*TABLE #: TOPIC CHOICE DECISION MATRIX TEMPLATE*

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| *Topic Summaries* | *Significant* | *Actionable* | *Interesting* | *Novel* | *Broad* | *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. *Interesting* 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; they are curiosity-inducing). *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 (including potential unintended consequences), boundary conditions, and explanations (i.e., they cast a wide net). The total scores in the right-most column are weighted averages of the 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 interesting.