



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