



CAN EVERYONE TAKE A SABBATICAL?

Sandeep Mazumder, the William E. Crenshaw Endowed Dean of Baylor's Hankamer School of Business, is quoted in a New York Times article about whether Americans are ready for sabbaticals.

YOU SHOULD TAKE MORE BREAKS DURING WORK. HERE'S HOW TO MAKE TIME FOR YOURSELF.

Cited in this New York Times article by Department of Management Chair Emily Hunter and Professor of Management Cindy Wu who found that people feel refreshed after taking a handful of longer workday breaks or several mini breaks.

3 WAYS TO MINIMIZE TAXES ON YOUR SOCIAL SECURITY

William Reichenstein, emeritus professor of Investments, is quoted about marginal tax rates and the "torpedo tax" in this CBS News article on three ways to minimize social security taxes.

WHAT IS THE GARTNER HYPE CYCLE?

Timothy Kayworth, professor of Information Systems, is quoted throughout this U.S. News article detailing the Gartner Hype Cycle which identifies emerging technologies and estimates when the tech may become mainstream.

WHY AMERICA SHOULD BE CELEBRATING ENTREPRENEURS, NOT PRESIDENTS

Professor of Management Blaine McCormick co-authored this President's Day piece in Fortune Magazine suggesting that America should celebrate inventive entrepreneurs for the growth and progress they have contributed to the country.

GENERATIVE AI OBSTACLES SLOW DOWN TAX, ACCOUNTING TRANSFORMATION

Gia Chevis, director of Innovation in Account Data & Analytics and clinical professor of Accounting, is quoted in this Bloomberg article about how tax and accounting firms are increasingly embracing generative artificial intelligence for some of their operations, but regulatory and ethical hurdles are slowing adoption.

VIDEO: THE 'INVISIBLE LABOR' OF BEING AN ADULT DAUGHTER

Allison Alford, professor of Business Communication, is interviewed by NewsNation about her research on adult daughters, how they

play an integral role in maintaining unity in a family structure, and the importance of recognizing the burden of the 'invisible labor' in that role.

WHAT ROCKETS A BRAND INTO CULT FOLLOWING STATUS?

Professor of Marketing Claudio Alvarez is quoted in this BBC Work Life article about what rockets a brand, like Barbie, into a venerated and highly coveted cult status with intense staying power.

WANT TO BUILD WEALTH? YOU'LL IMPROVE YOUR CHANCES BY BEFRIENDING A SPECIFIC TYPE OF PERSON, SCIENCE SAYS

Featured in this MarketWatch article is research co-authored by Professor of Finance Joshua Thornton on how friends influence financial well being.

VIDEO: SATURDAYS AT SEVEN: "BOTH SIDES OF THE STORY"

In a Christian Scholar's Review conversation series, Matthew J. Quade, the Kimberly and Aaron P. Graff Professor in Christian Leadership in Business and director of Christian Leadership and Ethics, talks about the unique opportunities and challenges of teaching ethics today and exploring the relationship between business educators and faith.

WHEN TO TELL YOUR EMPLOYER ABOUT YOUR PREGNANCY

Offering guidance to worried pregnant employees, this HR Digest article references research led by

Management professor Kaylee Hackney about the negative effects of perceived pregnancy discrimination on expectant parents.

BEST THINGS TO BUY ON BLACK FRIDAY

Assistant Professor of Marketing Stephanie Mangus is a featured expert in this WalletHub article about the offers that are truly worth the hassle of participating in America's biggest shopping craze.

WAGERING ON MARCH MADNESS LIKELY TO BREAK RECORD AMID SPORTS BETTING WAVE

Kirk Wakefield, the Edwin W. Streetman Professorship in Retail Marketing and executive director of the Curb Sales Strategy in Sports and Entertainment program, is quoted in this Washington Examiner article on March Madness about how since the time of the pandemic, overall attention to sports and engagement with fans has been growing.

IS TAYLOR SHERIDAN BUYING ICONIC JOE T. GARCIA'S MEXICAN RESTAURANT?

Shaun Limbers, director of the Institute for Family Business, is quoted in this Fort Worth Report article and offers his expertise regarding the various reasons why family businesses sell.

BEST SMALL BUSINESS EMAIL PROVIDERS FOR 2023

Allison Alford, clinical associate professor of Information Systems and Business Analytics, is a featured expert in this Credit Donkey article about small business email providers. ■

