



# IN *the* NEWS

BAYLOR BUSINESS / MAKING AN IMPACT AROUND THE GLOBE

## SPACS WERE ALL THE RAGE. NOW, NOT SO MUCH

Professor of Finance **Mike Stegemoller** was quoted in **The New York Times** about SPACs and Wall Street's waning appetite for them due to the threat of regulation.

## EDGY AD CAMPAIGN FOR CHRISTIAN TV SERIES GETS MIXED REVIEWS

Clinical Assistant Professor of Marketing **Tyrha Lindsey-Warren** was quoted in a **Boston Globe** article about a disruptive advertising campaign for a popular Christian TV series.

## HOW TO SUCCESSFULLY SHIFT FROM "WORK MODE" TO "FAMILY MODE"

Assistant Professor of Management **Kaylee Hackney**, an employee well-being expert, discussed how to shift from work mode to family mode when working from home, featured in **Fatherly**.

## 4 KEY SOCIAL SECURITY CLAIMING STRATEGIES FOR WIDOWS

Professor Emeritus **William Reichenstein** discussed four social security claiming strategies to maximize a widow's surviving lifetime benefits, featured in **Financial Advisor**.

## HOW ROTH CONVERSATIONS CAN REDUCE STING OF SOCIAL SECURITY, MEDICARE HIKES

Professor Emeritus **William Reichenstein** shared advice in a **Financial Advisor** article about how married couples can complete Roth conversions to reduce their joint lifetime taxes and Medicare premiums.

## NEW STUDY FROM FEEDING AMERICA SHOWS EXTENSIVE DISPARITIES IN FOOD INSECURITY AT THE COUNTY LEVEL

Food policy expert and Professor of Economics **Craig Gundersen** was the lead researcher of Map the Meal Gap in **PRNewswire**, the only study that provides local-level estimates of food insecurity and food costs across the United States.

## TIME FOR DIGITAL DETOX

Research by Marketing professors **Meredith David** and **James Roberts**, who found that screen time is harmful to relationships, is cited in an **Axios** article about digital detoxification.

## HUNGERTECH CHALLENGE SEEKS SOLUTIONS TO FOOD ACCESS

In an **Inside Indiana Business** article, food policy expert and Economics Professor **Craig Gundersen** identified ways to eliminate delivery costs for SNAP recipients and ensure the same shopping experience for SNAP and non-SNAP recipients.

## PEW CHARITABLE TRUSTS: MORE STATES ARE FORGOING EXTRA FEDERAL FOOD AID

**Craig Gundersen**, a food policy expert and professor of Economics, was quoted in a **Stateline** article about pandemic-related expansion of SNAP.

## DR. MATT QUADE - ETHICAL LEADERSHIP, MORAL COURAGE AND FEEDBACK CULTURE

**Matt Quade**, director of Christian Leadership and Ethics, discussed ethical leadership and moral courage in **Convos with Clay**.

## HOW IS USING YOUR CELLPHONE AT A RESTAURANT CONNECTED WITH RELATIONSHIP SATISFACTION?

Research by Marketing professors **Meredith David** and **James Roberts** about the harmful effects of smartphone usage is cited in a **Deseret News** article about restaurants becoming increasingly technology-based.

## CHEAPEST CAR INSURANCE IN TEXAS

Associate Professor of Marketing **Meredith David** was a featured expert in a **WalletHub** article about car insurance in Texas.

## AUDIO: FUTURE OF WORK WEDNESDAYS: A CONVERSATION ABOUT HYBRID WORK WITH DR. SARA PERRY OF BAYLOR UNIVERSITY

Associate Professor of Management **Sara Perry** was interviewed about her research into the future of hybrid work, featured in **Robin**.

