

CHANGING BUSINESS

Research from Johns Hopkins Carey Business School

Winter 2024

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MARKETING

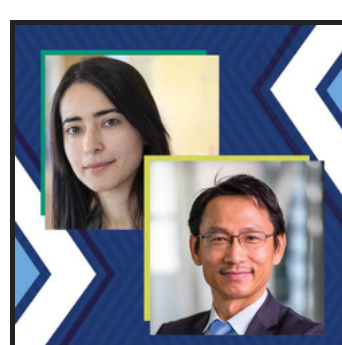


Social and societal impact

Premature predictions: Why waiting can benefit forecasters

Is it better to be right or first? New research by Robert Mislavsky explores the benefits of waiting for prognosticators. [Read more about forecasting.](#)

OPERATIONS MANAGEMENT & BUSINESS ANALYTICS



Innovation and technology

Ensuring fairness in product assortment: a 'win-win-win'

Product placement and display significantly influence what we choose to purchase. Ozge Sahin and Ruxian Wang study an algorithm that ensures minimum market exposure for all sellers which could benefit consumers. [Read more about online seller exposure.](#)

ECONOMICS



Business of health

Improving TB screening in India: The right incentive

According to new research from Professor Mario Macis, peer incentives for TB screenings could help alleviate one of the world's deadliest scourges. [Read more about health incentives.](#)

LATEST RESEARCH

[Human languages with greater information density have higher communication speed but lower conversation breadth](#) – Pedro Aceves

[Equitable Appointment Scheduling at a Healthcare Clinic: A Data-Driven Markov Chain Approach](#) – Maqbool Dada

[Consumer Profiling via Information Design](#) – Itay Fainmesser

[Will the Truth Free Us from Misinformation?](#) – David Godes

[Timing Matters: Dynamic Green Transition and Green Disclosure](#) – Deeksha Gupta

More faculty research

CAREY RESEARCH IN THE NEWS

Wall Street Journal, [Stricter soot limits will save up to \\$46 billion in healthcare costs, federal officials say](#)—Paul Ferraro

Baltimore Banner, [How blockchain might help Baltimore solve its vacant housing crisis](#)—Jim Liew

CNN, [An early version of Disney's Mickey Mouse will enter the public domain on Jan. 1](#)—Stacey Lee

FOX News, [Artificial intelligence experts share 6 of the biggest AI innovations of 2023: 'A landmark year'](#)—Tinglong Dai

U.S News & World Report, [What Is a purchase APR?](#)—Jordan Rippy

C-SPAN, [Hearing on housing market competition and consumer rights](#)—Luis Quintero

The American Prospector, [Workers funding other workers' misery](#)—Jeff Hooke

Wall Street Journal, [Healthcare strikes threaten to prolong wage pressure on hospitals](#)—Ge Bai

AWARDS AND RECOGNITION

Tinglong Dai was [named the Johns Hopkins Carey Business School's inaugural Bernard T. Ferrari Professor](#). The endowed professorship was named in honor of Carey's emeritus dean.

UPCOMING OPPORTUNITIES

Hopkins Conference on Societal Impact-Driven Marketing

March 15, 2024

Johns Hopkins Bloomberg Center, Washington, D.C.

Organizers: Manuel Hermosilla and Shubhranshu Singh

Register

Business and Economics of Eye Care and Health (BEECH)

April 2, 2024

Virtual

Organizer: Kevin Frick

Register

Conference on Health IT and Analytics (CHITA) 2024

May 3-4, 2024

Johns Hopkins Bloomberg Center, Washington, D.C.

Organizers: Ritu Agarwal and Gordon Gao

Register





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