October Highlights 2017



In October, the Stanford Graduate School of Business, its faculty, alumni and students were mentioned 620 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, Faculty and Research in the News**

* [This Is The Best Way To Avoid Making The Same Mistake Twice](https://www.fastcompany.com/40474248/this-is-the-best-way-to-avoid-making-the-same-mistake-twice)  
  Fast Company - October 2, 2017- A new report [by Selin Malkoc, Noelle Nelson, and Baba Shiv, professor of marketing at the Stanford Graduate School of Business] published in *Journal of Behavioral Decision Making* found that the best way to rebound and learn from failure is to lean into the pain.
* [Business School: Overachievers at Work, WeChat Replaces Textbooks](https://www.ft.com/business-school/34)  
  Financial Times - October 2, 2017- Professors Picks: Every week a business school professor or academic recommends useful FT articles. This week Robert Siegel, lecturer in management at Stanford Graduate School of Business, was selected.
* [Political Campaign Outreach Ineffective in General Elections, UC Berkeley Study Finds](http://www.dailycal.org/2017/10/02/political-campaign-outreach-ineffective-general-elections-uc-berkeley-study-finds/)

The Daily Californian - October 2, 2017- Outreach activity has no effect on general election voters, according to a study published by UC Berkeley and Stanford University researchers Wednesday in the American Political Science Review. Joshua Kalla, a UC Berkeley doctoral candidate in political science, co-wrote the study with David Broockman, an assistant professor of political economy at the Stanford Graduate School of Business.

* [Dan And Chip Heath: How to Create Powerful Moments at Work](https://www.forbes.com/sites/danschawbel/2017/10/03/dan-and-chip-heath-how-to-create-powerful-moments-at-work/#32b22a546efd)

Forbes - October 3, 2017- Interview with Dan and Chip Heath, co-authors of The Power of Moments: Why Certain Experiences Have Extraordinary Impact.  Chip is a professor at Stanford Graduate School of Business, teaching courses on strategy and organizations.

* [Steve Jobs’ Real Genius Wasn’t 'Great Design’](https://www.yahoo.com/news/steve-jobss-real-genius-wasnt-great-design-182044574.html)

Yahoo! - October 3, 2017- Steve Jobs has been lauded for many accomplishments — innovative design, the revival of Apple — but according to Mark Leslie, founding chairman and CEO of Veritas Software, Jobs’ true genius was his knack for revolutionizing markets. Leslie lectures at Stanford Graduate School of Business.

* [Decision Time: Research Shows Negative Influences Carry More Weight](https://www.smartcompany.com.au/people-human-resources/mk-decision-time-why-do-negative-influences-carry-more-weight/)  
  Smart Company - October 3, 2017- Researchers at the Stanford Graduate School of Business, GSB marketing professor Zakary Tormala and GSB doctoral program graduate Aaron Snyder, have examined the influence of negativity on decision-making, finding that even during seemingly rational decision-making, negativity “plays an outsize role”.
* [Editorial: Don’t Waste Election Dollars](http://www.timescolonist.com/opinion/editorials/editorial-don-t-waste-election-dollars-1.23054959)

Times Colonist - October 4, 2017- A new study from Joshua L. Kalla, a graduate student in the department of political science at University of California-Berkeley, and David E. Broockman, an assistant professor at Stanford Graduate School of Business suggests that voters make their decisions long before they cast their ballots, and barring a major gaffe on the campaign trail, all those pricey ads make almost no difference on voting day.

* [The Colour of the Boardroom — And Why it Might Affect the Bottom Line](http://gulfnews.com/business/sectors/careers/the-colour-of-the-boardroom-and-why-it-might-affect-the-bottom-line-1.2101367?localLinksEnabled=false&utm_source=Feeds&utm_medium=RSS&utm_term=Business+RSS+feed&utm_content=1.2101367&utm_campaign=The+co)

Gulf News- October 5, 2017- David Bradford, Eugene D. O’Kelly II Senior Lecturer in Leadership, emeritus, at Stanford Graduate School of Business, says the pace of change is slow because there are so many aspects of corporate cultures that need to shift first.

* [Why Is CEO Pay Rising? Maybe There Aren’t Enough Good CEOs](https://hbr.org/2017/10/why-is-ceo-pay-rising-maybe-there-arent-enough-good-ceos?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+harvardbusiness+%28HBR.org%29&utm_content=Google+Feedfetcher)  
  Harvard Business Review - October 5, 2017- To better understand the size and quality of the labor market for CEO talent, GSB coauthors Nicholas Donatiello, David Larcker, and Brian Tayan surveyed 113 nonexecutive directors of Fortune 250 companies.
* [Why Trust is Key for Artificial Intelligence Adoption in the Consumer Goods Supply Chain](http://www.scmp.com/business/companies/article/2114230/why-trust-key-artificial-intelligence-adoption-consumer-goods)

South China Morning Post - October 7, 2017- “AI is about the collection and analysis of data and the application of insights gained. So far the most successful applications of AI are in facial and voice recognition, cartoon animation, medical diagnostics and automatic navigation,” Hau Lee, professor of operations, information and technology at the Stanford Graduate School of Business and chairman of the board of Fung Academy, said in an interview.

* [Why Those Startup Valuations Might Be Way Off](https://www.wsj.com/articles/why-those-startup-valuations-might-be-way-off-1507514641)

The Wall Street Journal - October 8, 2017- Misuse of a common valuation method may be distorting the widely-reported market values of startups, most noticeably so-called unicorns, or companies backed by venture capital that are valued at more than $1 billion. That is the conclusion of a new working paper published by the Stanford Graduate School of Business. Quotes faculty member Ilya Strebulaev.

* [New Stanford Study: Humans Are Terrible at Weighing Pros and Cons](https://www.inc.com/jessica-stillman/to-make-better-decisions-stop-obsessing-about-the-.html)

Inc. - October 9, 2017- Quotes faculty member Zakary Tormala from *Stanford Business Insights:* humans, it turns out, are really bad at weighing pros and cons. Negatives, it seems, just affect us more.

* [Social Impact MBAs: Programs That Help Students Make a Difference in the World](https://www.clearadmit.com/2017/10/social-impact-mbas/)

Clear Admit - October 10, 2017- At Stanford Graduate School of Business (GSB), the Center for Social Innovation aims to bring about social and environmental change through research, education, and experiential learning opportunities. Mentions Dean Emeritus Arjay Miller, 101, attends the annual CSI awards ceremony.

* [Pay Negotiations for Top CEO Talent Heat Up [Firewall to access]](http://agendaweek.com/c/1757833/206783/negotiations_talent_heat?referrer_module=emailMorningNews&module_order=0&code=YldkMWRHMWhia0J6ZEdGdVptOXlaQzVsWkhVc0lETXdPVEEyTnl3Z01UTTJOekExTnprNE9BPT0)

Agenda - October 10, 2017- \*Requires Subscription\* Directors believe that the qualified pool of CEO talent capable of running the largest U.S. public companies is “incredibly small,” according to a new research report by professor David F. Larcker of the Stanford Graduate School of Business.

* [Few Can Fill the CEO’s Job, Directors Say](https://www.wsj.com/articles/few-can-fill-the-ceos-job-directors-say-1507636800)   
  The Wall Street Journal - October 10, 2017- Board worries about the scarcity of CEO talent may further inflate compensation levels for the highest boss, according to David Larcker, lead author of the study and head of the Corporate Governance Research Initiative at Stanford’s Business School.
* [We Say We Want Data Privacy—Then Researchers Put Free Pizza in Front of Us](https://qz.com/1095489/we-say-we-want-data-privacy-then-researchers-put-free-pizza-in-front-of-us/)

Quartz - October 11, 2017- People say they want to protect their personal information, but new research - co-authored by Susan Athey, a senior fellow at the Stanford Institute for Economic Policy Research - shows privacy tends to take a backseat to convenience and can easily get tossed out the window for a reward as simple as free pizza.

* [Improve Your Executive Presence](https://www.inc.com/stanford-business/improve-your-executive-presence.html)

Inc. - October 11, 2017- Allison Kluger, the Dorothy J. King Lecturer in Leadership at Stanford Graduate School of Business in the areas of strategic communication, reputation management, and personal branding, spent more than 25 years in broadcast media and entertainment. She spoke about executive presence and why it matters.

* [Stanford Researchers Built a 'Gaydar' for Photos — And it Reveals Something Disturbing About Facial Recognition Technology](http://www.businessinsider.com/stanford-gaydar-facial-recognition-technology-2017-10?utm_source=feedburner&utm_medium=feed&utm_campaign=Feed%3A+typepad%2Falleyinsider%2Fsilicon_alley_insider+%28Silicon+Alley+Insider%29&utm_content=Google+Feedfetch).

Business Insider - October 16, 2017- Psychologist Michal Kosinski and his colleague Yilun Wang at the Stanford Graduate School of Business caused a stir last month when they suggested that artificial intelligence could apply a sort of "gaydar" to profile photos on dating websites.

* [Your Next Job Interview Could Be with a Robot](http://www.sfchronicle.com/business/networth/article/Your-next-job-interview-could-be-with-a-robot-12282996.php)

San Francisco Chronicle - October 17, 2017- “AI algorithms are only as good as the data, and the data comes from the decisions that human beings make,” said Harikesh Nair, a marketing professor at Stanford University’s Graduate School of Business.

* [Faber, Weinstein Put Boards on Notice: You’re the Adults Now](https://www.bloomberg.com/news/articles/2017-10-18/faber-weinstein-put-boards-on-notice-you-re-the-adults-now)

Bloomberg - October 17, 2017- Corporate directors should consider themselves on notice, said David Larcker, a professor at the Stanford Graduate School of Business who has researched the reputational risks at companies where executives misbehave.

* [SA’s De Beers Mine Launches Business Incubator](http://disrupt-africa.com/2017/10/sas-de-beers-mine-launches-business-incubator/)

Disrupt Africa - October 18, 2017- Disrupt Africa reported in August De Beers had partnered the Stanford Graduate School of Business in a three-year, US $3 million programme aimed at empowering young entrepreneurs and owners of established businesses in Botswana, Namibia, and South Africa through two new educational programmes.

* [Successful Startup Founders Share One Essential Leadership Style](https://qz.com/1104310/the-most-successful-startups-have-hands-on-founders/)

Quartz - October 18, 2017- The working paper, released in May, is titled Learning to Manage: A Field Experiment in the Indian Startup Ecosystem. The coauthors were Aaron Chatterji and Sharique Hasan, both of Duke University’s Fuqua School of Business; and Solene M. Delecourt, doctoral student from Stanford’s Graduate School of Business.

* [3 Housing Myths, Debunked: Poverty, Property Values, and Gentrification](http://www.chicagotribune.com/classified/realestate/ct-re-housing-myths-debunked-20170829-story.html)

Chicago Tribune - October 18, 2017- A 2016 Stanford Graduate School of Business analysis reviewed low-income housing developments nationwide that were funded through the low-income housing tax credit program. The impact of that housing on surrounding property values varied based on neighborhoods’ economic state and number of minority residents. GSB coauthors Rebecca Diamond and Timothy McQuade not mentioned.

* [We’re Running Out of Big Ideas](https://qz.com/1106745/were-running-out-of-big-ideas/)

Quartz - October 20, 2017- SIEPR senior fellow Nicholas Bloom, a GSB courtesy faculty member and co-author of a paper released this week by the National Bureau of Economic Research, contends that so many game-changing inventions have appeared since World War II that it’s become increasingly difficult to come up with the next big idea.

* [Do Ex-Startup Founders Make The Best Venture Capitalists?](https://www.cbinsights.com/research/founders-best-venture-capitalist-investors/)

CBInsights - October 23, 2017- The best venture capitalists are former founders. That’s the conventional wisdom — at least among entrepreneurs, who often say they prefer investors who have walked in their shoes. Co-author Maxwell Wessel is the general manager of SAP.iO, a lecturer at Stanford’s Graduate School of Business, and an investor with NextGen Venture Partners.

* [Why Sears Ended a Century-Old Partnership with Whirlpool](https://www.washingtonpost.com/news/business/wp/2017/10/24/why-sears-ended-a-century-old-partnership-with-whirlpool/?utm_term=.d260ce8ed7c5)

The Washington Post - October 24, 2017- Harikesh S. Nair, a marketing professor at Stanford University’s Graduate School of Business, said tussles over price between retailers and manufacturers are common, particularly when the retailer can still offer its own house brand.

* [CEO Pay Ratios: What Do They Mean?](http://www.law.com/newyorklawjournal/sites/newyorklawjournal/2017/10/25/ceo-pay-ratios-what-do-they-mean/) [Payway to access]

New York Law Journal - October 25, 2017- The competitive market for CEOs of major U.S. companies has forced up the level of CEO pay at those companies. Evidence of this pressure is contained in a very recent report published by the Rock Center for Corporate Governance and the Stanford Graduate School of Business.

* [Should Workplaces Avoid Hierarchies and Create a Culture Where all Voices Count Equally?](https://www.smartcompany.com.au/people-human-resources/mk-workplace-hierarchies/)

Smart Company - October 26, 2017- The Stanford Graduate School of Business research examined the way teams function when faced with threats and concluded that effective teamwork “requires not hierarchy, but egalitarianism” stated Lindred Greer, Stanford GSB professor of organisational behaviour.

**Alumni and Students in the News**

* [Combining Lean Thinking with Predictive Analytics in Health Systems to Transform Operational Efficiency](https://medcitynews.com/2017/10/combining-lean-thinking-with-predictive-analytics-in-health-systems/)  
  MedCity News - October 2, 2017- The notion of improving operational efficiency is conspicuously absent from the healthcare debate — neither Obamacare nor any of the proposed GOP plans discuss the impact that a step-function improvement in efficiency could have on access to healthcare quality of healthcare services or cost. Author Mohan Giridharadas holds an MBA from Stanford GSB.
* [Joe Chen's Sneaky SoFi Share Snatch](https://www.forbes.com/sites/nathanvardi/2017/10/03/joe-chens-sofi-share-snatch/#60d038ea5832)

Forbes - October 3, 2017- Silicon Valley Renren’s founder and CEO, Joseph “Joe” Chen, and Stanford GSB graduate, is a well-connected guru and mentor who sits on the boards of companies in which Renren has invested, like LendingHome, Fundrise, and Motif Investing… Chen is cooking up a deal that will allow shareholders of Renren to exchange their shares in the company for ownership in a spinoff entity including Renren’s stake in SoFi.

* ‘[Gun Reform’ Won’t Get Us Anywhere](https://www.huffingtonpost.com/entry/gun-reform-wont-get-us-anywhere_us_59d361bfe4b043b4fb095c2f)

HuffPost - October 3, 2017- Author Liana Downey holds an MBA from Stanford GSB. “Anger is not enough. Fear is not enough. We have to accept that those of us who want reform — are a big part of the problem.”

* [Governing in Jeans: Burgum's Unique Approach to North Dakota](http://www.sfgate.com/news/politics/article/Governing-in-jeans-Burgum-s-unique-approach-to-12258896.php)

SFGate - October 6, 2017- Burgum, 61, is a small-town North Dakota success story. He received an MBA from Stanford, and in 1983, mortgaged the family farm near Arthur to join a startup company, Great Plains Software. He then ran Microsoft's business software division from Fargo, the state's largest and most liberal city.

* [The Most Influential Venture Capitalists...Episode 6: Rebecca Kaden, Maveron](https://www.huffingtonpost.com/entry/the-most-influential-venture-capitalistsepisode_us_59d7dadee4b08ce873a8cdb8)

HuffPost - October 6, 2017- Interview with Rebecca Kaden, a General Partner at Maveron. Kaden attended Stanford Graduate school of Business.

* [5 Baby Steps to Avoid Bigger-Than-Baby Debt](http://www.kwwl.com/story/36518571/5-baby-steps-to-avoid-bigger-than-baby-debt)

KWWL - October 9, 2017- Andrew Housser, Stanford GSB graduate, shares five steps to take to avoid debt with a new child.

* [Why you Shouldn't Let the Negatives Outweigh the Positives](http://www.sandiegouniontribune.com/business/technology/sd-fi-senturia-1016-story.html)

The San Diego Union-Tribune - October 15, 2017- What do you think about yourself? Executive coach and Stanford MBA, Shirzad Chamine, conducted some research and the results are frightening. This article includes some direct quotes from the CEOs he interviewed.

* [Create Real Value with Augmented (not Artificial) Intelligence](https://www.informationweek.com/big-data/ai-machine-learning/create-real-value-with-augmented-(not-artificial)-intelligence/a/d-id/1330131?_mc=rss_x_iwr_edt_aud_iw_x_x-rss-simple)  
  Information Week - October 17, 2017- Author David Rosen, who received his MBA from Stanford’s Graduate School of Business, says, “As long as humans and artificial intelligence work in tandem, we'll continue to make each other better at what we naturally do best.”
* [5 Things I Wish Someone Told Me Before I Became General Manager: Darren Shimkus, GM of Udemy for Business](https://www.huffingtonpost.com/entry/title-5-things-i-wish-someone-told-me-before-i-became_us_59e653b3e4b0432b8c11ea96)

HuffPost - October 17, 2017- Interview with Darren Shimkus, GM of Udemy for Business, and graduate of Stanford GSB.

* [Brahmani Nara, Executive Director, Heritage Food Ltd.](http://www.indiaretailing.com/2017/10/18/whos-who/brahmani-nara-executive-director-heritage-food-ltd/)

IndiaRetailing.com - October 18, 2017- Brahmani Nara is the Executive Director of Heritage Food Ltd, one of the largest and fastest growing dairy companies in India. She holds an MBA degree from Stanford Graduate School of Business and a Bachelor’s degree in Electrical Engineering from Santa Clara University.

* [Women in Business Q&A: Coral Chung, Founder + CEO and Wendy Wen, Co-Founder =COO, SENREVE](https://www.huffingtonpost.com/entry/women-in-business-qa-coral-chung-founder-ceo-and_us_59f5b724e4b06ae9067ab96c)

HuffPost - October 29, 2017- Coral Chung, a Stanford GSB graduate, is an entrepreneur, former strategy consultant and technology executive. Coral is the Founder & CEO of SENREVE, a luxury brand for the multi-faceted modern woman.