



# 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

**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

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

The Reemergence of Marketing and the Role of the CMO

**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 Implementing Blockchain in Supply Chains

**Shardul S. Phadnis, Paul J.H. Schoemaker.**

Visibility Isn't Enough - Supply Chains Also Need Vigilance

**George S. Day.**

Why Working Backwards Works Better

**Ofer Mintz, Eric Knight.**

Beyond Usual: [Six] Ways Leading Firms Diverge from Business as Usual

**ManMohan S. Sodhi, Sridhar R. Tayur.**

Make Your Business Quantum-Ready Today

**Satish Nambisan, Yadong Luo.**

Managing Risks in Digital Globalization

**Satish Nambisan.**

Digital Strategies for Managing Global Operations in the New Normal

**Ann Majchrzak, Arvind Malhotra.**

Getting More from Crowdsourcing: Solving Wicked Business and Societal Problems

**Ashish Sinha, Prakash Bagri, Kiran Pedada, Rajendra Srivastava.**

E-Commerce Disrupted: Is Social E-Commerce the Future of Online Shopping?

**Sunil Mithas, Rajiv Kohli.**

How to Manage Technology Debt and Shadow IT for a Synchronized Digital Strategy

**Maude Lavanchy, Amit Joshi, Arnaud Chevallier.**

Don't Let the AI Hype Undermine Good Decision-Making

**Benjamin Lawrence, Jie J. Zhang.**

Infusing an Operational Perspective into Franchise Management

**Vijay Govindarajan, Anup Srivastava.**

What Is a Modern Tech Company? How Does It Differ from a 20th Century Industrial Giant?