JOURNAL OF BUSINESS LOGISTICS
Call for Papers: Special Topic Forum

To the Point! Becoming Influencers to Design Supply Chains that Deliver

In today's social-media-saturated world, we might argue that our role as researchers is to become influencers. After all, isn't that what discovering and disseminating knowledge is all about? So, let's ask a question: What are the common characteristics of a successful influencer? Here's our short list:

- Their work is germane, i.e., they share useful ideas that people care about. We might use the term "relevant."
- They are current, i.e., they put ideas into the public domain in time to influence behaviors and drive decisions.
- They are provocative, i.e., their ideas do more than inform; they open eyes, spur thought, and invite action.
- Their work is easily accessible, i.e., they ensure their ideas are easy to find and easy to grasp.

We might argue that leading influencers communicate with the power of TNT—today's news today! Now, another question, "Does this describe most research that is published in today's leading business journals?"

In this call, we invite research on "hot topics" in designing SC systems and capabilities. The research must be germane, current, provocative, and accessible. Simply put, we are looking for *original* research that helps decision-makers leverage SC systems/capabilities to create value at the pace the world is changing today. As this STF is as much about the process of research as on the topic of SC systems/capabilities, let's talk about process specs first. Submissions should …

1. Be empirical, based on data collected in 2024 or 2025 (if secondary data is used, it should be no older than 2023).
2. Be concise, i.e., 3,000 to 4,000 words in length. Figures and tables don't count against this limit. Authors are encouraged to use online appendices as appropriate.
3. Be reader friendly—for both scholars and practitioners.
4. Model high-quality, original research, i.e., explore "cool" topics, employing theory to make sense out of a chaos.
5. Align with *Journal of Business Logistics* standards.

Submissions are due October 31, 2025 (submission window opens September 15). All papers will undergo an expedited double-blind review—4 months from submission to decision (review, revision, review, revision, decision).

Now, regarding topical domain, to remain viable in today's intensely competitive, chaotic marketplace, companies need to design more efficient and effective value-added systems and develop more distinctive capabilities. Better supply chain design is the key to managing ever-present tradeoffs, coping with rapid change, and avoiding unintended consequences. Specific topics could include, but are not limited to, the following:

- Designing tomorrow's supply chain processes and systems for competitive success.
- Understanding connections and tradeoffs among sustainability, risk, and operational excellence.
- Redesigning global SC footprints to meet the needs of a world rife with geopolitical rivalry.
- Developing public policy to enable SC transformation, competitiveness, economic growth and social well-being.
- Managing value creation across organizational boundaries, i.e., building the truly collaborative SC team.
- Employing technology (and/or other resources) to create distinctive SC capabilities.
- Leveraging innovation to solve wicked problems.

We will host a paper development workshop for this STF on June 18 at the ERS conference in Verona Italy. Please reach out to the guest editors if you are interested in submitting to this STF, or as questions arise.

Guest Editorial Team: Stan Fawcett, Carl Marcus Wallenburg, Matthias Klumpp, Medo Pournader, & Mike Knemeyer