

Call for Papers

Journal of Marketing Channels

Special Issue

Mitigating Risk in Supply Chain Management and Value Creation

Issues with supply chain vulnerability are causing many firms to look at new, unique ways in which to mitigate the risk associated with the uncertainty of events and how these affect the partners and activities within the supply chain. Supply chain systems are pervasive with risk, from the growth of global markets, to the uncertainty of supply, to the demand uncertainty, and to even meteorological uncertainty. While many traditional risk-mitigating activities are used (such as risk pooling with inventory, effective supply chain design, strategic placement of warehouses, products, and contracts, and customer/supplier relationship management) there is a need to examine new ways of mitigating risk in supply chains. A more comprehensive look at and an understanding of these issues (especially from the relationship management and economic aspects) and how firms cope with risk mitigation is important.

The special issue on Mitigating Risk in Supply Chain Management and the Creation of Value is designed to bring together research that focuses on theoretical and practical issues raised in managing and mitigating risks within supply chains and the affect on supply chain value. The following themes are of particular interest:

- Evaluating risk in supply chains
- Value generated from risk mitigating strategies
- Examining supply chain risk strategies (outsourcing, buyer-seller integration, relationship management, pooling, differentiation, etc.) and their affect on supply chain value
- Devising supply chain oriented risk management policies, such as accountability
- Methods of monitoring and assessing current risks
- Impact of environmental and meteorological risks and methods of mitigating them
- Risk management through supply chain design
- Interrelationship between operations and marketing in reducing demand risk
- Using information technologies to mitigate risk

Authors are invited to submit original and unpublished research for consideration for this special issue. All papers will be double-blind refereed. Manuscripts must be submitted to the guest editor electronically in Word format, follow the author submission guidelines of the Journal of Marketing Channels (<http://www.haworthpressinc.com/journals/SIresults.asp?sku=J049>), which uses APA style, and be no longer than 25 pages in length. Manuscripts should be received no later than November 30, 2007.

Please submit manuscripts to the guest editor, preferably through e-mail as a Microsoft Word document:

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