



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

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Why Brands Grow: The Powers of Differentiation and Penetration

**Qing Li, Christopher Tang.**

Unlocking the Value of Innovative Selling: Information and Options

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You Move Me: Understanding and Optimizing Job Rotation

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How Brands Can Leverage Their Social Media Marketing

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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

**Christian Schulze and Daniel Blaseg.**

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

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Identifying and Overcoming Barriers to Implementing Blockchain in Supply Chains

**Satish Nambisan, Yadong Luo.**

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**Satish Nambisan.**

Digital Strategies for Managing Global Operations in the New Normal

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

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**Kate Vitasek, Daniel Bumblauskas, Jim Groton, Yu (Jade) Chu.**

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Kickstarting an Ecosystem to Innovate

**Vikas Mittal, Jihye Jung.**

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