

Management and Business Review (MBR)

Mission, Plan, and Call for Papers

We are happy to announce the upcoming launch of a new journal, *Management and Business Review* (MBR). The mission of MBR is to disseminate knowledge that advances management practice and improves the world. We will publish MBR in print as well as online. Visit our website www.mbrjournal.com

In contrast to the *Harvard Business Review* (HBR), which is published by a single school, MBR is the result of a grassroots initiative with a wide participation by many schools and companies. Please see a story on MBR in *Forbes*:

<https://www.forbes.com/sites/poetsandquants/2019/10/25/profs-plan-a-rival-to-the-harvard-business-review/#1f1cb0ae10dc>

We will publish MBR's first issue of the inaugural volume in August 2020 and the second issue in November 2020. We will distribute their complimentary digital copies to millions of readers. We will share these issues with you so you can share them with anyone you like.

Please register yourself, your colleagues in your organization or other organizations, including your dean or your company head, at www.mbrjournal.com so that we can send all of you complimentary digital copies of the four 2020 issues of MBR and share with you more information on MBR. If you have too many email addresses to register manually, you can send them to Kalyan Singhal at mbr@mbrjournal.com, and we will register them.

Next month, we will send an e-mail to the community describing ***how MBR can help every business school to enhance its brand and strengthen its relationships with alumni and the business community.***

Call for Papers

We invite you to submit your practitioner-oriented papers to MBR. All submissions should include an abstract of maximum 40 words and should be submitted, preferably in Microsoft Word, at <https://mc04.manuscriptcentral.com/mbr>. The editors will decide in less than two months whether the paper is publishable.

Editorial Team

MBR's editors-in-chief are

- Wallace J. Hopp, Distinguished University Professor and Associate Dean, Ross School of Business, University of Michigan (former Editor-in-Chief, *Management Science*)
- Christopher Ittner, EY Professor of Accounting, The Wharton School, University of Pennsylvania (former Editor, *The Accounting Review*)

- Kalyan Singhal, McCurdy Professor of Innovation and Supply-Chain Management, Merrick School of Business, University of Baltimore (Editor-in-Chief, *Production and Operations Management*)

The editorial team is organized in a multi-level structure:

A. Advisers: MBR has 222 advisers, including editors of prominent research journals and 14 professors from Wharton; 13 from Harvard; eight from Carnegie Mellon; seven each from Dartmouth, MIT, and Stanford; six from North Carolina; five from Michigan and UCLA; four each from Columbia, Northwestern, and NYU; three each from Chicago, Duke, Illinois, INSEAD, Maryland, Minnesota, Singapore Management University, University of Southern California, and Thunderbird; and two each from Case Western Reserve, University of California at Berkeley, Cornell, George Mason, Georgia State, Imperial College, London Business School, National University of Singapore, Ohio State, Pittsburgh, Rochester, Syracuse, Temple, University of Texas at Austin, Tufts, Virginia, and Yale.

Advisers also include 11 executives from Accenture, act2, Alidade, Ashridge Strategic Management Centre, Bain & Company, Deloitte, General Electric, Good Growth Capital, IBM, Mercer, and Monitor Deloitte who have published best-selling books for executives and articles in the journals like the *Harvard Business Review*. The advisers' names are listed at the end of this plan. Thirty-one of the advisers also serve as autonomous departmental editors, and one adviser serves as an editor-at-large.

B. Executive Editor: Subodha Kumar, Paul R. Anderson Distinguished Chair Professor and Founding Director of Center for Data Analytics, Fox School of Business, Temple University (Deputy Editor, *Production and Operations Management*)

C. Deputy Editor in Chief: Anup Srivastava, Canada Research Chair, Haskayne School of Business at the University of Calgary

D. Editorial Director: Mary Haight.

E. Senior Editor: Molly Haight

F. Autonomous Departmental Editors will receive paper submissions from authors. The department editors will have full authority to accept papers that may later go through extensive copy editing. So far, the following people have agreed to serve as departmental editors:

1. Edward Anderson, University of Texas at Austin (Public Policy)
2. Paul A. Argenti, Dartmouth College (Corporate Communications)
3. Srinivas Bollapragada, General Electric (Business Analytics)
4. Ryan Buell, Harvard Business School, (Service Operations)
5. Glenn Carroll, Stanford University (Organization Design and Management)
6. Bhaskar Chakravorty, Tufts University (Digital Innovation and Emerging Markets)
7. Charles Corbett, UCLA (Sustainability)

8. Andreas Eisingerich, Imperial College (Marketing)
9. Yael Grushka-Cockayne, Harvard Business School (Project and Program Management)
10. Arnd Huchzermeier, WHU: Otto Beisheim School of Management (Global Supply Chains and Risk Management)
11. Chris Ittner, Wharton School (Accounting)
12. Mansour Javidan, Thunderbird School of Global Management (International Management)
13. Kevin Lane Keller, Dartmouth College (Marketing and Brand Management)
14. Nirmalya Kumar, Singapore Management University (Marketing)
15. Eva Labro, University of North Carolina at Chapel Hill (Accounting)
16. Sunil Mithas, University of Maryland (Digital Transformations)
17. Satish Nambisan, Case Western Reserve University (Technology and Innovation)
18. Geoff Parker, Dartmouth College (Digital Transformations)
19. Ananth Raman, Harvard Business School (Retail Operations)
20. Stefan Reichelstein, Stanford Business School (Energy and Sustainability)
21. Sergei Savin, Wharton School (Healthcare Management)
22. Anil Shivdasani, University of North Carolina at Chapel Hill (Finance)
23. David Simchi-Levi, MIT (Operations Management and Big Data Analytics)
24. Kalyan Singhal, University of Baltimore (Areas not listed here)
25. Bradley Staats, University of North Carolina at Chapel Hill (Healthcare and People Analytics/Operations)
26. Jan-Benedict Steenkamp, University of North Carolina at Chapel Hill (Marketing)
27. Jayashankar M. Swaminathan, University of North Carolina at Chapel Hill (Operations and Supply-Chain Management)
28. Asoo Vakharia, University of Florida (Waste Management)
29. Richard Watson, University of Georgia (Information Systems)
30. Jeffrey R Williams, Carnegie-Mellon University (Strategic Management)
31. Patrick Wright, University of South Carolina (Leadership and Human Resources Management)

G. Editor-at-large: Richard Ettenson, Thunderbird School of Global Management

Cosponsors of MBR

1. Anderson School of Management at UCLA
2. China Europe International Business School
3. City University of Hong Kong
4. Darden School of Business at the University of Virginia
5. Indian School of Business
6. INSEAD
7. Johnson College of Business at Cornell University
8. Merrick School of Business, University of Baltimore

9. Owen Graduate School of Business at Vanderbilt University
10. Ross School of Business at the University of Michigan
11. Tepper School of Business at Carnegie Mellon University

Plan for the Inaugural Volume

Many colleagues have contributed or have agreed to contribute articles to MBR's first four issues. Here is a sample:

1. Gad Allon, Wharton School
2. Michael Arena, Amazon
3. Paul Argenti, Dartmouth
4. Karen Ayas, The Ripples Group
5. Alpheus Bingham, CEO, InnoCentive
6. Srinivas Bollapragada, General Electric
7. Robert Bordley, University of Michigan
8. Robert Boute, Vlerick Business School
9. Andrew Campbell, Ashridge Strategic Management Centre
10. Bhakar Chakravorti, Tufts University
11. Richard Chase, University of Southern California
12. Sunil Chopra, Northwestern University
13. Maxime Cohen, New York University
14. Charles Corbett, UCLA
15. Tom Davenport, Babson College
16. George Day, Wharton School
17. Omar El Sawy, University of Southern California
18. Paul W. Farris, University of Virginia
19. Ken Favaro, act2
20. Fred Feinberg, University of Michigan
21. Mary Gentile, University of Virginia
22. Jason Grenfell-Gardner, Teligent
23. Vijay Govindarajan, Dartmouth
24. Jason Grenfell-Gardner, Teligent
25. Mikel Gutierrez, Siemens Gamesa
26. Andrew Hoffman, University of Michigan
27. Wally Hopp, University of Michigan
28. Chris Ittner, Wharton School
29. Uday Karmarkar, UCLA
30. Andrew Karolyi, Cornell University
31. Stelios Kavadias, Cambridge University
32. Kevin Lane Keller, Dartmouth

33. Nirmalya Kumar, Singapore Management University
 34. V. Kumar, Georgia State University
 35. Howard Kunreuther, Wharton School
 36. David Larcker, Stanford University
 37. Hau Lee, Stanford University
 38. Christoph Loch, University of Cambridge
 39. Ann Majchrzak, University of Southern California
 40. John Paul MacDuffie, Wharton School
 41. Arvind Malhotra, University of North Carolina
 42. Rita McGrath, Columbia Business School
 43. Jan Van Mieghem, Northwestern University
 44. Steven Miller, Singapore Management University
 45. Philip Mirvis, Babson Social Innovation Lab
 46. Sunil Mithas, University of Maryland
 47. Satish Nambisan, Case Western Reserve University
 48. Geoffrey Parker, Dartmouth
 49. Georgia Perakis, MIT
 50. Madan Pillutla, London Business School
 51. Stefan Reichelstein, Stanford University
 52. Roland Rust, University of Maryland
 53. Mohanbir Sawhney, Northwestern University
 54. Paul Schoemaker, Wharton School
 55. Sridhar Seshadri, University of Illinois
 56. Yossi Sheffi, MIT
 57. David Simchi Levi, MIT
 58. Mark Spearman, Strategic Project Solutions
 59. Craig Smith, INSEAD
 60. Kannan Srinivasan, Carnegie Mellon
 61. Jan-Benedict Steenkamp at North Carolina
 62. Chris Tang, UCLA
 63. Sridhar Tayur, Carnegie Mellon
 64. Douglas Thomas, University of Southern California
 65. David Ulrich, University of Michigan
 66. Luk Van Wassenhove, INSEAD
 67. Ivo Welch, UCLA
 68. Andrew Whinston, University of Texas at Austin
 69. Yoram (Jerry) Wind, Wharton School
 70. David Young, INSEAD
- Most of them have published in the *Harvard Business Review*.

Why We Need Another Journal

The primary reason for developing a new journal is that we have over 20 million potential readers of such journals worldwide who have a broad range of needs for knowledge about management and business practices. The existing sources, including HBR, SMR, and CMR and the enormous amount of information available on the Internet, meet only a fraction of their needs.

Furthermore, most of the over 200,000 business school professors around the world generally publish in about 1,500 research journals and practitioners' journals focused on specific business disciplines. Over 98 percent of them never attempt to publish in HBR, SMR, or CMR. Many of them could be motivated to write papers for MBR with its broad community involvement, a different editorial structure, and different editorial processes.

To evolve a platform that encourages a wide range of writings that bridge the gaps between practice, education and research, we will emphasize the following:

1. *A much wider global perspective:* MBR will cover a much wider global perspective than any existing journal. During the current decade, the high-income industrialized countries have started to account for less than 50 percent of the global gross product, and China has become the largest economy in the world based on purchasing power parity. This shift, combined with the continuing rise of global networks for production of goods and services, has created new paradigms of managing organizations.
2. *In-depth coverage, rigor, and value density:* We plan to publish articles that are rigorous and cover topics in depth. Furthermore, articles in MBR will be succinct and precise, ensuring that readers get maximum value per minute for the time they spend in reading.
3. *Drawing on an untapped pool of authors:* Since we plan to rely on numerous cosponsoring and partner schools, we expect to draw on a larger pool of academics who work on real-world problems than other publications do. Most people in this pool do not publish in HBR, SMR, and CMR. Articles from this pool, from the consulting community, and from practitioners will be the primary sources of papers for the *Management and Business Review*.
4. *Disseminating practical results from research journals:* Some articles in academic research journals are pertinent to practice, but the practitioners rarely read them because they are written for academics. We plan to invite their authors to write "practitioners' versions" of such articles and we plan to conduct workshops to help them in their rewriting.

Editorial Focus and Editorial Policies

The value proposition of MBR rests on the quality of its contents. Articles must be interesting, relevant, and readable for a wide audience. Although many of the ideas presented in MBR will be rooted in research, they must contain a clear management message. It is therefore vital that all articles address real-world business systems. Novel research results must be tied to concrete management practices. Hence, the overarching characteristic of MBR will be articles that are

relevant to the practice of management, efficiently written, and enjoyable to read. To achieve this, articles will be concise, supplemented with visual graphics and rich in real-world connections.

We want to help managers run organizations and institutions more effectively and make better decisions. If people work more productively, all of us—employees, bosses, customers, our families, and the people our businesses affect—will be better off. We try to present ideas that will help readers to become smarter, more creative, and more confident in their work. To do that, we seek out experts in management theory and practice and collaborate with them to express their thoughts to managers and to others working in their field.

We seek papers on many topics, including accounting, artificial intelligence and machine learning, business analytics, business and public policy, corporate governance, decision making, digitalization, finance, globalization, innovation, marketing, managing, negotiating, operations, organizational change, strategy, supply chains, and sustainability. We publish articles of various lengths, 200 to 8,000 words, in print and digital forms, or in digital form only, graphics, podcasts, videos, and slide presentations. We consider five qualities when evaluating submitted papers:

- (1) *Expertise*: You needn't be well known but you must know a lot about your subject.
- (2) *Evidence*: Know your subject thoroughly and prove it to your readers. Refer to supporting research and describe relevant examples.
- (3) *Originality*: New ideas in the field are rare and valuable and a primary reason that people read business papers. In writing about a standard topic, focus on a novel argument or insight.
- (4) *Usefulness*: Readers want to know about new developments in management thinking and to change and improve the way their organizations operate. Explain your thinking so they understand how to apply your ideas in real situations.
- (5) *Writing Style*: Make your writing persuasive and inviting. Readers may be skeptical and busy. Capture their interest quickly so they don't look elsewhere.

Our editorial process is thorough, and we may ask you to do revisions. Our copy editors will work with you to make your paper more attractive to our readers.

It is possible, however, that an article is highly relevant only to an audience in a specific discipline. We will initially publish these articles in specific disciplines in such specialized online magazines as *MBR Accounting Review*, *MBR Business Analytics*, *MBR Digital Transformation*, *MBR Finance Review*, *MBR Information Systems*, *MBR Marketing Review*, and *MBR Operations Review*. Once we reach a critical number of papers in a specialized online magazine, we will also publish it in print form.

Format Guidelines

1. Your paper should have page numbers.

2. The paper should not contain anything that will not appear when it is published.
3. Please read over the paper carefully and try to delete words, sentences, or paragraphs whose removal does not affect the substance of the paper. This exercise will help to make the paper crisper and more concise.
4. Please list the authors' names and affiliations after the title. Example:

Srinivas Bollapragada, General Electric
Wallace Hopp, Ross School of Business, University of Michigan
Christopher D. Ittner, The Wharton School, University of Pennsylvania
Kalyan Singhal, Merrick School of Business, University of Baltimore

Please do not include here any more specific information about honors or titles or any contact information such as phone number, email, or postal addresses. These items may be included in the author bios at the end of the paper.

5. Please do not use the heading "Introduction" before the first paragraph because it is redundant.
6. Please write a twenty to thirty-word introductory note which we can use to introduce your article. It will appear in larger letters at the beginning of the article. This note should include engaging and interesting information which will motivate readers to read your article. It is your chance to grab their attention.
7. We don't use foot notes. We use only endnotes with regular Arabic/Indian numerals (not Roman numerals). Each endnote may include more than one reference as well as any remarks you wish to make about the literature. We do not include a separate list of references. The main body will include only the endnote number as a superscript. It will not include the names of the authors cited and the year of publication. Please avoid too many end notes. The heading of the final section should be "**Endnotes.**"
8. Please identify sentences that could be highlighted. You can copy such sentences just above the paragraph in which they appear and then use a large font, preferably size 14, for them.
9. Except the highlighted sentences, please use the same font size for the entire paper. Please do not use small font for quotes or bullet points.
10. Please define all abbreviations when they first appear in the paper. Please do not assume that every reader will be familiar with every abbreviation you are using.

11. Please include a brief bio of each author, preferably less than 50 words, at the end of the paper. Here you may include your email, but only if you do not mind making it public in the journal.
12. Please submit a copy in Word.
13. Our Senior Editor will go over your manuscript and make extensive suggestions and comments. You are the author(s) and the final decision on any changes or revisions is yours, however, please consider her suggestions carefully. If you find that any of her suggestions have changed your meaning, it may indicate that your original sentence or paragraph was unclear. It is usually not necessary to directly respond to her margin comments or questions; they are intended only as aides to revision or further explanation of her in-line suggestions.

Your Feedback

MBR welcomes your questions, comments, and suggestions on any aspect of this plan. Please send them to Kalyan Singhal at mbr@mbrjournal.com

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