May 2018 Highlights



In May, the Stanford Graduate School of Business, its faculty, alumni and students were mentioned 883 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**

* [MBA at the Digital Frontier](https://mba.americaeconomia.com/articulos/notas/mbas-digital-frontier)

America Economia – May 30, 2018 – Senior Associate Dean for Academic Affairs Yossi Feinberg says the challenges future leaders face not only depend on their leadership skills, but on their ability to lead 21st century businesses. Feinberg also discusses The Center for Social Innovation and Stanford GSB students’ desire to participate in social good efforts.

* [MBA Global: Stanford Breaks Into 2018 Ranking](https://mba.americaeconomia.com/articulos/notas/mba-global-stanford-breaks-2018-ranking)

America Economia – May 24, 2018 – Stanford GSB is the newest member of the Global MBA ranking of the best business schools for Latin American students.

* [Learn the Results of the 2018 Global MBA Ranking](https://mba.americaeconomia.com/articulos/notas/learn-results-2018-global-mba-ranking)

America Economia – May 18, 2018 – Stanford GSB was ranked number one by America Economia’s Global MBA ranking.

* [Ginni Rometty: How purpose helps innovation](http://www.forbesindia.com/article/stanford/ginni-rometty-how-purpose-helps-innovation/50327/1)

Forbes India (from [Stanford Business Insights](https://www.gsb.stanford.edu/insights/ginni-rometty-how-purpose-helps-innovation)) – May 29, 2018 – At a recent View from the Top talk, the IBM CEO explains why tech needs to do things that matter.

* [FT Executive Education Rankings 2018](https://www.ft.com/content/d8ac59a4-48b8-11e8-8c77-ff51caedcde6)

Financial Times – May 15, 2018 – Stanford GSB is ranked in FT’s top ten list of executive education programs for both open enrollment and customized style programs for the first time in five years.

* [LGBT Leadership Course: How to Be Out in Front in Business](https://www.ft.com/content/f42dbba8-48ba-11e8-8c77-ff51caedcde6)

Financial Times – May 10, 2018 – Stanford GSB’s LGBTQ Executive Leadership Program is now in its third year and has already spawned one of the school’s most active alumni networking groups and inspired programs in other countries.

* [The Best MBAs for a Career in Finance](https://www.ft.com/content/db26ea1c-47a2-11e8-8ee8-cae73aab7ccb)

Financial Times (also featured in [Poets and Quants](https://poetsandquants.com/2018/05/07/top-mba-programs-for-careers-in-finance/)) – May 6, 2018 – The Stanford GSB was ranked the number-one MBA program for a career in finance for the second year in a row.

* [Best & Brightest MBAs: Class of 2018](https://poetsandquants.com/2018/05/06/best-brightest-mbas-class-of-2018/)

Poets & Quants – May 6, 2018 – Poets & Quants announced the Best & Brightest MBA students for the class of 2018.

* [How Business Schools Are Teaching Students About Workplace Harassment](https://www.bostonglobe.com/business/2018/05/03/tackling-workplace-sexual-harassment-before-starts/GHPOwWkvhqfaAsmGhQTdvJ/story.html)

The Boston Globe – May 3, 2018 – An ethics course at the GSB recently looked into how to create a workplace environment where people are comfortable reporting sexual misconduct.

**Faculty and Research in the News**

* [How Technology Companies Alienate Women During Recruitment](https://work.qz.com/1287881/how-technology-companies-alienate-women-during-recruitment/)

Quartz (from [Stanford Business Insights](https://www.gsb.stanford.edu/insights/how-technology-companies-alienate-women-during-recruitment)) – May 24, 2018 – Professor of Organizational Behavior Shelley Correll and PhD candidate Alison Wynn conducted research on job information sessions to see how recruiters engage prospective employees on a West Coast college campus. The researchers sent a team of observers to 84 sessions where 66 companies recruited for technical roles, mainly as entry-level engineers.

* [Both Workplaces and Gig Economy Companies Are Killing People, This Stanford Professor Warns](https://www.sfgate.com/news/article/Both-Workplaces-and-Gig-Economy-Companies-Are-12936947.php)

SF Gate (also featured in[Entrepreneur](https://www.entrepreneur.com/article/313483))– May 23, 2018 – Professor of Organizational Behavior Jeffrey Pfeffer dispels the myths of gig work as a reprieve from the 9-to-5 in his book ‘Dying for a Paycheck.’

* [Small and Midsize Banks Could Get a Big Boost Under New Banking Bill](https://www.marketplace.org/2018/05/24/economy/small-and-midsize-banks-could-get-big-boost-under-new-banking-bill)

Marketplace – May 23, 2018 – (Update to segment below.) Professor of Finance and Economics Anat Admati discusses the new banking bill President Donald Trump is expected to sign into law. The new bill will free banks with assets of $250 billion or less from costly regulations instituted after the financial crisis.

* [House Approves Partial Rollback of Some Dodd-Frank Regulations. Are We Ready?](https://www.marketplace.org/2018/05/23/economy/house-approves-partial-rollback-some-dodd-frank-regs-are-we-ready)

Marketplace – May 22, 2018 – Professor of Finance and Economics Anat Admati discusses the partial rollback of Dodd-Frank regulations and the impact they will have on the United States financial system.

* [Can Leslie Moonves’ Audacious Strategy Swing the Votes in CBS’ Favor?](https://variety.com/2018/biz/news/leslie-moonves-cbs-strategy-viacom-shari-redstone-1202818150/)

Variety – May 22, 2018 – Professor of Accounting David Larcker discusses Leslie Moonves’ move to seize control of CBS from the Redstone family and the precedent the courts will set in allowing a company to get out from under the thumb of a controlling shareholder.

* [Build Your Life Around What Matters Most to You](https://medium.com/personal-growth/build-your-life-around-what-matters-most-to-you-600d3141b925)

Medium – May 15, 2018 – Professor of Management and Marketing S. Christian Wheeler discusses how employees may wish they liked their current job more and often find ways to make it more palatable. Wheeler says reality sometimes trumps desires and employees may need to consider that their job may, in fact, be a bad job.

* [Calculating Blockchain’s Impact](https://www.informationweek.com/software/enterprise-applications/calculating-blockchains-impact/a/d-id/1331781)

Information Week – May 15, 2018 – Lecturer in Management Doug J. Galen launched an investigation into blockchain’s potential to transform various markets. Galen’s study analyzed a wide range of industries and sectors, including government, health, agriculture, philanthropy, energy, sanitation and education.

* [Looking After Number One Is Not Selfish](https://www.ft.com/content/30f830c6-3c0f-11e8-bcc8-cebcb81f1f90)

Financial Times – May 9, 2018 – Executives that ignore their own health are not in a position to lead. Professor of Organizational Behavior Jeffrey Pfeffer cites an employee of a healthcare company whose leader “did not believe in taking care of himself. He really believed in sacrificing his health for the success of the company, and that trickles down.”

* [Tesla, Elon Musk and Much Ado About Earnings](https://www.pymnts.com/news/merchant-innovation/2018/elon-musk-tesla-earnings-call-q1/)

PYMNTS – May 5, 2018 – Research from Professor of Accounting Maureen McNichols found that earnings reports weren’t only still important—they were actually more important by the 2010s than they were in the 1970s. According to these results, the Stanford team concluded the information that comes courtesy of the quarterly earnings reports companies provide isn’t preempted through other channels.

* [Mandela Dixon's Founder Gym Trains Women and Minority Entrepreneurs](http://www.thisisinsider.com/mandela-dixons-founder-gym-trains-women-and-minority-entreneurs-2018-5)

Insider – May 5, 2018 – Lecturer in Management Fern Mandelbaum says that it is harder for women or people of color to raise the money necessary to start a business.

**Alumni and Students in the News**

* [Inventing New Ways to Solve Old Problems: Reducing Implicit Bias to Change Investing](https://www.nytimes.com/2018/05/24/business/inventing-new-ways-to-solve-old-problems.html?partner=rss&emc=rss&login=email&auth=login-email)

The New York Times – May 24, 2018 – Daryn Dodson (MBA ‘07) founded Illumen Capital, a private investment firm, to invest in private equity and venture funds. Dodson’s only caveat is managers must agree to undergo training to reduce implicit bias that may be creating blind spots in their choices of employees to promote and companies in which to invest.

* [Binance Labs — Why? What? How?](https://medium.com/@ellazhang/binance-labs-why-what-how-6e6b2efecb25)

Medium – May 22, 2018 – Ella Zhang (MBA ‘17) discusses her favorite class at the GSB, Innovating the Financial Inclusion, and how the class inspired her to join Binance Labs.

* [804: SaaS Yapp Passes 80,000 Events Powered](https://www.entrepreneur.com/listen/the-top/302332)

Entrepreneur: The Top – May 15, 2018 – Maria Seidman (MBA ‘04), CEO and co-founder of Yapp, discusses how Yapp provides event technology for organizers who are in corporations or associations and has powered over 80,000 events to date.

* [Magic Maker](https://retailleader.com/magic-maker)

Retail Leader – May 14, 2018 – Sid Gupta (MBA ‘12), founder of Lolli & Pops, has led the company on a path of

remarkable growth since 2012. Lolli and Pops now operates 47 stores under its namesake banner,

and 12 stores under the Candyopolis banner. There are plans to open 30 more Lolli & Pops stores this

year, which would make it the leading candy store chain in the United States.

* [Biggest Regrets of the Class of 2018](https://poetsandquants.com/2018/05/12/biggest-regrets-of-the-class-of-2018/2/)

Poets & Quants – May 12, 2018 – It was not until Sarah Anne Hinkfuss (MBA ‘17) ventured into a design class that she realized the relevance of coursework at schools “across the street.” “I would’ve also enjoyed stretching myself in computer science classes, at the law school, or nurturing my Spanish or Arabic language skills,” she laments. “I always figured I was too busy and wanted to get the most out of the GSB, but I overlooked the value of the broader context at Stanford!”

* [Students Push for Labor in MBA Programs](https://www.bostonglobe.com/business/2018/05/11/students-push-for-labor-mba-programs/aKjvjI6JyCneUxLH8Xr1GI/story.html)

The Boston Globe – May 11, 2018 – Jeremy Avins (MBA ‘18) says that business schools have contributed to wage stagnation by treating workers as a cost of doing business in current school curriculums.

* [The Social Network Employers Love to Raid](https://www.bloomberg.com/news/articles/2018-05-07/the-computer-science-social-network-employers-love-to-raid)

Bloomberg – May 7, 2018 – Pooja Nath Sankar (MBA ‘10), CEO of Piazza Technologies, recently launched Piazza Careers to connect tech employers and students. Piazza Technologies is used by 2.5 million students to ask and answer one another’s questions about computers, engineering, math and science under the supervision of their professors.

* [2018 Best MBAs: Samanthe Tiver Belanger, Stanford GSB](https://poetsandquants.com/2018/05/06/2018-best-mbas-samanthe-tiver-belanger-stanford-gsb/)

Poets & Quants – May 6, 2016 – Samanthe Tiver Belanger (MBA ‘17) says she is most proud of the research she produced about the impact of nuisance flooding on businesses. While earning her MBA, she also earned a Master of Science in Environment and Resources. Belanger had the privilege of working alongside a PhD candidate, Miyuki Hino, to conduct a case study of the impact of minor flood events for businesses. This work continues to challenge her academically and has enabled her to apply her business and science training to the pressing problem of sea level rise on our coasts.

* [2018 Best MBAs: Sarah Anne Hinkfuss, Stanford GSB](https://poetsandquants.com/2018/05/06/2018-best-mbas-sarah-anne-hinkfuss-stanford-gsb/)

Poets & Quants – May 6, 2018 – Sarah Anne Hinkfuss (MBA ‘17) says she was attracted to the GSB’s focus on educating the complete person: hard and soft skills. Hinkfuss says the GSB cultivates admiration and respect among an intentionally-diverse group of classmates.

* [Date Set for Henry Birch to Take Shop Direct CEO Reins](http://www.businesscloud.co.uk/news/henry-birch-to-take-shop-direct-ceo-reins-on-14th-may)

Business Cloud – May 2, 2018 – Shop Direct has announced that incoming CEO Henry Birch (MBA ‘99) joined the business on Monday May 14th. Birch took the reins of the UK’s second-largest pure-play digital retailer.

* [The Secret Society of Parents From Tech’s Biggest Companies](https://www.fastcompany.com/40563270/the-secret-society-of-parents-from-techs-biggest-companies)

Fast Company (also featured in [Medium](https://medium.com/@FastCompany/the-secret-society-of-parents-from-techs-biggest-companies-c5e5675691c9))– May 1, 2018 – Vanessa Loder (MBA ‘07) explained that she had been so committed to breaking the glass ceiling that she’d never questioned her definition of success. Once she started to question it, she didn’t stop. She quit her job to study mindfulness, neuroscience, optimal performance and behavioral psychology. Lorder emerged from this process committed to helping women find career success on their own terms.

* [Impress the Algorithm. Get $250,000](https://www.bloomberg.com/news/features/2018-05-01/white-male-vcs-tend-to-fund-white-male-entrepreneurs-could-robots-do-better)

Bloomberg – May 1, 2018 – Ashley Carroll (MBA ‘10) joined Social Capital in 2015 and began building an automated system that would allow the venture capital fund to invest in startups that its partners had never met. The process, in theory, would keep bias from entering the equation.

**Global Coverage**

**India**

* [The Business Value of Being Iconic](https://www.firstpost.com/business/httpwww-firstpost-comwp-contentuploads201804startupthinkstock_social-jpg-4475087.html)

Firstpost – May 19, 2018 – Soon Yu (MBA ‘93) conducted research on about 50 different companies which revealed that there are three fundamental components to what makes a product, brand or franchise iconic: noticing power, staying power and scaling power.