

In December, the Stanford Graduate School of Business, its faculty, alumni and students were mentioned 546 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 We Can Encourage Innovative Solutions to Poverty and Inequality](#)
Fast Company (from [Stanford Business Insights](#)) – December 21, 2018 – The Inaugural Market Shaping Conference at Stanford GSB examined how interventions by governments and private organizations could encourage innovations with massive social impact.
- [Stanford GSB Employment Report Reveals Record Salaries & Employers](#)
Clear Admit – December 20, 2018 – This article shares key highlights about the career paths of Class of 2018 graduates based on Stanford GSB's 2018 Employment Report.
- [How Stanford GSB Reports on Its Own 2018 MBA Employment Report](#)
Poets&Quants – December 13, 2018 – Poets&Quants shares Stanford GSB's 2018 Employment Report announcement.
- [This Year's 'Crazy Rich' Stanford MBAs](#)
Poets&Quants – December 12, 2018 – This article looks at data from Stanford GSB's 2018 Employment Report and highlights the career paths of Class of 2018 graduates.
- [How Can You Get Accepted into the Stanford MBA?](#)
BusinessBecause – December 11, 2018 – Assistant Dean and Director of MBA Admissions and Financial Aid Kirsten Moss discusses the admissions process and what Stanford GSB looks for in applicants.
- [Interview: Stanford GSB Dean Jon Levin](#)
Poets&Quants – December 10, 2018 – In this exclusive profile, Dean Jonathan Levin highlights his priorities as dean, reflects on the MBA experience at Stanford GSB, and discusses the future of management education.
- [Looking to Double Your Salary? Try an M.B.A.](#)
The Wall Street Journal – December 7, 2018 – A new survey by The Wall Street Journal and Times Higher Education shows that career-switchers significantly increased their pay after completing an MBA program.
- [Uber's CEO Just Taught a Powerful Lesson in Emotional Intelligence. Here It Is in 5 Words](#)
Inc. – December 6, 2018 – Uber CEO Dara Khosrowshahi spoke at a recent View From The Top at Stanford GSB and addressed the value of respectful authenticity.
- [Latino-Owned Small Businesses Fuel U.S. Economy](#)
BIC Magazine – December 6, 2018 – According to a Stanford GSB study, Latinos are starting businesses more frequently than others, but these businesses are smaller in scale and making less money than their counterparts.

Faculty and Research in the News

- [The Work Bonus That Is Way More Important Than Money](#)
CNBC – December 31, 2018 – This article highlights findings from a study coauthored by Professor Nicholas A. Bloom – *Does Working from Home Work? Evidence from a Chinese Experiment*.
- [Regaining Trust Is the No. 1 Issue for Tech in 2019](#)
Barron's – December 28, 2018 – Professor David F. Larcker comments on how some IPO candidates have adopted greater due diligence to avoid losing the trust of the public and its workforce.
- [Ten Pieces That Look at the Future of Liberalism](#)

The Economist – December 27, 2018 – A Q&A with Professor Jeffrey Pfeffer on his book, *Dying for a Paycheck*, is featured in a selection of highlights from Open Future, an initiative to foster conversation in The Economist's 175th year.

- [MoviePass Could Be Delisted from the Stock Market Soon. Here's What That Could Mean for the Company and Its Beleaguered Investors](#)
Business Insider – December 23, 2018 – Lecturer Kevin Mak discusses the implications of MoviePass's parent company being delisted by the Nasdaq.
- [Bankers Are More Likely to Be Punished for Wrongdoing If They Are Women](#)
MarketWatch – December 21, 2018 – This article highlights findings from a working paper coauthored by Professor Amit Seru – *When Harry Fired Sally: The Double Standard in Punishing Misconduct*.
- [How Introducing Paternity Leave Can Change Women's Career Opportunities](#)
Fast Company – December 20, 2018 – Professor Emerita Myra Strober comments on how introducing parental leave policy at the federal level could improve equality in the workplace.
- [Thinking Creatively about Environmental Sustainability](#)
Forbes – December 20, 2018 – Professor Neil Malhotra writes about incentivizing environmental progress based on a panel at the Stanford *Responsible Supply Chains* conference; this article was a collaboration with Center for Social Innovation Director Bernadette Clavier.
- [Stanford Professor: "the Workplace Is Killing People and Nobody Cares"](#)
Fast Company (from [Stanford Business Insights](#)) – December 19, 2018 – In this Q&A, Professor Jeffrey Pfeffer discusses his book, *Dying for a Paycheck*, that examines the massive health care toll today's work culture exacts on employees.
- [Study Offers New View of How Cartels Work](#)
Phys.org – December 19, 2018 – This article highlights findings from a paper coauthored by Associate Professor Takuo Sugaya – *Maintaining Privacy in Cartels*.
- [The Dark Realities Women Face Driving for Uber and Lyft](#)
Bloomberg – December 18, 2018 – A study coauthored by Professor Paul Oyer found that on average men earn about 7 percent more per hour than women on the Uber platform.
- [10 Books about Work/Life Balance That Can Help You Reset and Recharge in 2019](#)
Bustle – December 18, 2018 – Lecturer Leah Weiss' book, *How We Work*, explains how to grapple with the psychological challenges of the modern workplace.
- [The Creative Ways Foreign Aid Groups Are Boosting Rural Economies](#)
Fast Company (from [Stanford Business Insights](#)) – December 18, 2018 – Associate Professor Katherine Casey highlights findings from a recent working paper she coauthored – *Skill versus Voice in Local Development*.
- [Improving the Social Performance of Supply Chains](#)
Forbes – December 17, 2018 – Professor Neil Malhotra highlights takeaways from a panel on labor issues in global supply chains at the Stanford *Responsible Supply Chains* conference.
- [In Emerging Markets There Are No Copycats, Just Budding Entrepreneurs](#)
TechCrunch – December 17, 2018 – Lecturer Federico M. Antoni argues against using the word "copycat" to describe founders of new companies who take an idea that already exists and use it to solve a problem.
- [Why Influencer Marketing Is Not All It's Cracked up to Be](#)
Fast Company (from [Stanford Business Insights](#)) – December 17, 2018 – Assistant Professor Mohammad Akbarpour highlights findings from his recent working paper – *Just a Few Seeds More: Value of Network Information for Diffusion*.
- [How Big Data Gives Big Companies like Apple and Amazon an Edge](#)
Fast Company (from [Stanford Business Insights](#)) – December 14, 2018 – Assistant Professor Juliane Begenau highlights findings from a study she coauthored – *Big Data in Finance and the Growth of Large Firms*.
- [Are Bots Listening in on Your Earnings Calls?](#)
Gartner – December 13, 2018 – Professor David F. Larcker pioneered research that found three common signs company representatives aren't telling the truth.
- [How to Make Culture a Business Priority](#)
The London Economic – December 13, 2018 – Associate Professor Lindred Leura Greer says that effective teamwork requires egalitarianism and a culture in which all voices count.
- [What Tech Companies Get Wrong When Recruiting Women](#)
Fast Company (from [Stanford Business Insights](#)) – December 12, 2018 – Professor Shelley Correll highlights findings from her recent study – *Puncturing the Pipeline: Do Technology Companies Alienate Women in Recruiting Sessions?*
- [Congress May Have Fallen for Facebook's Trap, but You Don't Have To](#)
The New York Times – December 12, 2018 – Assistant Professor Michal Kosinski warns consumers about loss of privacy when they click online ads and urges policymakers to protect users from potential data abuse.

- [How to Know If You're an Ethical Leader](#)
Fast Company (from [Stanford Business Insights](#)) – December 10, 2018 – Professors Neil Malhotra and Ken Shotts teach a course called *Values-Based Leadership*. In this interview, they define values, discuss common pitfalls, and explain whether a less-regulated world means a less-ethical one.
- [Women Recognized for Contributions to MLB](#)
MLB.com – December 10, 2018 – Senior Associate Dean Sarah A. Soule and Professor Shelley Correll worked with MLB to create an annual Executive Education program to support female executives.
- [The 8 Best Books for Career Advice, According to Executive Coaches](#)
The Cut – December 6, 2018 – Lecturer Ed Batista recommends reading *Daring Greatly* by Brené Brown to learn how being open and authentic can create a real connection with your boss.
- [How CEOs-In-Waiting Buy the Companies They Want to Run](#)
Fast Company (from [Stanford Business Insights](#)) – December 6, 2018 – Lecturer Peter B. Kelly highlights findings from a report, coauthored by Professor H. Irving Grousbeck – *2018 Search Fund Study: Selected Observations*.
- [Creating a \(New\) Space: Insights from a Decade of Leadership at Omidyar Network](#)
Forbes – December 4, 2018 – Lecturers Bill Meehan and Kimberly Jonker share leadership insights from an interview with Matt Bannick, former managing partner of Omidyar Network.
- [CEO Political Stands May Hurt More Than Help](#)
Bloomberg – December 4, 2018 – A new study coauthored by Professor David F. Larcker found that CEOs shouldn't take a stand on political and social issues without the approval of their boards due to potential fallouts.
- ['Disaster for CBS Shareholders': Damning Report on Moonves Reveals Total Failure at Top](#)
The New York Times – December 4, 2018 – Professor David F. Larcker comments on the responsibility of employees and board members to report matters involving sexual harassment.
- [The 7 Technologies That Will Make Farming Smarter—and More Productive](#)
Fast Company (from [Stanford Business Insights](#)) – December 4, 2018 – Professor Haim Mendelson highlights findings from a paper he coauthored with Professor Hau L. Lee and Stanford Seed Evaluation and Learning Lead Sonali Rammohan – *Technology in Agribusiness: Opportunities to Drive Value*.
- [Quotas Are a Terrible Way to Promote Board Diversity. Companies Should Do This Instead](#)
CNN – December 4, 2018 – Professor Joel C. Peterson discusses ways to change the corporate boardroom monoculture and why it is past time to get started with this change.
- [How to Overcome Your Terror of Making an Off-The-Cuff Speech](#)
The Wall Street Journal – December 3, 2018 – Lecturer Matt Abrahams discusses public speaking and shares a three-part framework for structuring off-the-cuff remarks.
- [How Private Marketplaces Have Become a Powerful Recruitment Tool](#)
Fast Company (from [Stanford Business Insights](#)) – December 2, 2018 – Professor David F. Larcker highlights findings from a study he conducted with Researcher Brian Tayan – *Cashing It In: Private-Company Exchanges and Employee Stock Sales Prior to IPO*.
- [The Illusion of UK Bank Capital Strength](#)
Financial Times – December 2, 2018 – Professor Anat R. Admati says that using risk-weighted assets encourages “innovations” to economize on equity, which undermines capital regulation.

Alumni and Students in the News

- [How Can a Top Business School Education “Exceed Expectations”?](#)
The MBA Exchange – December 18, 2018 – Nick Navarro, MBA '12, and Alina Liao, MBA '16, reflect on how their experience at Stanford GSB exceeded their expectations.
- [This Former Deutsche Bank Exec Gave It All up to Run a Brooklyn Music School](#)
Fast Company (from [Stanford Business Insights](#)) – December 13, 2018 – Chad Cooper, MBA '01, talks about leaving a fast-track banking career when the struggling Brooklyn Conservatory of Music called his name.
- [Interview With Guy Yalif, Co-Founder, CEO and Board Director, Intellimize](#)
MarTech Series – December 7, 2018 – In this interview, Guy Yalif, MBA '99, details what led him to the technology industry and how he became the cofounder and CEO of Intellimize.
- [Firefly Raises \\$21.5 Million for Digital Ad Displays on Rideshare Drivers' Cars](#)
VentureBeat – December 6, 2018 – Kaan Gunay, MBA '18, cofounded Firefly, a San Francisco startup that works directly with rideshare drivers to install advertising displays on top of their cars.
- [Netflix, Prime, Blue Apron: How Subscription Businesses Are Taking over](#)

Fast Company (from [Stanford Business Insights](#)) – December 3, 2018 – Zuora CEO Tien Tzuo, MBA '98, shares more on why it's no longer the era of the “unknown customer,” and discusses what it means to transform a business to a subscription model.

Global Coverage

India

- [Hear, Hear. This Stanford Leadership Programme Is for the LGBTQ](#)
The New Indian Express – December 26, 2018 – Deepthi Rao, a past participant of Stanford GSB's LGBTQ Executive Leadership Program, says the program gave her courage to be a more vocal advocate for LGBTQ related causes.
- [Stanford's Executive Programme Creates Avenues for LGBTQ Community](#)
Education Times – December 17, 2018 – Deepthi Rao talks about her experience as a participant in Stanford GSB's LGBTQ Executive Leadership Program and how it helps participants look at core management subjects through the lens of identity.
- [Family-Friendly Rideshare Service 'Zum' for Kids in SF Bay Area Thriving, Hoping to Expand](#)
IndiaWest – December 6, 2018 – Ritu Narayan, MS '14, is a cofounder of Zum, a rideshare service for kids ages 5 to 17.
- [Blockchain Benefits: Linking up Discrete Blocks of Data for Safety and Privacy](#)
The Financial Express – December 3, 2018 – Lecturer Doug J. Galen writes about blockchain as a safer, more reliable alternative to the internet.