



# Papers to Appear in Future Issues of the *Management and Business Review*

**Koen Pauwels, Oliver Koll**

Why Brands Grow: The Powers of Differentiation and Penetration

**Uday Karmarkar.**

Service Industrialization, Convergence, and Digital Transformation – II

**Sunil Mithas, Roland T. Rust.**

Pursue Both Revenue Growth and Cost Reduction with Digital Transformation

**Karen Ayas.**

The Complete Turnaround of a Boutique Bank: A Practical Guide to Leading a Complex Transformation

**Lennart Baardman, Maxime C. Cohen,****Kiran Panchamgam, Georgia Perakis.**

Upgrading Promotions Using Business Analytics

**David De Cremer.**

Can Blockchain Manage Trust in Organizations?

**Maxime C. Cohen, Samuel Dahan, Colin Rule.**

Conflict Analytics: When Data Science Meets Dispute Resolution

**V. Kumar, Ashutosh Dixit,****Rajshekhhar 'Raj' G. Javalgi, Nazli Z. Turken.**

Can Artificial Intelligence Overshadow Human Intelligence? Serendipitous Connections, Persistence of Interest, and Impact on the Bottom Line

**Sunil Chopra.**

Designing Omni-Channel Retailing to Align Financial Performance with Strategy

**Qing Li, Christopher Tang.**

Unlocking the Value of Innovative Selling: Information and Options

**Charles J. Corbett, Uday S. Karmarkar,****Christopher S. Tang.**

The Internet at 50: Pioneers, Engineers, and Influencers on its Past and Future

**Jeff S. Johnson.**

You Move Me: Understanding and Optimizing Job Rotation

**Anatoli Colicev, Ashwin Malshe, Koen Pauwels.**

How Brands Can Leverage Their Social Media Marketing

**Robert F. Bordley, Jeffrey M. Keisler**

Responding to the Risk of Imposed Changes on the Project Budget and Deadline

**Shumpei Iwao**

Continuous Improvement Revisited: Organization Design as the Last step for Gaining Full Competitive Advantage from Kaizen

**Morris Cohen, Shiliang Cui, Sebastian Doetsch, Ricardo Ernst, Arnd Huchzermeier, Panos Kouvelis, Hau Lee, Hirofumi Matsuo, Andy A. Tsay**

Putting Supply Chain Resilience Theory into Practice

**Nirmalya Kumar**

Countercyclical Marketing During Recessions

**Kyle Richardville, Bradley R. Staats, Brian J. Miller**

The Reality Distortion Field in Care Delivery

**Herman Aguinis, Jing Burgi-Tian**

Performance Reviews are Dead, Long Live Performance Management!

**Suresh P. Sethi**

Nobel Laureate Herbert A. Simon: Pioneer of Artificial Intelligence and Trailblazer in Decision Making

**Yoram (Jerry) Wind, Nick Primola**

The Reemergence of Marketing, and the Role of the CMO

**Wallace Hopp, Jun Li, Soroush Saghafian, Guihua Wang.**

Employee Health Plans Powered by Analytics