



A Message from the Deans of MBR's Sponsors

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We are proud to sponsor *Management and Business Review* (MBR) and excited to welcome you to its inaugural issue. As business school deans we believe passionately in the immense power of business to fulfill the needs and aspirations of humanity. As educators we believe that discussion and debate are central to individual and societal growth. By publishing articles that are grounded in research but focused on practice, MBR will stimulate critical discussions about how business can better serve us all.

But if this stimulus is to produce results, our discussions must be broad and inclusive. That's why MBR is sponsored by twelve schools on three continents, led by three editors in chief from three different institutions, and guided by an editorial advisory board of about 250 members from a wide range of institutions in Asia, Europe, and the North America. This diversity of sponsorship and leadership is intended to attract articles that address the varied gamut of concerns facing businesses and societies around the globe and to distribute those articles to a similarly wide range of managers, scholars, and students.

As you can see from this impressive first issue, the editorial and advisory team has done its part to inspire rich discussions. Its members have solicited and edited scintillating articles from great thinkers throughout the spectrum of management disciplines. They have gathered content well worth reading. But broad discussions are not borne of content alone; that content must also be read by a broad audience.

This is where we need you. MBR was founded as a grassroots initiative and must also grow as one. In this spirit, we invite all members of the business community, worldwide, to share this issue with colleagues or anyone else who might be interested. The first two issues of MBR are completely free in digital form and can be shared via email, social media, or online post.

To promote sharing within businesses and educational organizations, MBR is offering a range of customization options. These options include special editions co-branded with your school or company. MBR can even be customized to include special content tailored for your organization. This customization will strengthen your relationship with your constituents and elevate your brand. For a short time, MBR is also offering special pricing on customized options. Please contact Coeditor in Chief Kalyan Singhal at <Ksinghal@ubalt.edu> to discuss pricing and customization options.

We especially encourage our fellow business school deans to take full advantage of MBR. In addition to sharing these free issues with your faculty, students, alums, and industry affiliates, we urge you to share them with a broader range of university stakeholders. Given that students from a diverse set of disciplines and majors ultimately go into business, sharing MBR with a wide and diverse audience is a simple and valuable service you can do for your institution. And please invite your faculty to use MBR articles in their classes. Unlike other journals, which charge for classroom use, MBR will always make its articles freely available for use in degree program classes.

We are confident that, like us, you will find MBR to be an exciting new tool which we can all use individually to better do our jobs and collectively to transform the world. We are delighted to have you join us in getting the most out of this innovative new publication.