



Praise for MBR

The *Management and Business Review* is a valuable addition to the world of business scholarship and analysis. I applaud leading business schools for launching this insightful publication.

David Rubenstein, Cofounder and Co-Executive Chairman, Carlyle Group

I'm delighted to see this caliber of international collaboration for a new kind of journal that brings the views and research of academics and business practitioners together. At a time when business leaders are faced with new levels of diverse and complex challenges that they need to solve, this will serve as a great learning resource from an impeccable roster of contributors.

Janet Fouty, Executive Chair of the Board, Deloitte US

This first issue is *really* superb! You have delivered everything you promised and more. Hard to think of a better way to start this ambitious project. Congratulations!

Kasra Ferdows, Heisley Family Chair Professor of Global Manufacturing, McDonough School of Business, Georgetown University

Congratulations on the launch of the new MBR journal. This initiative is important for the dissemination of insights obtained through academic research to the broader management community. It will support practitioners in answering the challenging issues

they currently face and it will help us create value for society at large. I am really looking forward to reading the articles from recognized professors in top business schools around the world, which will challenge us to do better in the business community.

Ronnie Leten, Chairman of the Board of Ericsson and Epiroc, board member SKF Group

What an impressive way to launch MBR! The inaugural issue has an all-star lineup of contributors and is full of relevant and timely content. I have already selected several articles to pass on to the organizations I advise.

Steven Miller, Professor Emeritus, School of Information Systems, Singapore Management University

CEOs are expected to lead in entirely new ways, from ending systemic racism to providing solutions to COVID-affected communities. MBR delivers invaluable counsel and practical ideas, enabling CEOs to earn the trust of stakeholders who need business to fill the void left by government.

Richard Edelman, CEO, Edelman

MBR made a scintillating promise to the business and academic community -- and you have delivered in spades! The MBR layout and design is eye-catching and elegant, and most important, the

articles in the inaugural issue, individually and collectively, are a unique and powerful blend of applied thought-leadership and serious scholarship.

Richard Ettenson, Professor and Kieckhefer Fellow in Global Marketing and Brand Strategy, Thunderbird School of Global Management

A new first-class journal linking management research and practice was long overdue. MBR is a solid and credible project led by an outstanding editorial team that will narrow the rigor-relevance gap.

Alfonso Gambardella, Bocconi University

I am happy to hear about the launch of the new *Management and Business Review* journal. The articles in its first two issues sound intriguing. I hope to send my new articles to MBR on the chance that they get included.

Philip Kotler, S.C. Johnson & Son Distinguished Professor, Kellogg School of Management, Northwestern University

I have followed the efforts led by Professor Kalyan Singhal to develop a new management journal, *Management and Business Review*, to bring a global perspective to cutting-edge research by faculty at the roughly 13,000 business schools worldwide. Kalyan is a spirited and determined entrepreneur who has built a strong team and drawn support from a wonderful array of business schools. I appreciate the value of increasing our publication opportunities beyond the *Harvard Business Review*, *MIT Sloan Management Review*, and *California Management Review*. I expect that one way that this new journal will distinguish itself is by focused inquiry into top global issues facing business and society.

Edward A. Snyder, William S. Beinecke Professor of Management and Economics, Yale University School of Management

Most academic management disciplines are primarily for professionals. Their first role is to help managers make more informed and insightful

decisions based on good science. And yet most of our best journals focus on the science, not its application. Academics and managers alike should welcome *Management and Business Review* as a critical bridge in using our best knowledge to make decisions that lead to a better management and community environment.

John R. Roberts, London Business School and University of New South Wales

The world is in dire need of better-managed organizations. MBR delivers crisp, actionable managerial insights from a global network of experts and thought-leaders. MBR brings the best of leading edge knowledge in accessible language to those who can benefit from it the most. MBR is a fantastic initiative - read it.

Annabelle Gawer, Professor, University of Surrey and University of Oxford Saïd Business School

Welcome to *Management And Business Review*, a timely and relevant trendsetter journal delivering value through crisis management & innovation beyond research. A must-read journal where “the art of leadership blends with the science of management”

Bala V. Balachandran, Professor Emeritus, Northwestern University and Founder, Great Lakes Institute of Management, India

The launch of *Management and Business Review* (MBR), which is devoted to engaging articles that highlight recent research and its implications for burning management challenges of today and the future, is an important addition to the world of credible references and insights. MBR’s creation was a collaborative effort with a wide range of participant schools and companies, and as such promises to be broader in editorial scope than well-known journals in its class.

Dino Petrarolo, SVP, Competitive Capabilities International INC, South Africa