Call for papers

Announces a Special Issue of the Journal of Operations Management on Operations within Today’s Demand Chain Management Framework

Guest Editors: Willem J. Selen, Free University Brussels and Fawzy Soliman, University of Technology – Sydney

Today’s business environment is governed by how to create maximum flexibility to deliver individualized products or services at minimal cost. This is increasingly done in networked demand chains, which link customers, providers/ producers, and their respective suppliers. The e-business dimension forces management to re-think their processes so as to integrate them with the organization’s strategy and operations. This evolution, combined with the power of internet communications, moves companies to a new business model that looks beyond the internal supply chain, and is referred to as collaborative commerce or e-commerce. In a e-commerce environment employers, trading partners, and customers work together in markets and more loosely defined alliances and partnerships. This goes further than the “web portals” of today, and includes a multi-tier supply chain (triggered by customers through elaborate customer relationship management systems, hence the name “demand chain”), that allows all business partners to connect to one another over the internet. Within this context, the management of value-adding activities within the demand chain becomes a crucial issue. As such, the focus will increasingly be on how to manage networks, rather than complex organizations.

This special issue on Operations within Today’s Demand Chain Framework aims at bringing together current research achievements, conceptual paradigms, and practical applications on the integration of Customer Relationship Management and Supply Chain Management in a true Demand Chain. This may, for example, involve offering available-to-promise and handling the fulfillment of orders by looking across different business systems and allowing real-time interactive use by all partners. It is based on the premise that the business model across industries is fundamentally changing and will be increasingly based on a demand chain framework, including collaborative commerce.

Appropriate topics for this special issue include, but are not limited to

- **Emerging business models**: What types of demand chain management models exist or are emerging within various industries? What demand chain differences exist between manufacturing- and service-oriented environments?
- **State-of-the-art applications**: Presentation of industry implementations of demand chain frameworks that lead to new operations theory and insights. What are the enablers for turning supply chains into customer-driven demand chains?
- **Demand Chain Management as a new paradigm**: Theory development concerning the extent to which demand chain management is becoming a new business paradigm. Should Demand Chain Management be the focus for organizing training/learning modules in business education? Is demand chain management the final umbrella under which to propagate and implement integrative, multi-functional business learning?
- **Specific issues in Demand Chain Management**: These may include more specialized topics such as performance measurement, knowledge management, e-business issues, small-business management, and network organizations.
Papers should clearly bring out the cross-functional dimensions inherent in any demand chain framework, with a clear link towards the operations management component. Innovative and high quality empirical manuscripts addressing the proposed, or related, issues are welcome.

Manuscripts must be submitted no later than August 1, 2001 and conform to JOM requirements. The manuscripts will be reviewed according to standard JOM review procedures. The final decision on suitability of the manuscript for the special issue will be made by the guest editorial board in consultation with Editor-in-Chief of JOM.

Please submit five copies of the manuscripts to one of the guest editors:

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