

A Conversation with



Jillian Grennan

Monday, March 3

5 p.m Pacific,

6 p.m. Mountain,

7 p.m. Central

8 p.m. Eastern

Prof. Grennan will join women and economics club members across the nation via Zoom.

Please register for the event below click on QR code on the pdf or use your camera on a printed flyer:



Professor Grennan is a financial economist whose research provides actionable insights for practitioners navigating corporate value creation and emerging technologies. Professor Grennan's primary research focuses on how corporations create value, especially intangible (e.g., intellectual property). In her pioneering research, Professor Grennan employs innovative computational techniques to quantify aspects of sustainability, such as corporate culture and the efficacy of diversity, equity, and inclusion (DEI) initiatives. She utilizes machine learning (ML) and natural language processing (NLP) techniques to measure these often difficult-to-measure factors and empirically examines their impact on financial value.