

JOURNAL OF BUSINESS LOGISTICS

CALL FOR PAPERS: SPECIAL TOPIC FORUM

Transformative Supply Chain Research

Transformative research is scholarship that not only employs rigorous methods to inform theory, but that also contributes to the well-being of individuals, families, communities, and ecosystems by disseminating and applying findings to relevant stakeholders. In this context, well-being is defined as “a state of flourishing that involves health, happiness and prosperity” across physical, emotional, social, economic, spiritual, environmental and political dimensions,” (Mick et al., 2012). Transformative research by business scholars has grown over the past two decades, particularly within the marketing discipline via the transformative consumer research (TCR) movement. In the management discipline, transformative service research (TSR) has built upon TCR, where both communities have explored topics such as poverty alleviation, sustainability, health, and service execution, among other topics. This special topic forum is a call to action for supply chain researchers to address the role of supply chain management and logistics (SCML) in bringing about enhanced well-being outcomes by engaging in transformative supply chain research (TSCR) (Mollenkopf et al. 2020).

The critical role played by supply chains in supporting individual and community well-being has generally been overlooked in the literature. With the exception of those scholars addressing humanitarian and disaster relief/recovery issues, there has been very limited research to inform our understanding of how supply chains can drive transformation within societies. As an emerging research domain, TSCR is needed to investigate how SCML impacts extend beyond traditional economic metrics, such as firm or relational performance, to include broader notions of well-being. Hence, this call is for research that not only documents the societal role of supply chains, but that provides frameworks, theories, and practical solutions to address a variety of important issues (i.e. climate change, world hunger, racism, pandemics and other disasters) at the individual, organizational, community, societal and/or planetary levels. Additional background on transformative research can be found in the attached supplement to this Call for Papers.

Research submissions should seek answers to real-world problems and phenomena with respect to well-being outcomes, and may range across a variety of topics that may include -- but not be limited to -- any of the following:

- The supply chain response to social crises (e.g., COVID-19, poverty, hunger) or environmental crises (e.g., climate change)
- Humanitarian and disaster relief/recovery initiatives
- Meeting the needs of vulnerable groups (e.g., refugees, the elderly, low literate)
- Social issues (e.g., racism, gender pay differentials, or other social inequities)
- The SCML/government/NGO interfaces in creating well-being outcomes
- Context-specific aspects of creating well-being outcomes (e.g., the retail servicescape, the last mile, crowdsourced solutions, network design, operational practices, workforce welfare, technological innovations, etc.)
- The role of the supply chain in meeting the UN's Sustainable Development Goals (SDGs)
- The financial and operational performance implications of SCML initiatives focused on well-being outcomes

Staged Submission Process and Due Dates:

1. Initial Zoom Webinar (Wednesday March 10, 2021, 4:00pm EDT) Click here to access the [Zoom Webinar](#)

The special topic forum will kick off with a 45 minute webinar. The guest editors will describe the objectives, review process, and what they will be looking for in a suitable submission, including Q&As. A recording of the webinar will be available after the live event for those unable to attend, or for anyone wishing to revisit the discussion. (See [JBL Wiley Online Library](#))

2. Abstract Submission (By June 30, 2021)

Authors interested in submitting a manuscript to this STF will need to first submit a two-page single-spaced abstract. This step is designed to ensure that submitted papers fit the charter of the STF. Only authors with an approved abstract will be invited to submit a full manuscript to the review process for STF consideration, whereas those not fitting the charter are welcomed to consider a regular JBL submission.

Abstracts can be submitted any time before the June 30th deadline, and must contain the following information: Title, Contact author, Focus of the submission, Proposed research methods, and Contributions to theory/practice. The guest editors will provide feedback within 14 days. Note that acceptance of an abstract does not guarantee acceptance of the full submission. Email abstracts to Diane Mollenkopf.

3. Submission of the First Round Manuscript (By December 31, 2021).

Invited manuscripts will be submitted through the normal process via <https://mc.manuscriptcentral.com/jbl>, with a cover letter indicating this STF. All invited manuscripts will be subject to the standard double-blind JBL review process. All manuscripts must conform to the quality standards and submission standards of JBL.

Special Issue Editors

This special issue will be supervised by an editorial team consisting of: Diane Mollenkopf, University of Canterbury, NZ (diane.mollenkopf@canterbury.ac.nz); Hannah Stolze, Lipscomb University, USA (hannah.stolze@lipscomb.edu); Terry Esper, The Ohio State University, USA (esper.9@osu.edu); Lucie Ozanne, University of Canterbury, NZ (lucie.ozanne@canterbury.ac.nz). Address questions about the STF or suitable topics to Diane Mollenkopf.

GUEST EDITORIAL TEAM

DIANE MOLLENKOPF, HANNAH STOLZE, TERRY ESPER, LUCIE OZANNE

Transformative Supply Chain Research Supplemental Information for Prospective Authors

This document supplements the Journal of Business Logistics Call for Papers, issued in February 2021. Interested authors are also encouraged to watch the recorded webinar before preparing their abstract for initial consideration (See [JBL Wiley Online Library](#)). Submission timelines and details can be found in the Call for Papers.

Background to this Special Topic Forum

The idea of this STF on Transformative Supply Chain Research originated during the CSCMP Academic Research Symposium 2020 during a panel session on “Research for Change and Impact.” Discussion was invigorating and robust, suggesting an emerging interest in the topic of transformative supply chain research (TSCR) within the supply chain academic community. Several scholars in that conversation were already familiar with the transformative consumer research movement (TCR) in the marketing discipline that has emerged over the past two decades, as well as the transformative service research movement (TSR) that has been building upon initial efforts of TCR scholars.

A Focus on Well-Being

A key concept in the transformative realm is the notion of well-being outcomes. The TCR movement (Mick, 2006; Rosenbaum et al, 2011) introduced the concept of researchers focusing on scholarship that not only employs rigorous theory and methods, but that also informs the well-being of individuals (e.g., consumers), families, communities, and ecosystems and disseminates findings to relevant stakeholders (Mick et al., 2012). In this context, well-being is defined as “a state of flourishing that involves health, happiness and prosperity” across physical, emotional, social, economic, spiritual, environmental and political dimensions,” (Mick et al., 2012). TCR researchers explore topics such as poverty alleviation (Blocker et al., 2013), sustainability (Prothero et al., 2011), health (Anderson et al., 2017) and service research (Anderson et al., 2013) among other topics (see <https://www.acrwebsite.org/web/tcr/>). In the management discipline, TSR scholars have expanded this domain due to the ubiquitous nature of services in consumers’ lives to explore topics including the adoption of, impacts of, and design and management of transformative services (Anderson et al., 2018; Alkire et al., 2019; Black and Gallan, 2015; Edgar et al., 2017; Leo et al., 2019; Mende and van Doorn, 2015).

Addressing Well-being through Supply Chain Research

The critical role played by supply chains in supporting individual, community and societal well-being has generally been overlooked in the literature. Yet, TSCR now provides a fruitful and exciting research domain for how supply chain management/logistics (SCML) performance extends beyond traditional economic metrics to include broader notions of well-being (Mollenkopf et al. 2020)

A variety of events during 2020 brought specific focus to the importance of SCML in addressing economic, social and environmental issues. The COVID-19 pandemic alone has highlighted the fragility, as well as the strength and resilience, of supply chains to deliver goods and services to end customers. The complexity of the supply chain ecosystem has also been revealed. Supply chain solutions during the pandemic have involved a myriad of organizations, government and non-government agencies, and even individual consumers to bring about successful solutions. As such,

the role of supply chain managers is increasingly complex as they must navigate decisions that have significant impact on not only customers and employees, but also the well-being of society at large.

Academic researchers have also recognized the need to expand their focus. Mollenkopf et al (2020) explored food supply chains as a mechanism of the COVID-19 pandemic response, highlighting how food retailers were suddenly tasked with not only traditional operational performance such as efficiency, but also the well-being outcomes of keeping employees and customers safe from infection while in the store. Likewise, Esper et al. (2020) addressed the role of SCML in confronting the civil unrest of 2020 by calling attention to the need for academic research that explores supply chain responsibilities in confronting racism. Other researchers are exploring issues of equity and justice, UN Sustainable Development Goals, and broad concepts of economic, social, and environmental sustainability (Nath et al. 2019, Bals & Tate, 2018). These recent publications highlight the timeliness of utilizing a transformative lens within the SCML discipline.

Supply chain researchers have an opportunity, perhaps even a responsibility, to address the role of SCML in bringing about enhanced well-being outcomes. Research is needed not only to document the role of supply chains in our society, but to provide frameworks, theories, and practical solutions to address a variety of important issues (climate change, world hunger, racism, pandemics and other disasters, to name but a few). As SCML scholars have recently noted, an ecosystems approach provides context for examining the interrelated nature of organizations, individuals and societal entities across micro-, meso, and macro levels of analysis (Ketchen et al., 2014; Stolze et al., 2016). As SCML researchers extend their horizons to well-being, an ecosystems approach seems warranted as a means for capturing how firms and their supply chains interact with a broad set of stakeholders that might include individuals, organizations, communities, and even the planet itself. A transformative supply chain research agenda in no way contradicts the underlying economic imperative that drives business and research, but this STF aims to broaden the research lens to more fully consider the societal role of SCML. In extending to well-being outcomes, scholars are encouraged to address inter-disciplinary, boundary-spanning touchpoints that stretch the confines of traditional SCML research (see Richey and Davis-Sramek, 2020).

SOME HELPFUL RESOURCES

Prospective authors may find it helpful to review some of the related TCR and TSR publications, as well as the emerging discussions appearing in the supply chain literature. These lists are not exhaustive, merely representative of transformative research across the three disciplines.

Transformative Consumer Research

- Visit the TCR information page on the Association for Consumer Research website: <https://www.acrwebsite.org/web/tcr/>
- Blocker, C.P., Ruth, J.A., Sridharan, S., Beckwith, C., Ekici, A., Goudie-Hutton, M., Rosa, J., Saatcioglu, B., Trujillo, C., Talukdar, D., and Varman, R. (2013). Understanding Poverty and Promoting Poverty Alleviation through Transformative Consumer Research, *Journal of Business Research* 66(8), 1195-1202.
- Mick, D.G. (2006). Meaning and mattering through transformative consumer research, in *Advances in Consumer Research*, eds. Pechmann, C. and Price, L., Provo, UT: Association for Consumer Research, 33, 297–300.
- Mick, D.G., Pettigrew, S., Pechmann, C. and Ozanne, J. eds. (2012). *Transformative Consumer Research for Personal and Collective Well-Being*, Routledge, New York, NY.
- Ozanne, L.K. et al., 2021. “Enabling and Cultivating Wiser Consumption: the Roles of Marketing and Public Policy”, *Journal of Public Policy & Marketing*, forthcoming.

- Prothero, A., Dobscha, S., Freund, J., Kilbourne, W.E., Luchs, M.G., Ozanne, L.K. and Thøgersen, J. (2011). Sustainable consumption: Opportunities for consumer research and public policy, *Journal of Public Policy & Marketing*, 30(1), 31–38.
- Rosenbaum, M., Corus, C., Ostrom, A., Anderson, L., Fisk, R., Gallan, A., Giraldo, M., Mende, M., Mulder, M., Rayburn, S., Shirahada, K. and Williams, J. (2011). Conceptualisation and aspirations of transformative service research, *Journal of Research for Consumers*, 19, 1-6.

Transformative Service Research

- Alkire, L., Mooney, C., Gur, F., Kabadayi, S., Renko, M. and Vink, J. (2019). Transformative service research, service design, and social entrepreneurship: An interdisciplinary framework advancing well-being and social impact, *Journal of Service Management*, 31(1), 24-50.
- Anderson, L., Ostrom, A., Corus, C., Fisk, R., Gallan, A., Giraldo, M., Mende, M., Mulder, M., Rayburn, S., Rosenbaum, M., Shirahada, K. and Williams, J. (2013). Transformative service research: An agenda for the future, *Journal of Business Research*, 66(8), 1203-1210.
- Anderson, L. and Ostrom, A. (2015). Transformative service research: Advancing our knowledge about service and well-being, *Journal of Service Research*, 18(3), 243-249.
- Anderson, S., Nasr L. and Rayburn, S. (2018). Transformative service research and service design: Synergistic effects in healthcare, *The Service Industries Journal*, 38(1-2).
- Black, H. and Gallan, A. (2015). Transformative service networks: Cocreated value as well-being, *The Service Industries Journal*, 35(15-16), 826-845.
- Edgar, F., Geare, A., Saunders, D., Beacker, M. and Faanunu, I. (2017). A transformative service research agenda: a study of workers' well-being, *The Service Industries Journal*, 37(1), 84-104.
- Leo, W.W.C., Laud, G. and Chou, C.Y. (2019). Service system well-being: Conceptualising a holistic concept, *Journal of Service Management*, 30(6), 766-792.
- Mende, M. and van Doorn, J. (2014). Coproduction of transformative services as a pathway to improved consumer well-being: Findings from a longitudinal study on financial counselling, *Journal of Service Research*, 18(3), 351-368.

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- Bals, L. & Tate, W.L. (2018). Sustainable Supply Chain Design in Social Businesses: Advancing the Theory of Supply Chain, *Journal of Business Logistics*, 39(1), 57-79.
- Esper, T.L. (2020). Supply chain management amid the coronavirus pandemic, *Journal of Public Policy & Marketing*, published online May 28, 2020 at <https://www.ama.org/the-COVID-19-pandemic-through-the-lens-of-marketing-and-public-policy/>.
doi.org/10.1177/0743915620932150
- Mollenkopf, D.A., Ozanne, L.K. and Stolze, H.J. (2020). A Transformative Supply Chain Response to COVID-19, *Journal of Service Management*. [www.doi:10.1108/JOSM-05-2020-0143](https://doi.org/10.1108/JOSM-05-2020-0143)
- Nath, S.D.; Eweje, G.; and Bathurst, R. (2019). The Invisible Side of Managing Sustainability in Global supply Chains: Evidence from Multitier Apparel Suppliers, *Journal of Business Logistics*, [www.doi:10.1111/jbl.12230](https://doi.org/10.1111/jbl.12230)
- Wieland, A. (2021). Dancing the Supply Chain: Toward Transformative Supply Chain Management. *Journal of Supply Chain Management*, 57 (1), 58–73.