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About the Authors

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Dave Ketchen serves as Lowder Eminent Scholar and Professor of Management at Auburn University. An award-winning educator, Ketchen has taught Strategic Management, Principles of Management, and Franchising. His research interests include strategic management, entrepreneurship, research methods, and strategic supply-chain management. He has published more than one hundred articles in journals such as *Administrative Science Quarterly*, *Academy of Management Journal*, and *Strategic Management Journal*. He has served on thirteen editorial boards, including those of *Academy of Management Review*, *Strategic Management Journal*, and *Journal of Management Studies*. He has served as associate editor for seven journals, including *Academy of Management Journal*, *Journal of International Business Studies*, and *Organizational Research Methods*. Ketchen serves on the teaching team for the Entrepreneurship Bootcamp for Veterans with Disabilities at Florida State University, has acted as an expert witness, and has assisted a variety of private and public sector entities with strategic planning. He is the former chair of the board of directors for the Alabama Launchpad (a statewide business plan competition) and currently serves on the Steering Committee for the Michelin Development-East Alabama (an entity that provides low-interest loans to fuel job creation).



Jeremy Short

Jeremy Short is the Rath Chair in Strategic Management at the University of Oklahoma. His award-winning teaching includes classes such as Principles of Management, Strategic Management, Entrepreneurship, and Management History. Short's research focuses on the determinants of firm and organizational performance. He has published more than fifty articles in such journals as *Strategic Management Journal*, *Organization Science*, *Personnel Psychology*, *Organizational Behavior and Human Decision Processes*, *Academy of Management Learning and Education*, and *Journal of Management Education*, among others. He is an associate editor for the *Journal of Management* and serves on the editorial board of *Organizational Research Methods*. He also coauthored the first Harvard Business School case in graphic novel format.

