

# New Partnership Will Share Research-Based Insights from Academy of Management Discoveries

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**KEYWORDS:** Research Insight, How to grow your business, How to start a business, Academy of Management Discoveries.

Part of our mission at EIX and FamilyBusiness.org is giving entrepreneurs access to new knowledge generated by top-notch academic research. As part of that mission, we have partnered with [Academy of Management Discoveries \(AMD\)](https://aom.org/research/journals/discoveries) (<https://aom.org/research/journals/discoveries>), a leading scholarly journal that publishes research on entrepreneurship, among other topics. AMD's mission is "to be the premier journal of empirical exploratory research in the areas of management and organizations." Articles at AMD examine novel or unexpected phenomena that are difficult to explain on the basis of current theory, using rigorous research methods and strong, persuasive evidence.

Through our partnership, EIX works with AMD editors to identify recently accepted AMD articles that offer insights relevant to practicing entrepreneurs. Our editors then work with the article authors to generate short, readable articles that condense each study's key findings in ways useful to entrepreneurs and those who work with them. Our partnership helps extend AMD's impact by bringing high-quality research studies, and their practical takeaways, to people who might not otherwise learn about this work.

Below you'll find a list of AMD articles that we've translated. We'll add to this list as our partnership continues. We're delighted to make this content broadly available so that more people can learn and benefit from it, and we hope you enjoy it too.

**[Craft Ventures Founded by Couples Enjoy Greater Longevity](https://eiexchange.com/content/craft-ventures-founded-by-couples-enjoy-greater-longevity)**  
(<https://eiexchange.com/content/craft-ventures-founded-by-couples-enjoy-greater-longevity>)

By Jennifer Woolley and Jo-Ellen Pozner, Published January 14, 2025

*A study of chocolate makers shows that shared values, commitment, and a long-term outlook are good for both relationships and business.*

