

NYU | STERN IN THE NEWS



[am New York](#)
May 28, 2019

Professor [Tom Meyvis](#) discusses the value of pop-up experiences for marketers.



[Business Insider](#)
May 28, 2019

Professor [Priya Raghubir](#) explains how businesses use pricing reference points to increase customers' spending.



[LSE Business Review](#)
May 28, 2019

In a joint blog post, Professors [Theresa Kuchler](#) and [Johannes Stroebe](#) share their research findings on how social networks influence home-buying decisions.



[Project Syndicate](#)
May 28, 2019

In an op-ed, Professor [Michael Spence](#) argues that unemployment rates alone are insufficient considerations for economic policymakers.



[Apparel Resources](#)
May 27, 2019

Research from the [Center for Business and Human Rights](#) on the apparel industry in Ethiopia is cited.



[China Daily](#)
May 27, 2019

Professor [Paul Romer](#)'s comments on China's cyber sovereignty are highlighted.



[Clear Admit](#)
May 27, 2019

In a Q&A interview, [Isser Gallogly](#), Associate Dean of MBA Admissions and Program Innovation, shares advice for prospective MBA applicants and highlights new programs.



[The Economist](#)
May 27, 2019

In a joint op-ed, Professor [Tensie Whelan](#) examines the gender pay gap in the financial sector and the results of efforts to close it.



[VICE](#)

May 27, 2019

Professor [Paul Barrett](#), deputy director of the Center for Business and Human Rights, is quoted in an article on Facebook's removal of fake accounts.



[Poets & Quants](#)

May 26, 2019

Professor [Richard Hendler](#) is highlighted as a favorite by a recent MBA graduate.



[ABC News Australia](#)

May 24, 2019

In an interview, Professor [Jonathan Haidt](#) shares his outlook on political polarization in the US.



[Barron's](#)

May 24, 2019

Professor [April Klein](#)'s joint research on reverse stock splits is spotlighted.



[NBC News](#)

May 24, 2019

Professor [Amy Webb](#) discusses her concerns and insights on emerging technologies.



[VEJA](#)

May 24, 2019

Professor [Paul Hardart](#) discusses the growing market for advertisers in online sports streaming.



[The Wall Street Journal](#)

May 24, 2019

Professor [Edward Altman](#) offers insights on corporate bankruptcy.



[Bloomberg](#)

May 23, 2019

Professor [Scott Galloway](#)'s new book, "The Algebra of Happiness," is highlighted in a roundup of ten books to read this summer.



[Financial Times](#)

May 23, 2019

Professor [David Yermack](#) explains why regulation will be a hurdle for Facebook's efforts to establish its own currency.



[Forbes](#)

May 23, 2019

Professor [Adam Brandenburger](#)'s co-authored book, "Co-Opetition," is referenced.



[89.3 KPCC](#)

May 22, 2019

In a radio interview, Professor [Jeffrey Hollender](#) shares his views on new legislation to reduce plastic waste in California.



[Poets & Quants](#)

May 22, 2019

Recent MBA graduate [Lia Winograd](#) (MBA '19) emphasizes the value of the network she developed at Stern for her career as an entrepreneur.



[US News & World Report](#)

May 22, 2019

The Dunning-Kruger effect, joint research by Professor [Justin Kruger](#), is featured.



[Business Times](#)

May 21, 2019

Professor [Kose John](#) and PhD candidate [Franz Hinzen](#)'s joint research on bitcoin's technical design and limited adoption is featured.



[CGTN](#)

May 21, 2019

In a live interview, Professor [Arun Sundararajan](#) shares his outlook on the changing employment landscape.



[Poets & Quants](#)

May 21, 2019

Dean [Raghu Sundaram](#) and Professor and Vice Dean of MBA programs [JP Eggers](#) highlight how Stern's focused [Andre Koo Tech MBA](#) and [Fashion & Luxury MBA](#) programs are meeting the evolving needs of students and employers.



[The Wall Street Journal](#)

May 21, 2019

Professor [Aswath Damodaran](#)'s research on equity risk premiums is cited.



[Luxury Daily](#)

May 20, 2019

Professor [Thomai Serdari](#) is interviewed about Prada's behind-the-scenes #PradaMakingOf videos featuring the creation of its Panier bag.



[CBC](#)

May 19, 2019

Professor [Russell Winer](#) shares his outlook on brick-and-mortar and online retail.



[Institute of Chartered Accountants of Scotland](#)

May 18, 2019

Professor [Jason Greenberg](#) discusses the challenges founder-led companies face.



[Who Cares? What's the Point?](#)

May 5, 2019

In a podcast interview, Professor [Alixandra Barasch](#) discusses her research findings on how the intention to share photos impacts enjoyment of experiences.

Stern in the News brings you a sampling of media highlights each week, starting with the most recently published stories, for an easy, quick read on-the-go.