

Celebrating Together Forward

WSB's most popular faculty blog: Alex Stajkovic on confidence research

Friday, August 21, 2015

WSB's Forward Thinking faculty blogs saw significant growth in page views, increasing by more than 450% in the second half of fiscal year 2015 versus the same period the previous year. The top five faculty blogs of FY 2015 are:

1. Alex Stajkovic, associate professor of management and human resources, on "[How to Predict Employee Performance and Satisfaction](#)"
2. Evan Polman, assistant professor of marketing, on "[Is It Me or Her? How Gender Affects Interpersonally-Sensitive Behavior in the Workplace](#)"
3. Robin Tanner, associate professor of marketing, on "[To Break or Not to Break: The Effect of Product Placement on Commercial Break Audience Decline](#)"
4. Jan Heide, professor of marketing, on "[Want an Innovative Business? Location Matters](#)"
5. Randy Wright, professor of finance, on "[Macro Policy and Household Economics](#)"

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by Alyson Kim at 11:05 AM

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