



Editors in Chief

WALLACE HOPP

Ross School of Business,
University of Michigan

CHRISTOPHER ITTNER

The Wharton School,
University of Pennsylvania

KALYAN SINGHAL

Merrick School of Business,
University of Baltimore

Executive Editor

SUBODHA KUMAR

subodha@temple.edu
Fox School of Business,
Temple University

Deputy Editor in Chief

ANUP SRIVASTAVA

Haskayne School of
Business,
University of Calgary

Publisher

KALYAN SINGHAL

Ksinghal@ubalt.edu
CEO, Institute for
Knowledge and
Technology Management

Chief Operating Officer

SUSHIL GUPTA

Florida International
University

Managing Editor

JAYA SINGHAL

Merrick School of Business,
University of Baltimore

Senior Editor

MOLLY HAIGHT

- Charles Corbett, UCLA: *Sustainability*
- Andreas Eisingerich, Imperial College London: *Marketing*
- Fred Feinberg, University of Michigan: *Marketing*
- Yael Grushka-Cockayne, University of Virginia: *Project and Program Management*
- Sushil Gupta, Florida International University: *Crisis and Disaster Management*
- Arnd Huchzermeier, WHU-Otto Beisheim School of Management: *Global Supply Chains and Risk Management*
- Christopher Ittner, The Wharton School: *Accounting*
- Mansour Javidan, Thunderbird School of Global Management: *International Management*
- Kevin Lane Keller, Dartmouth College: *Marketing and Brand Management*
- Mikko Ketokivi, IE Business School: *Governance and Stakeholder Relationships*
- Nirmalya Kumar, Singapore Management University: *Marketing*
- Eva Labro, University of North Carolina at Chapel Hill: *Accounting*
- Sunil Mithas, University of South Florida: *Digital Transformation*
- Satish Nambisan, Case Western Reserve University: *Technology and Innovation*
- Geoff Parker, Dartmouth College: *Digital Transformation*
- Ananth Raman, Harvard University: *Retail Operations*
- Stefan Reichelstein, Stanford Business School: *Energy and Sustainability*
- Sergei Savin, The Wharton School: *Healthcare Management*
- Anil Shivdasani, University of North Carolina at Chapel Hill: *Finance*
- David Simchi-Levi, MIT: *Operations Management and Big Data Analytics*
- Kalyan Singhal, University of Baltimore: *Additional Subjects*
- Bradley Staats, University of North Carolina at Chapel Hill: *Healthcare and People Analytics/Operations*
- Jan-Benedict Steenkamp, University of North Carolina at Chapel Hill: *Marketing*
- Jayashankar Swaminathan, University of North Carolina at Chapel Hill: *Operations and Supply Chain Management*
- Asoo Vakharia, University of Florida: *Waste Management*
- Richard Watson, University of Georgia: *Information Systems*
- Patrick Wright, University of South Carolina: *Leadership and Human Resources Management*

Editors at Large

- Stephanie Creary, The Wharton School, University of Pennsylvania
- Richard Ettenson, Thunderbird School of Global Management

Sponsors of the Management and Business Review

- Anderson School of Management at UCLA
- China Europe International Business School
- City University of Hong Kong
- Cornell SC Johnson College of Business at Cornell University
- Darden School of Business at the University of Virginia
- Indian School of Business
- INSEAD
- Merrick School of Business at the University of Baltimore
- Owen Graduate School of Management at Vanderbilt University
- Ross School of Business at the University of Michigan
- Tepper School of Business at Carnegie Mellon University
- Tuck School of Business at Dartmouth College

Departmental Editors

- Edward Anderson, University of Texas at Austin: *Public Policy*
- Paul A. Argenti, Dartmouth College: *Corporate Communications*
- Srinivas Bollapragada, General Electric: *Business Analytics*
- Ryan Buell, Harvard University: *Service Operations*
- Glenn Carroll, Stanford University: *Organization Design and Management*
- Bhaskar Chakravorti, Tufts University: *Digital Innovation and Emerging Markets*

Advisors

- Regina Abrami, The Wharton School
- Ritu Agarwal, Johns Hopkins Carey Business School
- Raj Aggarwal, Kent State University Foundation
- Gad Allon, The Wharton School
- Edward Anderson, University of Texas at Austin
- Eugene Anderson, University of Pittsburgh
- Paul A. Argenti, Dartmouth College
- Linda Argote, Carnegie Mellon University
- Anil Arya, Ohio State University
- Baris Ata, University of Chicago
- Rob Austin, University of Western Ontario
- Karen Ayas, The Ripples Group
- Arun Balakrishnan, Formerly of Hindustan Petroleum
- Moloy Bannerjee, Bangalore
- Felix Barber, Ashridge Strategic Management Centre
- Richard Barker, Oxford University
- Caryn Beck-Dudley, AACSB
- CB Bhattacharya, University of Pittsburgh
- Amar Bhidé, Tufts University
- John Birge, University of Chicago
- Sam Bodily, University of Virginia
- Srinivas Bollapragada, General Electric
- Robert Bordley, University of Michigan
- Joseph Bower, Harvard University
- Tyson Browning, Texas Christian University
- Ryan Buell, Harvard University
- Andrew Campbell, Ashridge Strategic Management Centre
- Dennis Campbell, Harvard University
- Peter Cappelli, The Wharton School
- Jeff Cares, Alidade
- Glenn Carroll, Stanford University
- Bhaskar Chakravorti, Tufts University
- Richard B. Chase, University of Southern California
- Fangruo Chen, Shanghai Jiao Tong University
- Bruce Chew, Monitor Deloitte
- Sunil Chopra, Northwestern University
- Vidyanand Choudhary, University of California, Irvine
- Bhagwan Chowdhry, Indian School of Business
- Eric Clemons, The Wharton School
- Maxime Cohen, McGill University
- Morris Cohen, The Wharton School
- David Collis, Harvard University
- Charles Corbett, UCLA
- Stephanie Creary, The Wharton School
- Tugrul Daim, Portland State University
- Murray Dalziel, University of Baltimore
- Tom Davenport, Babson College
- George Day, The Wharton School
- David De Cremer, National University of Singapore
- Nicole DeHoratius, University of Chicago
- Marnik Dekimpe, Tilburg University & KU Leuven
- Brian Denton, University of Michigan
- Bert De Reyck, Singapore Management University
- Preyas Desai, Duke University
- Suzanne de Treville, University of Lausanne
- Robin Dillon-Merrill, Georgetown University
- Yu Ding, Texas A&M University
- Alexandre Dolgui, IMT Atlantique
- Matthew Drake, Duquesne University
- Jean-Pierre Dubé, University of Chicago
- Robert Eccles, Oxford University
- Andreas Eisingerich, Imperial College London
- Jehoshua Eliashberg, The Wharton School
- Omar El Sawy, University of Southern California
- Richard Ettenson, Thunderbird School of Global Management
- Paul W. Farris, University of Virginia
- Ken Favaro, act2
- Fred Feinberg, University of Michigan
- Kasra Ferdows, Georgetown University
- Charles Fine, MIT
- Baruch Fischhoff, Carnegie Mellon University
- Stewart Friedman, The Wharton School
- Alfonso Gambardella, Bocconi University
- Giovanni Gavetti, Dartmouth College
- Annabelle Gawer, University of Surrey
- Mary Gentile, University of Virginia
- Gerry George, Georgetown University
- Stanley Gershwin, MIT
- Pankaj Ghemawat, New York University
- Anindya Ghose, New York University
- Ranjan Ghosh, Indian Institute of Management, Ahmedabad
- Itay Goldstein, The Wharton School
- Mark Gottfredson, Bain & Company
- Vijay Govindarajan, Dartmouth College
- Linda Green, Columbia University
- Rajdeep Grewal, University of North Carolina at Chapel Hill
- Yael Grushka-Cockayne, University of Virginia
- Alok Gupta, University of Minnesota
- Sushil K. Gupta, Florida International University
- Stefan Haefliger, City University of London
- Andrei Hagiu, Boston University
- Nicholas Hall, Ohio State University
- Gary Hamel, London Business School
- Warren Hausman, Stanford University
- Constance Helfat, Dartmouth College
- Ola Henfridsson, University of Miami
- Teck-Hua Ho, National University of Singapore
- Andrew Hoffman, University of Michigan
- Kartik Hosanagar, The Wharton School
- Arnd Huchzermeier, WHU-Otto Beisheim School of Management
- Mark Huselid, Northeastern University
- J. Jeffrey Inman, University of Pittsburgh
- Ravi Jagannathan, Northwestern University
- Anjani Jain, Yale University
- Dipak Jain, China Europe International Business School
- Karuna Jain, Indian Institute of Technology, Bombay
- Mansour Javidan, Thunderbird School of Global Management
- Nitin Joglekar, Boston University
- M. Eric Johnson, Vanderbilt University
- Ajit Kambil, Deloitte
- Karthik Kannan, University of Arizona
- P.K. Kannan, University of Maryland
- Uday Karmarkar, UCLA
- Andrew Karolyi, Cornell University
- Sunder Kekre, Carnegie Mellon University
- Kevin Lane Keller, Dartmouth College
- L. Robin Keller, University of California, Irvine

- Pinar Keskinocak, Georgia Institute of Technology
- Mikko Ketokivi, IE Business School
- Wolf Ketter, Erasmus University
- Art Kleiner, Wise Advocate Enterprises and New York University
- Prabhudev Konana, University of Maryland
- Praveen Kopalle, Dartmouth College
- Ramayya Krishnan, Carnegie Mellon University
- Nirmalya Kumar, Singapore Management University
- Rajiv Kumar, Microsoft India
- V. Kumar, Indian School of Business
- Howard Kunreuther, The Wharton School
- Eva Labro, University of North Carolina at Chapel Hill
- Mary Lacity, University of Arkansas
- Karim Lakhani, Harvard University
- Hau Lee, Stanford University
- Josh Lerner, Harvard University
- Baruch Lev, New York University
- Arie Lewin, Duke University
- Marianne Lewis, University of Cincinnati
- Igor Linkov, US Army Engineer Research and Development Center
- Christoph Loch, University of Cambridge
- Yadong Luo, University of Miami
- John Paul MacDuffie, The Wharton School
- José A.D. Machuca, Universidad de Sevilla
- Costis Maglaras, Columbia University
- Joseph Mahoney, University of Illinois
- Ann Majchrzak, University of Southern California
- Manoj Malhotra, Case Western Reserve University
- Roger Martin, University of Toronto
- Carl Mela, Duke University
- Steven M. Miller, Singapore Management University
- Philip Mirvis, Global Network on Corporate Citizenship
- Sunil Mithas, University of South Florida
- Vikas Mittal, Rice University
- Antonio (Toni) Moreno, Harvard University
- Kara M. Morgan, Ohio State University
- Ram Mudambi, Temple University
- John Mullins, London Business School
- Haig Nalbantian, Mercer
- Satish Nambisan, Case Western Reserve University
- Paul Nunes, Accenture
- Vijay Padaki, The P&P Group
- Margherita Pagani, SKEMA Business School, France
- Geoffrey Parker, Dartmouth College
- Elisabeth Paté-Cornell, Stanford University
- Koen Pauwels, Northeastern University
- John Pearce, Villanova University
- Christine Pearson, Thunderbird School of Global Management
- Maury Peiperl, George Mason University
- Georgia Perakis, MIT
- Dino Petrarolo, Competitive Capabilities International
- Michael Pinedo, New York University
- Gary Pisano, Harvard University
- David Pyke, University of San Diego
- Arun Rai, Georgia State University
- Shivaram Rajgopal, Columbia University
- Jagmohan Singh Raju, The Wharton School
- Ananth Raman, Harvard University
- K. V. Ramanathan, University of Washington
- M. Rammohan Rao, Indian School of Business
- Michael Raynor, Monitor Deloitte
- Stefan Reichelstein, Stanford University
- Werner Reinartz, University of Cologne
- Ortwin Renn, University of Stuttgart
- John R. Roberts, University of New South Wales
- Qin Rongsheng, Beijing National Accounting Institute
- Johan Roos, Hult International Business School
- Aleda Roth, Clemson University
- Roland Rust, University of Maryland
- Hernan Saenz, Bain & Company and Cornell University
- Joseph Sarkis, Worcester Polytechnic Institute
- Garth Saloner, Stanford University
- Amy Salzhauer, Good Growth Capital
- Vallabh Sambamurthy, University of Wisconsin
- Nada Sanders, Northeastern University
- Sergei Savin, The Wharton School
- Mohanbir Sawhney, Northwestern University
- Alan Scheller-Wolf, Carnegie Mellon University
- Glen Schmidt, University of Utah
- Paul J. H. Schoemaker, The Wharton School
- Abraham Seidmann, University of Rochester
- Arijit Sengupta, Florida International University
- D. V. R. Seshadri, Indian School of Business
- Sridhar Seshadri, University of Illinois at Urbana-Champaign
- Suresh Sethi, University of Texas at Dallas
- J. George Shanthikumar, Purdue University
- Jason Shaw, Nanyang Technological University, Singapore
- Yossi Sheffi, MIT
- Max Shen, University of California, Berkeley
- Jagdish Sheth, Emory University
- Anil Shivdasani, University of North Carolina at Chapel Hill
- David Simchi-Levi, MIT
- Kingshuk Sinha, University of Minnesota
- J. Cole Smith, Syracuse University
- N. Craig Smith, INSEAD
- Edward A. Snyder, Yale University
- Deepak Somaya, University of Illinois at Urbana-Champaign
- Ron Sooniueus, Boston Consulting Group and INSEAD
- Chester Spatt, Carnegie Mellon University
- Mark Spearman, Strategic Project Solutions
- Karen Spens, Hanken School of Economics
- James Spohrer, IBM
- E S Srinivas, Indian Institute of Management, Bangalore
- Kannan Srinivasan, Carnegie Mellon University
- Rajendra Srivastava, Indian School of Business
- Bradley Staats, University of North Carolina at Chapel Hill
- Christian Stadler, University of Warwick
- Martin K. Starr, Columbia University and Rollins College
- Jan-Benedict Steenkamp, University of North Carolina at Chapel Hill
- Fabian J. Sting, University of Rotterdam
- Donald Sull, MIT
- Jayashankar Swaminathan, University of North Carolina at Chapel Hill

- Chris Tang, UCLA
- Sridhar Tayur, Carnegie Mellon University
- Douglas Thomas, University of Southern California
- Stefan Thomke, Harvard University
- Brian Tomlin, Dartmouth College
- Alex Triantis, Johns Hopkins University
- Michael Trick, Carnegie Mellon University
- David Ulrich, University of Michigan
- Gregory Unruh, George Mason University
- Asoo Vakharia, University of Florida
- Andrew Van de Ven, University of Minnesota
- Jan Van Mieghem, Northwestern University
- Deryck van Rensburg, Pepperdine University
- Luk Van Wassenhove, INSEAD
- Rohit Verma, Cornell University
- J. Miguel Villas-Boas, University of California, Berkeley
- Eric von Hippel, MIT
- Richard Watson, University of Georgia
- Ivo Welch, UCLA
- George Westerman, MIT
- Seungjin Whang, Stanford University
- Andrew B. Whinston, University of Texas at Austin
- Yoram (Jerry) Wind, The Wharton School
- Patrick Wright, University of South Carolina
- George Wu, University of Chicago
- Houmin Yan, City University of Hong Kong
- Dennis Yao, Harvard University
- George S. Yip, Imperial College London
- S. David Young, INSEAD
- Fuqiang Zhang, Washington University in St. Louis
- Xiande Zhao, China Europe International Business School
- Feng Zhu, Harvard University
- Jerry Zimmerman, University of Rochester

Associate Editors

- Naren Agrawal, Santa Clara University
- Jennifer Blouin, The Wharton School
- Arnaldo Camuffo, Bocconi University
- Avi Carmeli, Tel Aviv University
- Leander De Schutter, Erasmus University
- Kevin Desouza, Queensland University of Technology
- Jan Fransoo, Kühne Logistics University
- Vijay Gurbaxani, University of California, Irvine
- Murat Kristal, York University
- Yan Li, Essec Singapore
- Christos A. Makridis, US Council of Economic Advisers
- Amit Mehra, University of Texas at Dallas

- Kiran Panchamgam, Oracle
- Leyland Pitt, Simon Fraser University
- Stefan Seidel, University of Liechtenstein
- Mohan Sodhi, City University of London
- Ravi Subramanian, Georgia Institute of Technology
- Amrit Tiwana, University of Georgia
- S. Viswanathan (Vish) from Nanyang Technological University
- Michael Wade, IMD

Editorial Review Board

- Jaideep (Jay) Anand, Ohio State University
- Sudhakar Balachandran, University of Illinois at Chicago
- Metin Çakanyildirim, University of Texas at Dallas
- Arnaldo Camuffo, Bocconi University
- Dave Chatterjee, University of Georgia
- Thomas Choi, Arizona State University
- Anatoli Colicev, Bocconi University
- Shiliang Cui, Georgetown University
- Peggy Cunningham, Dalhousie University
- Timothy M. Devinney, University of Manchester
- Varun Dutt, Indian Institute of Technology, Mandi
- Mark L. Frigo, DePaul University
- Bibhas C Giri, Jadavpur University
- Ronald Goodstein, Georgetown University
- Mary C. Lacity, University of Arkansas
- Ted London, University of Michigan
- Alan J. Malter, The University of Illinois at Chicago
- Jason Merrick, Virginia Commonwealth University
- Kyle B. Murray, University of Alberta
- Kiran Panchamgam, Oracle
- Elliot Rabinovich, Arizona State University
- Timothy L. Smunt, University of Wisconsin, Milwaukee
- Yinliang (Ricky) Tan, Tulane University
- Andy Wu, Harvard University
- Zhibin (Ben) Yang, University of Oregon

Communication Editor

- Seokjun Youn, University of Arizona

Submissions

- Before submitting your paper, please review our editorial policies: <https://mbrjournal.com/2020/02/17/editorial-policies/>
- Please submit your manuscript at: <https://mbrjournal.com/submit-manuscript-2/>