



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

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

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

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?

Ali Aslan Gümüşay, Thomas Bohné, Tom Davenport.

AI and the Future of Management Decision-Making

Stanley Frederick W.T. Lim, David F. Pyke.

The 4th Channel: Automatic Home Replenishment and its Implications for Supply Chain Cost and Customer Convenience

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

The Rise of the Standing Neutral: An Easy, Economical, and Effective Way to Prevent Contractual Conflicts

James R. Francis, Alok Baveja, Xin (David) Ding, Ann D. Bagchi, Benjamin Melamed, Diane Hill.

Navigating Future Shifts in Healthcare Service Delivery: Three Insights from Supply Chain Management

Kieren Mayers, Tom Davis, Luk N. Van Wassenhove.

Seven lessons to address resource consumption

Arnoud De Meyer, Peter J. Williamson.

Kickstarting an Ecosystem to Innovate

Vikas Mittal, Jihye Jung.

Strategic Management of Corporate Political Activism

From Pledge to Practice: Delivering Corporate Net-Zero Emissions Commitments

Daniel C. Esty, Yale School of the Environment & Yale Law School; Alyssa M. Menz, Yale School of the Environment

Manufacturing is not Leaving The Rich World

Kasra Ferdows, McDonough School of Business, Georgetown University

Blockchain Technology Transforms the Pharmaceutical Supply Chain

Yan Pang, Zhen Yu, National University of Singapore; Haisheng Zhang, Zuellig Pharma Holdings Pte. Ltd., Singapore; Corinne Sim, Zuellig Pharma Holdings Pte. Ltd., Singapore; Marianne Louise Chang, Zuellig Pharma Holdings Pte. Ltd., Singapore; Ashley Chong, Zuellig Pharma Holdings Pte. Ltd., Singapore

Addressing Value Drain in the Deal-Making Function

Paul Papayoanou, Decision Frameworks

Special Issue on Managing Organizational Culture

Edited by Glenn R. Carroll, Stanford University

Return-to-Office Decisions: A Culture Question?

J. Yo-Jud Cheng, University of Virginia (chengy@arden.virginia.edu)

Boris Groysberg, Harvard Business School (bgroysberg@hbs.edu)

Cultivating Culture in a Hybrid Context

Michael Arena, University of Pennsylvania (mjarena@bellsouth.net)

Andras Vicsek, Maven 7 (andras.vicsek@maven7.com)

John Golden, Amazon Web Services (goldenj@amazon.com)

Scott Hines, Amazon Web Services (hinessco@amazon.com)

The Art and Science of Transforming Organizational Culture

John M. de Figueiredo, Duke University (jdefig@duke.edu)

Four Tips for Changing Your Team Culture

Jennifer Dannals, Yale University (jennifer.dannals@yale.edu)

Heidi Brooks, Yale University (heidi.brooks@yale.edu)

Happy Cooks Make Good Food: Management Lessons from the Kitchen

Daphne Demetry, McGill University (daphne.demetry@mcgill.ca)

Gillian Gualtieri, Barnard College (gilliangualtieri@gmail.com)

Enlist Women as Informal Leaders for Cultural Change

Glenn R. Carroll, Stanford University (gcarroll@stanford.edu)

Lara Yang, Stanford University (larayang@stanford.edu)

Organizational Culture Change: How Microsoft Transformed Its Culture

Charles O'Reilly, Stanford University (coreilly@stanford.edu)

What Do Financial Executives Say about Corporate Culture and Strategy?

John R. Graham, Duke University (john.graham@duke.edu)

Jillian Grennan, Santa Clara University (jillian.grennan@berkeley.edu)

Campbell R. Harvey, Duke University (cam.harvey@duke.edu)

Shivaram Rajgopal, Columbia University (sr3269@gsb.columbia.edu)

Measuring Culture for Strategic Success

Jennifer A. Chatman, University of California, Berkeley (chatman@berkeley.edu)

How Can AI Enrich Our Understanding of Organizational Culture?

Amir Goldberg, Stanford University (amirgo@stanford.edu)

Sameer B. Srivastava, University of California, Berkeley (sameersriv@berkeley.edu)

Reification, Erosion, and Infusion: How AI-Powered Algorithms Influence Culture

Arthur S. Jago, University of Washington, Tacoma (ajago@uw.edu)

Nathanael Fast, University of Southern California (nathanaf@marshall.usc.edu)

Experimentation Culture: Defend Learning against Intellectual Laziness

Berk Can Deniz, Duolingo Inc. (berkcdeniz@gmail.com)

Special Issue on Strategic Values of the Value Chain

Edited by Hau Lee, Stanford University

Global Supply Chain Revolution: Achieving 3Rs with the "GREAT" Strategy

Xiaoyan Xu, The Hong Kong Polytechnic University; Suresh P. Sethi, The University of Texas at Dallas; Sai-Ho Chung, The Hong Kong Polytechnic University; Tsan-Ming Choi, University of Liverpool Management School

Digital Transformation Can Get Us to Zero Carbon if We Reimagine the Supply Chain as an Infinite Loop

Kevin O'Marah, Chief Research Officer, Zero100; Colin Gilbert, Vice President Research, Zero100

Tackle the challenges of disrupted global container shipping supply chains: Lessons learnt from the case of COVID-19

Dong-Ping Song, University of Liverpool; Chung-Yee Lee, Hong Kong University of Science and Technology

Digitization and Evolving Buyer-Supplier Relationships

Thomas Y. Choi, Arizona State University; Luitzen de Boer, Norwegian University of Science and Technology; Poul Houman Andersen, Aalborg University and Norwegian University of Science and Technology

Ultra-Fresh Strategies with Ultra-Agile Supply Chains

Li Chen, Cornell University; Hau Lee, Stanford University; Shiqing Yao, Monash University

The Seven Plus One Different Flavors of Global Supply Chain Design

Robert Handfield, North Carolina State University; Sam Roscoe, Thompson Rivers University; Ken Petersen, University of Oklahoma; Heather Skipworth, Emel Atkas, Farooq Habib, Cranfield University

The Quiet Supply Chain Revolution

Richard Markoff, ESCP, France; Ralf Seifert, IMD and EPFL, Switzerland.

The Semiconductor Value Chain: A Highly Coordinated Engine of Innovation

Willy Shih, Harvard Business School

Physical Flows as a Metaphor to Understand Supply Chain Evolution

Rob Handfield, North Carolina State University; Tom Linton, McKinsey

Special Double Issue: AI for Customer Engagement

Jerry Wind, Margherita Pagani, and Jerry Dischler

Introduction

I. PERSONALIZATION

Raja Rajamannar

Mastercard's Digital Marketing Engine: Using AI to Spot Micro Trends for Effective Customer Engagement

Ofer Mintz, Yitong Wang, Depin Chen and Kehan Chen

The Alibaba Challenge: How to Effectively Engage with A Billion Customers

Kartik Hosanagar and Dokyun Lee

AI in Personalized Product Recommendations

Tom Davenport

Hyper-Personalization for Customer Engagement with AI

Rex Briggs, Stefanie Friedoff and Erik Lundeberg

Saving Lives with AI: Lessons in Personalization and Engagement

Mukul Pandya

After a Stroke, AI Helped Me Learn to Write Again

II. AUTOMATION

Chetan Dube

AI + Human is the Essential Formula for Customer Engagement

Pernille Ryden, Torsten Ringberg and Omar A. El Sawy

The Leader's Strategic Mindset: A Key Factor for AI Success

Avi Parush

Book Review: *Balancing Human and AI Control to Achieve Meaningful Customer Engagement*
by Ben Shneiderman

Charles Hofacker

Book Review: *Artificial Intelligence for Sustainable Value Creation*, Margherita Pagani and Renaud Champions, eds.

III. PREDICTIONS

Brian Lincoln, Robert Grant and Suresh Iyengar

White Glove Service: AI in Wealth Management Raises Client Engagement at Scale

Alan Schulman and Stacey Lynn Schluman

Resurrecting Jimi Hendrix: The Power of AI to Expand Consumer Engagement Through Musical Fan Cultures

Stefano Puntoni

Wizenoze: The Value of Engaging the Customer's Customer

Jennifer Shkabatur and Alex Mintz

Developing a Trustworthy AI Rating System and Its Impact on Customer Engagement

Mukul Pandya

Book Review: Seven Ways that AI Will Transform Customer Engagement: Suggested Reading List

IV. CUSTOMER INSIGHTS

Laurent Larginat

Mars' ACE: Using AI and Behavioral Data in Ad testing with High Correlating Sales

Refik Anadol and Pelin Kivrak

Machines that Dream: How AI-Human Collaborations in Art Deepens Audience Engagement

P.K. Kannan, Yi Yang, and Kunpeng Zhang

Unlocking Deeper Insights into Customer Engagement through AI-Powered Analysis of Social Media Data

David Serkin Ludwig

How Artificial Intelligence Can Keep Classical Music in Business

Navin Rammohan and Mukul Pandya

Infosys: AI Helps Build Customer Engagement to Ace the Tennis Game

V. OMNICHANNEL ENGAGEMENT

Tim Frank, Aastha Gaur, Abheek Gupta, Doris Neubauer, Ian Suttle, Leo Cheng, Natalie Mason, Qiushuang Zhang, Ravi Narasimhan, Roman Karachinsky, Sandeep Beri, Shashi Upadhyay, Tony Li, and Vicky Ge

AI for Customer Engagement at Google

John Abisheganaden, Kheng Hock Lee, Lian Leng Low, Eugene Shum, Han Leong Goh, Christine Gia Lee Ang, Andy Wee An Ta, and Steven M. Miller

Singapore's Hospital to Home Program: Raising Patient Engagement through AI

Steven Randazzo, Jin H. Paik, and Yael Grushka-Cockayne

Commonwealth Bank: Amplifying Customer Centricity with AI

Steven M. Miller

Singapore's AI Applications in the Public Sector: Six Examples

Michael Diamond

Book Review: *Marketing Artificial Intelligence: AI, Marketing, and the Future of Business* by Paul Roetzer and Mike Kaput

Nick Primola

Book Review: *Quantum Marketing* by Raja Rajamannar

VI. THE FUTURE OF AI FOR CUSTOMER ENGAGEMENT

Jerry Wind, Mukul Pandya, Margherita Pagani, and Jerry Dischler

3 Scenarios for the Future of AI in Customer Engagement by 2027