

CHANGING BUSINESS

Research from Johns Hopkins Carey Business School

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MARKETING



Innovation and technology

Is consumer profiling harmful for online shoppers?

Can AI predict what consumers are willing to pay for goods and services? Itay Fainmesser's research has important implications for policymakers and anti-trust authorities. [Read more about AI's implications for consumer pricing.](#)

FINANCE



Social and societal impact

Overcoming bottlenecks in the transition to green technology

Deeksha Gupta explores how green disclosure requirements help or hinder investment and transition to greener technology. [Read more about green technology requirements.](#)

ECONOMICS



Business of health

Trust: A vital factor in health care-seeking behavior

Who is most trusted in the U.S. health care system? Researchers Michael Darden and Mario Macis measure the value of trust among health providers to determine how it influences a patient's decision to seek care. [Read more about trust in health care.](#)

LATEST RESEARCH

[The Discount Consolidation Effect: How Brands Can Present Quantity Discounts More Effectively](#)—**Haiyang Yang**

[Corporate Bond Issuance by Financial Institutions and Economic Cycle](#)—**Tetiana Davydiuk**

[Trading Volume Alpha](#)—**Yinan Su**

[Medicare Advantage Plan Characteristics Associated with Sorting Their Beneficiaries to Providers that Generate Fewer Avoidable Hospital Stays](#)—**Daniel Polsky**

[Default or Dare: The Impact of Defaults on Consumer Choice, Assortment, Pricing, and Estimation](#)—**Ruxian Wang**

More faculty research

CAREY RESEARCH IN THE NEWS

[Associated Press, Money-making L.A. hospitals quit delivering babies. Inside the fight to keep one labor ward open.](#) **Ge Bai**

[Baltimore Banner, Baltimore's flashiest developer wanted to expand nationally. Now he's rethinking everything.](#) **Seydina Fall**

[Forbes, \\$2,000 cap on out-of-pocket drug costs to help millions of Medicare beneficiaries.](#) **Ge Bai**

[Institutional Investor, The little-known secret to the success of secondaries.](#) **Jeff Hooke**

[Los Angeles Times, Fast-food chains launch 'value menu' war after cost complaints. Will it last?](#) **Shubhranshu Singh**

[Marketplace, Fast-food chains may need to offer more value meals to lure customers.](#) **Shubhranshu Singh**

[Nature, A myopia epidemic is sweeping the globe. Here's how to stop it.](#) **Kevin Frick**

[Wall Street Journal, Hate chatbots? You aren't the only one.](#) **Evgeny Kagan**

[Wall Street Journal, I want to start on the best financial foot, what's my first move?](#) **Jordan Rippy**

[Washington Post, Ordered back to the office, top tech talent left instead, study finds.](#) **Chris Myers**

AWARDS AND RECOGNITION

Bloomberg Distinguished Professor Paul Ferraro was selected as a [2024 Fellow of the Association of Environmental and Resource Economists](#). The Association of Environmental and Resource Economists is the oldest professional association dedicated to environmental economics. Fellows are selected for making outstanding contributions to the advancement of the profession of environmental and resource economics.

Assistant Professor Suntae Kim received the 2024 Award for Responsible Research in Management for his paper, "[Going viral or growing like an oak tree? Towards sustainable local development through entrepreneurship](#)." The annual award from the Fellows of the Academy of Management and the Community for Responsible Research in Business and Management honors high-quality published scientific research addressing critical issues in business and society.



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