2017 Call for Academic Cases

The Council of Supply Chain Management Professionals (CSCMP) is soliciting original academic cases for its ever-expanding on-line case library. CSCMP seeks classroom-ready cases that explore all logistics and supply chain related topics, including but not limited to: 1) supply chain challenges; 2) strategic supply chain analysis and decision making (particularly financial) that include data analytics; and 3) a set of broader conditions applicable to both topic #1 and topic #2.

More specifically, with regard to supply chain challenges, CSCMP has particular interest in cases which address topics such as warehouse and distribution center operations, sustainability, humanitarian logistics, ethical considerations in supply chains, food safety, omni-channel, and supply chain risk management. With regard to strategic supply chain analysis and decision making, CSCMP prefers cases with a financial focus (with particular emphasis on an accompanying dataset/database) and that address topics such as, capacity constraints, sourcing (offshoring, onshoring, and nearshoring), analysis and assessment of large capital investments in physical facilities/automation/technology (e.g., TMS, WMS, ERP, SAP, pick-to-light systems), impacts of emerging technologies, integrating supply chains due to mergers/acquisitions, urban logistics, last mile delivery, and total cost/lifecycle costing. Of course, the above topics could be enhanced by specific attention to placement in a global setting, or consideration of not just products but also the services sector.

The primary audience for CSCMP cases is academics who will use these cases to illustrate particular logistics and SCM principles within the context of their courses. There will be two categories of cases accepted: full-length cases that will typically take a full lecture to discuss, and "mini-cases" that require about 20 minutes of class time, and are useful for introducing a topic.   Author(s) of "full" cases accepted by CSCMP will receive a $3,000 USD honorarium, and authors of "mini" cases will receive $500 USD honorarium provided the case is completed by November 1.

Full and mini cases that are submitted to CSCMP will be evaluated by members of CSCMP's Academic Strategies Academic Case Study Review Committee utilizing the following criteria:

- Interesting subject matter and relevance to CSCMP academics
- Realistic details and adequate information on internal and external issues
- Story-like narrative addressing a sufficient number of supply chain management issues
- Useful tools, tables, figures (financial numbers when available) to facilitate analysis
- Clear set of discussion questions
- Quality of writing
- Level of completion including teaching notes
- Need, based on topics currently held within the CSCMP case database

Timeline
1. Submission deadline – July 15, 2017
2. Review Comments – September 1, 2017
3. Notification of accepted cases – November 1, 2017
4. Camera Ready Copy - December 1, 2017

GUIDELINES FOR ACADEMIC CASE SUBMISSIONS

There is a lot of value in creating a "story"-like atmosphere in the case and <u>not providing</u> any solutions within the body of the case. A key facet is that as students read the case they should begin to identify with the decision maker in the case. To facilitate student engagement, authors should consider adding as many realistic details as possible, so students can also learn about the industry being studied and the role of a supply chain manager.
For full-length cases, authors should ensure adequate information is included on the internal and external factors facing the company. It is very important that tables, figures and financial numbers (when available) are useful to facilitate analysis. Ideally, full-length cases should contain several different issues denoted by keywords, and some of the issues should not be important to the outcome of the case. A key learning process that students go through with well-written cases is related to the ability to distinguish between important and unimportant issues. Inclusion of a moderate amount of superfluous information is often of value for this purpose. Authors should always end the case with questions that force the students to identify the key underlying issues found in the case.

For mini-cases the requirements are less rigorous. Given that mini-cases are designed to introduce classroom topics, and are often used as in-class exercises, there is less need to include as much quantitative data as required in a full case. The focus in a mini-case tends to be more conceptual and introductory.

For both types of cases, teaching notes should be prepared. The teaching notes assist the professor in teaching the case; they are not simply answers to the questions found at its ending. Authors should consider developing a set of questions that can be used by the professor to lead a class discussion, and suggest different logistics and SCM topics for which the case would be an applicable assignment. The focus of the teaching notes is to lay out questions in such a fashion that the students discover key issues. If possible, authors should identify the approximate time needed to discuss each question to provide the greatest learning. In summary, the teaching notes should include the following:

- a synopsis of the case
- teaching/learning objectives and appropriate audiences for case
- teaching suggestions
- several questions/answers to facilitate discussion of the case
- a summary of the pros/cons of each alternative being considered in the case, if not already done in the case
- lessons learned/outcomes – this should be linked to teaching objectives above

Finally, where possible/appropriate, the author should include an epilogue section (i.e., "what really happened") so that the professor can provide historical data based on the results of the actual case.

Full Cases, not including the teaching note and figures, should be between 2,000- 4,000 words.
Mini Cases, not including the teaching note and figures, should be between 1,000- 2,000 words.

Cases should follow the JBL formatting guidelines, found at:
http://onlinelibrary.wiley.com/journal/10.1002/(ISSN)2158-1592/homepage/ForAuthors.html

Cases should be double spaced, saved **both** in Word and as a PDF file and electronically submitted to:
Haozhe Chen (Iowa State University), hzchen@iastate.edu or Frank Adams (Mississippi State University), fadams@business.msstate.edu by **July 15, 2017 for review.**