting Rebecca Lester is among Poets & Quants’ Best 40 under 40 Professors. When asked what makes her a good professor, Lester says, “I bring my genuine interest and love of accounting rules and tax policies to the classroom.”

* [AT&T Defends Time Warner Deal's Synergies From U.S. Attack](https://www.bloombergquint.com/onweb/2018/04/23/at-t-defends-time-warner-deal-s-cost-savings-from-u-s-assault)

Bloomberg – April 24, 2018 – Professor of Economics Professor Susan Athey testified that AT&T and Time Warner’s claimed synergies could be achieved without a merger.

* [The Way We Work Is Killing Us](https://slate.com/human-interest/2018/04/is-your-work-killing-you.html)

Slate – April 24, 2018 – (Also featured in [*Inc.*](https://www.inc.com/geoffrey-james/3-subversive-ways-to-survive-a-toxic-workplace.html)*)* Professor of Organizational Behavior Jeffrey Pfeffer argues in his new book, *Dying for a Paycheck*, that the costs have become so great that it’s time for companies and the government to take responsibility and create real change in the workplace.

* [Bill Gurley: Silicon Valley Has Warmed to IPOs](https://www.pymnts.com/news/ipo/2018/silicon-valley-ipos-bill-gurley-investing/)

PYMNTS – April 24, 2018 – Finance Professor George G. C. Parker comments on Spotify filing for a direct listing of its shares on the New York Stock Exchange.

* [The Facebook Fallacy: Privacy Is up to You](https://www.nytimes.com/2018/04/24/business/economy/facebook-privacy.html)

The New York Times – April 24, 2018 – An experiment by Professor of Economics Susan Athey and others found that people who profess concerns about privacy will provide the emails of their friends in exchange for some pizza.

* [Bitcoin: The Past, Present and Future](https://www.bloomberg.com/news/videos/2018-04-26/bitcoin-the-past-present-and-future-video)

Bloomberg – April 26, 2018 – Professor of Economics Susan Athey participates with others in a panel discussion about the outlook of Bitcoin.

* [Commentary: How Can Facebook Avoid More Trouble Ahead? Implement User Warnings.](http://fortune.com/2018/04/27/facebook-mark-zuckerberg-data-privacy-user-warnings/)

Fortune – April 30, 2018 – Adjunct Professor of Management Joel Peterson says Facebook has a larger long-term problem with user trust that isn’t showing up in its financials yet, and may well be expensive to fix.

* [Can You Work Yourself to Death?](https://work.qz.com/1234384/can-you-work-yourself-to-death/)

Quartz (from [*Stanford Business Insights*](https://www.gsb.stanford.edu/insights/workplace-killing-people-nobody-cares)) – March 21, 2018 – Jeffrey Pfeffer has an ambitious aspiration for his latest book. “I want this to be the *Silent Spring* of workplace health,” says Pfeffer, a Professor of Organizational Behavior at Stanford Graduate School of Business.

**Alumni and Students in the News**

* [Belmont Names New Parks & Rec Director](https://patch.com/california/belmont-ca/belmont-names-new-parks-rec-director)

Patch – April 4, 2018 –Brigitte Shearer (MBA ’92) will be the City's new Parks and Recreation Director.

* [Only 5% of CEOs in Africa Are Women and Amy Jadesimi Is One Inspiring Example](http://www.pulse.ng/bi/finance/oil-was-not-her-first-choice-but-now-shes-an-industry-boss-id8172881.html)

Business Insider – April 12, 2018 –Amy Jadesimi (MBA ’04) says her experience in banking inspired her to pursue an MBA at Stanford Graduate School of Business before moving back to Nigeria. Now, she is running LADOL, an oil services company in Nigeria.

* [The Secrets of Staying Power](https://www.inc.com/stanford-business/how-do-brands-like-apple-nike-reach-iconic-status.html)

Inc. (from [*Stanford Business Insights*](https://www.gsb.stanford.edu/insights/secrets-staying-power)) – April 13, 2018 –Soon Yu (MBA ’93) explored how the best brands came to be recognized around the world. He says, “The questions I had were what makes some brands iconic and others not and what makes brands that were once iconic fall out of favor and fade away.”

* [2018 Best 40 Under 40 Professors: Peter Ronald Belmi, University of Virginia (Darden)](https://poetsandquants.com/2018/04/23/2018-best-40-under-40-professors-peter-ronald-belmi-university-of-virginia-darden/)

Poets & Quants – April 23, 2018 –Peter Ronald Belmi (PhD ’15) is among Poets & Quants’ Best 40 Under 40 Professors at The University of Virginia. When asked what professional accomplishment he is most proud of Belmi says, “Getting my PhD from Stanford GSB and being part of the Darden community.”

* [What It's Like to Study an EMBA Online](https://www.topmba.com/mba-programs/executive/what-its-study-emba-online)

Top MBA – April 25, 2018 – Stanford GSB alumna and 2017 Social Innovation Fellow Jenna Nicholas says students will increasingly drive technology adoption as they demand digital tools inside and outside the classroom.

* [Why MBAs Haven’t Got a Clue About Front-Line Workers](http://www.bostonglobe.com/magazine/2018/04/26/business-schools-are-ignoring-american-workers-here-why-that-problem-how-business-schools-are-failing-rank-and-file-workers/VN3MDyWw7zcdd3z8Lf1jJM/story.html)

The Boston Globe – April 26, 2018 – Jeremy Avins (MBA ’18) says in recent months, professors Kochan at MIT and Lenny Mendonca at Stanford University have brought the perspective of workers into MBA programs by providing venues for MBA students to collaborate with workers and labor organizers.

* [Tanya Menon: What Can We Gain by Expanding Our Social Circles?](https://www.npr.org/2018/04/27/606091460/tanya-menon-what-can-we-gain-by-expanding-our-social-circles?ft=nprml&f=)

NPR: Ted Radio Hour – April 27, 2018 – Tanya Menon (PhD ’00) gives a Ted Radio Hour talk titled “The Secret to Great Opportunities? The Person You Haven’t Met Yet.”

* [2018 Best MBAs: Animesh Agrawal, Stanford GSB](https://poetsandquants.com/2018/04/28/2018-best-mbas-animesh-agrawal-stanford-gsb/)

Poets & Quants – April 28, 2018 – MBA student Animesh Agrawal is among Poets & Quants’ 2018 Best & Brightest. When asked why he chose the Stanford GSB, Agrawal says, “Stanford GSB is a school that focuses on leadership development and people skills in every aspect of business school life.”