



# 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

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

Conflict Analytics: When Data Science Meets Dispute Resolution

## **V. Kumar, Ashutosh Dixit,**

## **Rajshekhar 'Raj' G. Javalgi, Nazli Z. Turken.**

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

## **Qing Li, Christopher Tang.**

Unlocking the Value of Innovative Selling: Information and Options

## **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 in Gaining a 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!

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

The Reemergence of Marketing, and the Role of the CMO

## **Mark L. Spearman, H. James Choo, and Todd Zabelle**

Project Production Management: The Key to Delivering Large Capital Construction Projects on Time and Under Budget

## **Christian Schulze and Daniel Blaseg**

The Road to Failure is Paved with Good Discounts: How Premature Discounts Hurt Entrepreneurs on Kickstarter

## **Yen-Ting Lin, David F. Pyke, and Jayashankar M. Swaminathan**

Identifying and Overcoming Barriers to Blockchain Implementation in Supply Chains

## **Robin Erickson and Amy Lui Abel**

Rethinking the Employee Experience in the New World of Hybrid Work

## **Subodha Kumar, Georgia Perakis**

A Brief History of the Internet and the World Wide Web.

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

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