Chinese search-engine conglomerate Baidu Inc. leads the pack in a new ranking of the 50 most inventive companies in the world.

The RQ50 ranking is based on the research quotient (RQ), developed by Anne Marie Knott, PhD, professor of strategy in the Olin Business School. RQ, which was featured in a May 2012 Harvard Business Review article, “The Trillion Dollar R&D Fix,” is a measure of research-and-development (R&D) productivity, linking R&D spending to a firm’s growth and market value.

“RQ is the missing link explaining Goldman Sachs’ correlation between R&D spending and stock returns in their report ‘The Search for Creative Destruction.’ It’s not that spending more on R&D generates higher returns; it’s that firms with high RQ have higher optimal R&D, as well as higher returns per R&D dollar,” Knott says.

One concern with the Goldman Sachs report, Knott says, is that readers may walk away with the impression that increasing R&D increases returns.

“This simply isn’t true,” she says. “For many of the pharmaceutical firms, R&D is above optimum levels. In those cases, profits and market value would be higher if they cut R&D. RQ tells you when that’s likely.”

Knott continues: “Firms are beginning to use RQ to gauge their R&D capability and to establish their R&D budgets, which I’m really excited about. This should restore R&D’s role as the engine of economic growth. One thing impeding this has been that R&D spending is an easy target under investor pressure for quarterly earnings. Cutting R&D increases profits immediately, and its benefits are uncertain as well in the future, so they get too heavily discounted.”

Knott is excited by the fact that historically, RQ50 portfolios substantially outperform the indexes.

“This should get investor attention,” she says. “This opportunity for abnormal returns arises because firms in the RQ50 often fly below investor radar. If you look at the list, you’ll notice these aren’t the firms that typically come to mind when folks draw up innovator lists. The only RQ50 firm to consistently appear in other rankings is Amazon, which here ranks sixth.”

For the entire RQ50 list, see Professor Ann Marie Knott’s website, amkanalytics.com/Pages/rq50.
Welcome to Wash. U.

International students introduced to campus life

By Diane Toroian Keaggy

Washington University's international students come from different countries, speak different languages, study different disciplines. But they all need pillows.

“There's only so much you can bring in two suitcases,” says international student Fiona Wu.

Wu is one of the many student volunteers at the Office of International Students and Scholars (OISS) helping new students prepare for life on campus. In August, Wu and other volunteers greeted new students to the South 40, helped them open checking accounts, and escorted them to Target to buy pillows, shampoo, blankets, detergent and kettles.

Another popular destination: the AT&T store at the Saint Louis Galleria shopping mall. Wu made so many trips there, the staff came to know her.

“You were here yesterday. You must really like us,” joked one clerk as Wu helped a new student identify the coins in her wallet.

Before classes started, OISS assisted 250 undergraduates and 600 graduate students. They joined an international student population of 2,000 students from some 85 nations, says Kathy Steiner-Lang, assistant vice chancellor and OISS’s director. Many international students had never traveled to America before; even fewer had visited Washington University before enrolling.

“There is a lot to figure out,” Steiner-Lang says. “The students are getting over jet lag. They are learning what it means to be at a U.S. college. They are wondering if they are going to find people to connect with. And then there are also things like adjusting to food and money.”

In the past, new international students arrived at the same time as their American peers. Now, they arrive early so they can settle in before orientation.

“Bringing them here early has made a huge difference in their comfort level,” says Steiner-Lang. “Another difference is international students sometimes have a different approach to school. They have more of a concern of, ‘I’m away from my parents; my parents have paid a lot of money for me to be here.’ So, international students will study a lot. But I urge everyone to take some time and do the things that you would like to try.”

Patel led a group of three students to Target. Confronting laundry detergent options, two students wondered what could possibly differentiate the brands. Meanwhile Kenneth Sng, an economics student from Singapore, picked out pillows, sheets, two bowls and a cup.

“I had to pay an extra $100 to the airline,” Sng says. “It would have been cheaper to buy one here but I wanted my own.”

Sng concedes he knows little about St. Louis. He says most of his friends have never heard of St. Louis or Washington University. Indeed, back at Stix House, many international students swapped stories about their friends’ common misconceptions — Washington University is in the state of Washington or in Washington, D.C. The “saint” in St. Louis made the friend of a freshman. That one made everyone laugh. Then, it was more talk about flight delays and the surprising number of trees on campus.

To volunteer Tommy Peng, a sophomore from New Zealand, it all brought back memories of his first day on campus.

“Like everyone here, I came because of the university’s prestige,” Peng says. “But what I know now is that what makes it great, in fact, is the people.”
Alumna ignites children’s savings program in Thailand

By Katie Stalter

As an Alumna, Molly Wimonmat Srichamroen, MSW ’11, has created a first-of-its-kind children’s savings program in her native Thailand, using knowledge she gained at Brown’s Center for Social Development (CSD). Srichamroen was also a scholar in the university’s McDonnell International Scholars Academy.

Using CSD’s YouthSave initiative as a model, Srichamroen developed the Light of Hope Savings Program, which was implemented in 2012 by Rimping Municipality in Lamphun Province, Thailand. No other children’s saving program has offered saving assistance or financial-education elements. Light of Hope is targeted for vulnerable children and includes an initial deposit funded by CSD, a savings match, scholarships, high interest rates, and an educational component.

Light of Hope currently has 32 members who are affected by HIV/AIDS, live in poverty, are orphans or have a disability. Srichamroen says she hopes the program achieves three objectives: encouraging saving among vulnerable children, supporting their education and livelihood, and enhancing their life opportunities.

The McDonnell Scholar knew early on that she wanted to pursue social development as a career. With a father who worked with the Ministry of Labor and a mother at the Ministry of Social Development and Human Security, she confronted these topics of conversation daily in her home. She says she sees how her parents’ work contributes to society, and it is rewarding to help people to improve their family and quality of life.

“In Thailand, there is a saying, ‘Khon Thai chuay kan’ (Thai people help each other). As we are all part of the society, we should help those who are less fortunate,” Srichamroen says.

Armed with an undergraduate degree in public administration, policy and planning, she decided to attend graduate school in a place where she could learn and contribute in an international environment. “The Brown School and Washington University were my perfect choices.”

After taking an asset-building class with Michael Sherraden, PhD, the Benjamin E. Youngdahl Professor and founding director of CSD, Srichamroen became a research assistant at the center. She developed the Light of Hope program and assisted with other child and youth asset-building initiatives.

“The Brown School emphasizes evidence-based research, which prepared me to think in a more realistic and holistic perspective to develop something that’s actually practical,” Srichamroen says.

Light of Hope savings accounts are provided free of charge for children in the program. CSD contributed 500 baht ($16) to each account as an initial deposit for members. Money from the accounts may be used only for specific purposes, such as health care, transportation and education.

Srichamroen’s surveys of participants over time will determine whether their saving behavior and life perspective have changed. Eventually, she hopes to grow the program and expand to other municipalities.

“Molly is a great example of Washington University’s commitment to learning and experience that reaches well beyond the student’s graduation date,” Sherraden says. “I have no doubt that she will continue to build her experience and skills, and become a social development leader in Thailand.”

Volunteer Spotlight
Anthony Poon, DDM ’78

When Anthony Poon (right) helps recruit students from Hong Kong, what he tells the prospects about Washington University comes from his heart. “I believe it is the most important factor in my life’s achievements,” he says, “not only because of the education, but also the values I received there.”

Those values were built on the family values Poon grew up with. “My father was a businessman,” he says, “and we were expected to become professionals.” A self-described “people person,” he decided on a career in dentistry because of the interaction with patients.

Today, Poon runs a group practice in Hong Kong. Its affiliation with another practice in Honolulu run by fellow alumnus George Chan, DDM ’76, gives Poon opportunities to return to the U.S. for alumni gatherings.

“I am impressed by the vibrancy and enthusiasm of the new graduates I meet,” he says. “Our alma mater continues to do an impressive job of providing a top-level education.”
New book details quest for clean cookstoves

In fall 2013, Gautam N. Yadama, PhD, professor of social work and director of international programs at the Brown School, published Fuel and the Fate of 3 Billion: The State of the Energy Impoverished (Oxford University Press), a 152-page collection of photos and essays that tell an eye-opening, insightful story about energy access in the rural villages of India, where the hunt for safe, affordable energy is often a matter of life or death.

“Fuel and the Fate of 3 Billion is an important book that provides a comprehensive overview of the energy situation in India and the challenges faced by those living in rural areas,” said Yadama.

Once again, Washington University has strong representation in the prestigious Fulbright program. The 12 students, graduates receive Fulbright scholarships earned through their level of academic achievement, their dedication to their field of study and their commitment to the ambassadorial character of the Fulbright U.S. Student Program,” said Suelzer.

Indian ambassador, education & corporate leaders visit campus

Nirupama Rao, Indian ambassador to the United States, presented the McDonnell International Scholars Academy 2013 S.T. Lee Distinguished Lecture at Washington University. She spoke on U.S. and India relations.

Korean artist selected for Freund Fellowship

The Sam Fox School of Design & Visual Arts and the Saint Louis Art Museum selected Korean-born, Los Angeles–based artist Won Ju Lim as the Henry L. and Natalie E. Freund Teaching Fellow for the 2013–14 academic year. The Fellowship promotes the exhibition and acquisition of contemporary art at the Saint Louis Art Museum, as well as the teaching of contemporary art principles in the Sam Fox School. Each fellowship consists of two month-long residencies, during which recipients teach in the Sam Fox School and prepare an exhibition at the museum.

Leadership from WUSTL and IITB and several major international corporations gathered in St. Louis for the conclave, aimed at strengthening the U.S.–India connection around innovation and education, particularly in addressing pressing global issues.

During the meeting, the universities announced the launch of the WUSTL–IITB Corporate Alliance. The alliance’s objective is to perform cutting-edge research of relevance to industry, government and society and to train the next generation of talented employees and leaders.

“While we cannot know the challenges the world will be facing in the years to come, we do know for sure that collaboration across national boundaries and academic disciplines will play a monumental role in addressing the world’s most pressing and important issues,” said Chancellor Mark S. Wrighton. “Networks of thoughtful, innovative scientists and professionals like this corporate alliance are the foundation for this collaborative, global approach.”
The Field House erupts with the competing cheers of Washington University’s 10 residential colleges during Freshmen Convocation. In August 2013, more than 250 international undergraduates and 600 international graduate students joined an international student population of 2,000 students from some 85 nations (see story, pg. 2).
Contacts

Your Washington University Contacts

Washington University Alumni Clubs offer alumni and parents of current and former students a way to stay connected with the university. For more information on the clubs in Asia, visit http://aisweb.wustl.edu/alumni/internationalrelations.nsf or contact:

Tamilynn Holder
Director, International Alumni and Development Programs
Washington University in St. Louis
Campus Box 1060
7425 Forsyth Blvd.
St. Louis, MO 63105, USA
telephone: 1-314-935-4548
fax: 1-314-935-9614
email: tami_holder@wustl.edu

The Alumni and Parents Admission Program (APAP) involves alumni and parents of undergraduates in recruiting, selecting and enrolling students at Washington University. APAP members interview applicants, staff college fairs and host receptions for admitted students. For information, contact:

Michelle Gravel
Director, Alumni and Parents
Admission Program, and Associate Director, Undergraduate Admissions
Washington University in St. Louis
Campus Box 1028
One Brookings Drive
St. Louis, MO 63130-4899, USA
telephone: 1-314-935-4826
e-mail: apap@wustl.edu

Alumni, parents and friends of the university often help identify students who would benefit from a Washington University education. Refer names and addresses of talented prospective students to:

Scott Crawford
Associate Director, Undergraduate Admissions
Washington University in St. Louis
Campus Box 1089
One Brookings Drive
St. Louis, MO 63130-4899, USA
telephone: 1-314-935-4873
e-mail: scrawford@wustl.edu

International Club Contacts

Hong Kong
Vincent Lee, LA04
Email: Vincent.cn.lee@gmail.com
Alexander C. Lo, LA08
Email: arekkusuro@gmail.com

India
Punita Singh
Email: punita@gmail.com
Deepak C. Kantawala, SI63
Email: deepak.kantawala@gmail.com

Indonesia
Hardiv Harris Situmeang, SI93
Email: hardiv@indo.net.id

Japan
Koichi Fujii, HS
Email: fujii194@sage.ocn.ne.jp
Ray Fujii, LA99, GB04
Email: fujii@wustl.edu
Hidetoshi Shibata, GB98
Email: shibatah@mediafrontier.com

People's Republic of China
Beijing
Gary Yanxiong Guo, GL05, LW07
Email: jgaryguo999@hotmail.com
Jun Zou, GR93
Email: junzou68@hotmail.com

Shanghai
Kyle Hill, GB05
Email: kyhill@gmail.com

Philippines
Stef Sano
Email: Stef_sano@alum.wustl.edu

Singapore
Song Jin, GB05
Email: jinsong23@gmail.com

Greg Crovo
Email: gcrovo@yahoo.com

South Korea
Ja Song, GB62, GB67
Email: tsong@unitel.co.kr
Young-Mok Kim, GF90
Email: ymkim@hankook.com

Taiwan
Tim Hui-Feng Hsu, GL04
Email: huhsu2000@hotmail.com
Yunglin David Ma
Email: yunglinma@gmail.com

Thailand
Yosvi Sukumalchantra, HS
Email: yosvi@bgh.co.th

Zhen Wang, EN12
Email: Wzno.1@qq.com

Contacts