



FAU Business News

// October 2020

FAU's Final Presidential Survey Before Election Day



Democratic nominee Joe Biden's edge narrowed over U.S. President Donald Trump among likely Florida voters, according to the final survey before Election Day by the **Florida Atlantic University Business and Economics Polling Initiative (FAU BEPI)**. This edge is now within the poll's margin of error, indicating that the final vote could go either way.

[ANALYZE BEPI'S SURVEY DATA](#)

Alumnus Takes First Place in State Contest on How to Reduce Hospital Readmissions



Cory Feldman, an FAU Business grad, was part of a two-person team with a colleague from USF that won the top prize in the statewide Florida Blue Health Innovations competition to address the \$25 billion-a-year problem of hospital readmissions.

[REVIEW CORY'S SOLUTION](#)

Student Wins Prestigious Florida Startup Competition



FAU Business student, **Hannah Herbst**, has taken first-place honors and a \$10,000 cash prize in Florida Venture Forum's Statewide Collegiate Startup Competition. Hannah's company, Tiburon Technologies, LLC, developed an antimicrobial surgical wound dressing based upon the bioactive properties of shark skin.

[LEARN ABOUT HANNAH'S WIN](#)

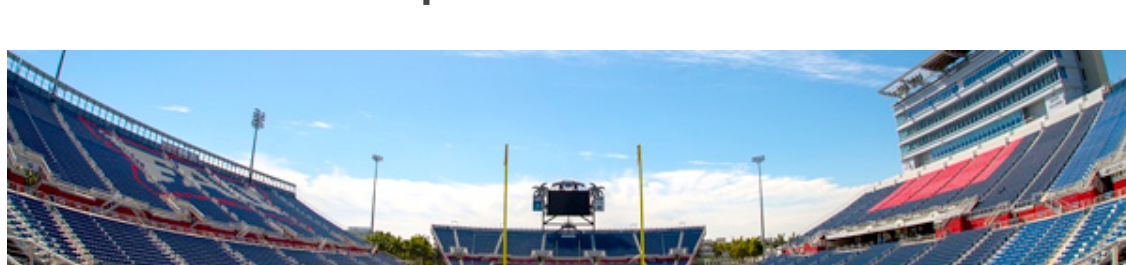
Study: Airlines, Airports Must Do More for Stressed-Out Passengers



With the coronavirus crisis dealing the travel industry one of the biggest blows in its history, a new study from researchers at Florida Atlantic and Florida Gulf Coast universities suggests that airlines and airports should be doing more to help passengers cope with stress.

[REVIEW THE STUDY](#)

Empty Stadiums Present New Challenge for Sports Marketers



One of the best ways to promote a product or company is to buy advertising or sponsorships at a sporting event, but according to FAU's **James Riordan**, Ph.D. (director of the MBA Sport Management program), marketers need a new game plan now that many stadiums are empty due to Covid-19.

[MORE ON CHANGING GAME PLANS](#)

Welcoming Our New Faculty



#FAUPodcasts

business.fau.edu/podcasts

[Long Liu joins FAU as an Associate Professor in the Department of Economics at the College of Business. **More New Faculty** >](#)



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Ranking 2020

