



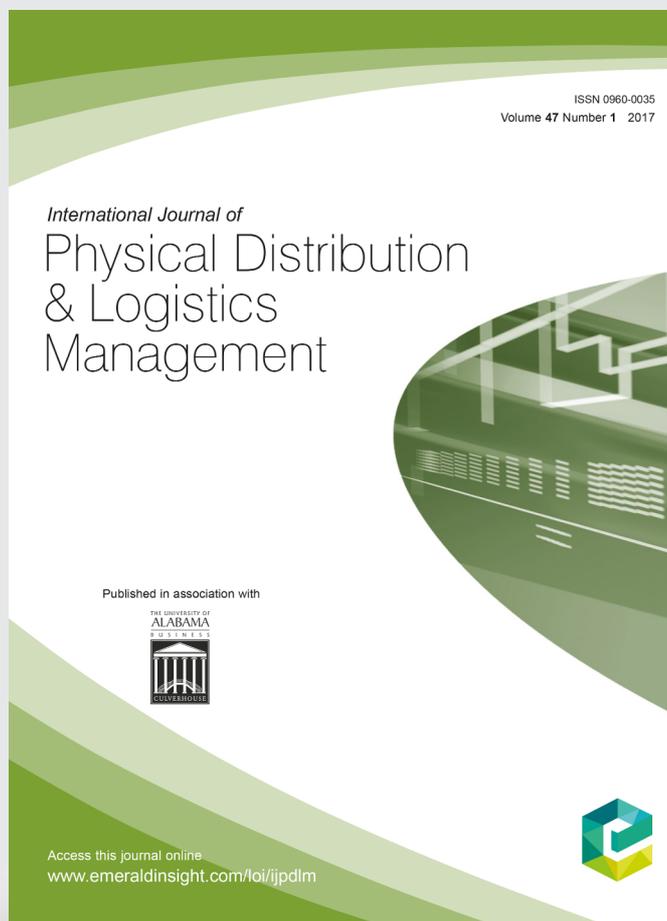
International Journal of Physical Distribution & Logistics Management

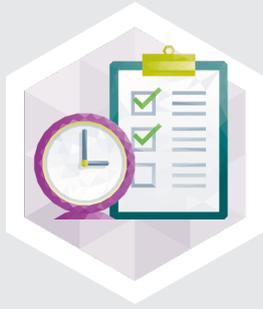
“Global Supply Chain Management Issues in Bottom-of-the-Pyramid Markets” Special Issue

Deadline:

Due date for submissions in system – December 31st 2017

Approximate publication – End of 2018





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Potential Areas of Interest

Noting that the interface of environmental, economic and social aspects in supply chain management is not yet well covered (Seuring and Gold, 2013), this call particularly concerns BOP research that addresses the sustainability needs of the global poor (e.g. Karnani, 2007; Hahn, 2009). This special issue aims to show innovative cases, approaches and concepts in how to successfully implement all three dimensions of TBL sustainability, i.e. economic, environmental and social (e.g. Elkington, 1998; Gimenez et al., 2012; Griggs et al., 2013) into global supply and value chains focused on bottom-of-the-pyramid (BOP) issues. BOP refers to "the world's four billion consumers who live on \$5 or less per day" (Fawcett and Waller, 2015: 233). While this area of research has largely focused on BOP population as potential consumers, some companies and entrepreneurs are searching for and identifying suppliers, producers, distributors and retailers in the BOP segment, which is posing challenges (Sodhi and Tang, 2016).

Particularly in BOP contexts, companies face many resource constraints (Sodhi and Tang, 2016; Bendul et al., 2016). BOP contexts therefore offer an opportunity to further explore the idea of constraints, how supply chains are designed under such circumstances (e.g. Bals and Tate, forthcoming) and also how to include impoverished communities (Hall and Matos, 2010).

The list below is indicative, and by no means definitive, of the types of papers sought. Topics for this special issue may include:

1. Creating customer value in emerging markets through better management at the bottom of the pyramid (BOP) and helping those with different needs
2. Trade-offs affecting BOP suppliers
3. Trade-offs in supply chain management affecting BOP markets
4. Supply chain design and management in the wake of increased disruption (e.g. political unrest, climate change) particularly at the BOP.

The wording "value chain" is deliberate: While the terms "supply chain" and "value chain" are sometimes used interchangeably, a supply chain concerns transferring products or materials to a definite point (potentially without value added at the various stages in the chain, just as mere transportation), whereas a value chain adds value at various points (Gereffi et al., 2005). Allowing submissions about these differences as well as targeted explicitly at either supply and value chains would enrich and make the scientific discourse more precise.

References

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- Gimenez, C., Sierra, V. and Rodon, J. (2012), "Sustainable operations: Their impact on the triple bottom line", *International Journal of Production Economics*, Vol. 140, No. 1, pp. 149-159.
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Deadline of submission, timetable and authors' guidelines:

It is important that before submitting you refer to the author guidelines which can be found [here](#).

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