London calling: UD professors report results of study on Olympic host nation medal counts

Professors Matthew Robinson, William Latham and Kenneth Lewis and graduate student Corey Johnson looked at the medal market share for countries that have hosted the Olympic games from 1968 to 2008 to determine if the country benefited in a sport performance perspective from hosting the games.

Star power squandered: Study finds female athletes rarely and ineffectively used as ad spokespeople

A UD study by Lerner College professors John Antil and Matthew Robinson finds that female athletes are rarely used as ad spokespeople and when they are, advertisers squander their potential.

Building professional bonds: Lerner consulting project leads master’s student to business relationship

A master’s degree student in UD’s Lerner College has developed a unique relationship with a Wilmington, Del., company.

Marriott making moves: Courtyard Newark undergoes lobby renovations

The Marriott Courtyard Newark at the University of Delaware, which opened its doors in 2004, now has a modernized lobby layout with new food, drink and media amenities for guests to enjoy.

Exploring hospitality: Experts speak on hotels bridging health care concept

Lerner College professors Frederick DeMicco and Ali Poorani and College of Health Sciences Dean Kathy Matt were among the lecturers at a global healthcare conference held in Switzerland.

International relationships rise: Lerner’s Abrams encourages economic policy domestically, internationally

Burt Abrams recently returned from lecturing on U.S. economic policy in China, leaving footprints for UD faculty to grow international relationships in the future.

We welcome your Lerner College story ideas. Please use the Business Briefs Submission Form. Faculty, have you been quoted in the media or do you have academic news to share? Tell us using the Media Mentions Form or the Academic News Form.