**TABLE 1: TOPIC CHOICE DECISION MATRIX**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| **Topic Summaries** | **Significance** | **Actionability** | **Curiosity** | **Novelty** | **Breadth** | **Total Score** |
|  | (30%) | (30%) | (20%) | (10%) | (10%) | /10 |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |
|  |  |  |  |  |  |  |

**Notes**: The five decision-making criteria in the columns, adopted from [Colquitt and George (2011)](https://aom.org/uploadedFiles/Publications/AMJ/FTE-TopicChoice.pdf), are scored from low (1) to high (10). **Significant** topics aim to solve a piece of a larger societal puzzle and, thus, have a compelling purpose (i.e., they strive to achieve economic, social, and environmental outcomes by taking on a grand challenge). **Actionable** topics promise to estimate the potential effect of new and important practices and generate findings that practitioners will be able to act on in the near term. **Curiosity-inducing** topics challenge taken-for-granted assumptions and aim to solve mysteries that have multiple plausible endings (i.e., they catch and hold decision makers’ attention by posing questions that are unknown). **Novel** topics explore the potential of bold ideas that could lead businesses in unfamiliar, nascent, and radically different directions by changing the conversation. **Broad** topics cover the landscape of an area of inquiry adequately by considering a multitude of outcome variables, boundary conditions, and explanations (i.e., they cast a wide net). The total scores in the right-most column are weighted averages of the summarized topics’ scores on these five decision-making criteria. The weights for these criteria, displayed in parentheses, were determined according to The Juice Laundry’s preference for research on topics that are significant, actionable, and curiosity-inducing.