

FAU Business News

July 2021

Former Duke Basketball Coach McCallie Addresses FAU Students



Joanne P. McCallie, now an author and advocate for mental health awareness, addressed the "Managing the Sport Enterprise" class, part of FAU's MBA Sport Management program.

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Nations Need to Consider Culture in Fighting Future Pandemics



A nation's culture played a role in its ability to curtail the spread of COVID-19, providing a roadmap for future pandemics that will save lives and minimize the economic fallout, according to FAU's Len Treviño, Ph.D., and researchers from two other institutions.

[MORE ON CULTURE + COVID-19](#)

Florida Homes Overpriced by More Than 20%



Florida homes keep fetching more money than they're worth, a disturbing development that eventually could put buyers in a bind, according to FAU's Ken H. Johnson, Ph.D., and researchers at Florida International University.

[SEE THE INCREASE](#)

Big Pharma Needs to Be More Transparent in Consumer Ads



Marketers conducting focus groups for prescription drug advertisements should be testing public perceptions and ethical issues in addition to the effectiveness of the messages, according to FAU's Paul Sergius Koku, Ph.D.

[READ THE STUDY](#)

Report: Hispanics Upbeat About Finances, but Consumer Confidence Dips



Consumer confidence among U.S. Hispanics fell in the second quarter, though optimism about their overall finances is building, according to FAU's Business and Economics Polling Initiative.

[SEE THE DATA](#)

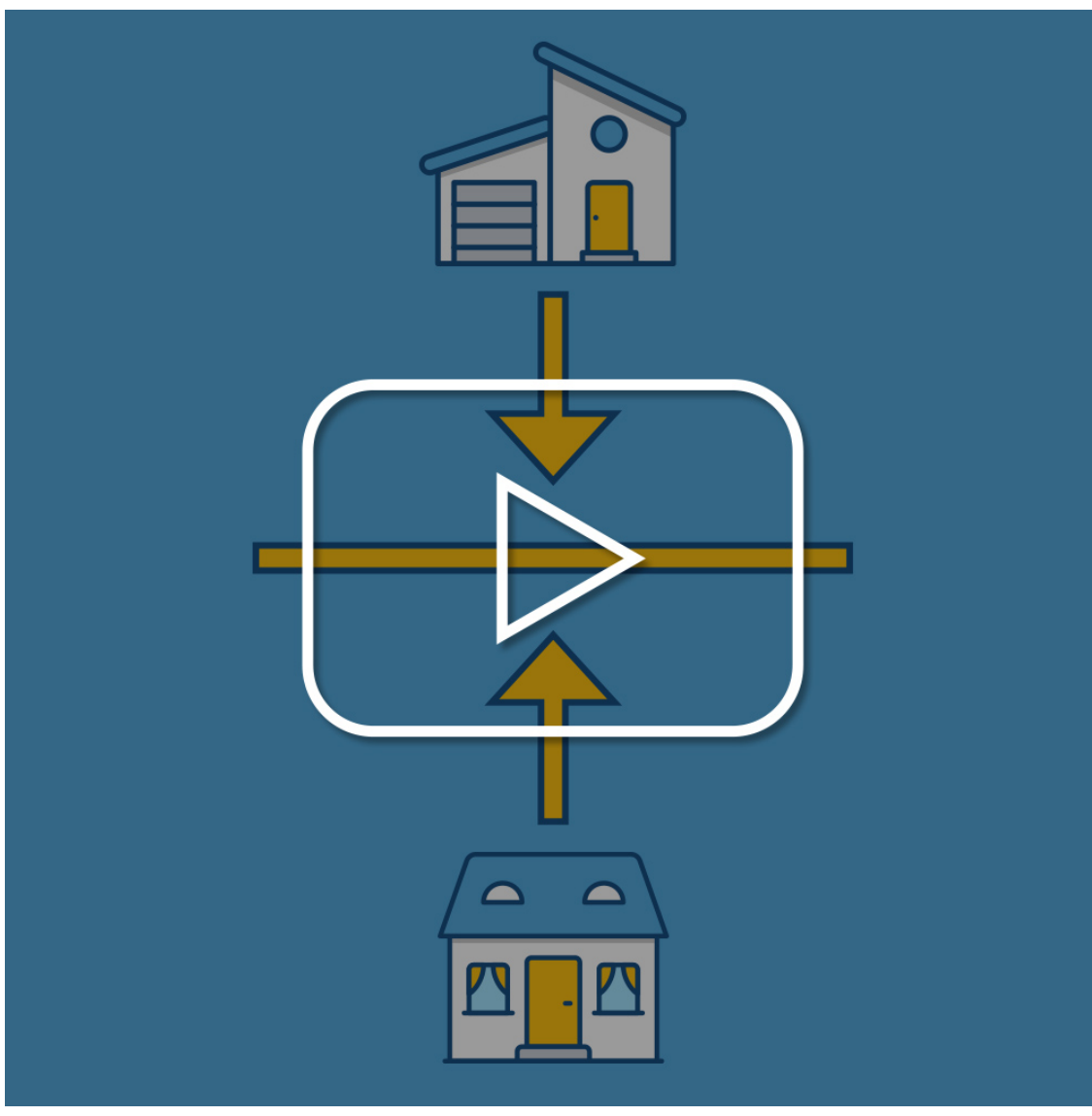
Internet Crime Victims, Losses Rising in Florida and Five Other States



Illinois emerged as a new hotbed for internet crime in 2020, though California continued to lead the nation, according to research from FAU's Center for Forensic Accounting.

[BROWSE THE REPORT](#)

Podcast: Why Median Home Prices Are Misleading



"Median is a flawed statistic for measuring the magnitude of price change. It can't be used to develop an average price appreciation."
- FAU's Ken H. Johnson, Ph.D.

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