

# Supply Chain Forum: An International Journal



## CALL FOR PAPERS

### Special Issue on “Forecasting and Demand Planning in the Supply Chain”

*Submission deadline: January 7, 2011*

#### Brief description of the topic

Over the last several decades, globalization has led to supply chains that have become increasingly complex. Demand for goods and services has exploded in markets that were insignificant just a generation ago. In addition, global sourcing has led to longer and longer lead times on many products, making supply chains increasingly inflexible. These megatrends have made forecasting and demand planning increasingly important, yet increasingly difficult. The longer the lead time, the longer the time horizon must be for the demand forecast, and the longer the time horizon, the more uncertainty exists in terms of future demand. Thus, effective management of global supply chains requires excellence in demand forecasting. This excellence requires commitment from the entire enterprise – sales, marketing, finance, as well as the integrated supply chain – to collaboratively share insight about markets and customers to create the best possible demand forecast, and effective processes to translate those forecasts into the best possible supply chain decisions.

Given these challenges, *Supply Chain Forum* is happy to call for papers on forecasting and demand planning in the supply chain. The guest editors would like to invite and encourage you to submit your research to this special issue entitled "Forecasting and Demand Planning in the Supply Chain".

Submissions may address, but are not restricted to, the following topics:

- *S&OP Best Practices*
- *Forecasting Methods*
- *The Role of Sales and Marketing in Demand Forecasting*
- *Forecasting Performance Measurement*
- *CPFR, VMI, and other Collaborative Forecasting and Planning Strategies*
- *Integrating Marketing Intelligence into the Forecast*
- *Globalization Issues – Regional Demand vs. Global Supply*
- *The Role of Inventory in Demand Planning*
- *Emerging Trends in Shopper Marketing and the Impact on Demand Planning*
- *Emerging Trends in Forecasting Software*

Please note that the above is not an exhaustive list. We want all types of papers - conceptual, reviews as well as different kinds of empirical studies. In particular we encourage authors to submit papers contributing to theory development based on in-depth case studies. Authors are also reminded of the interest of the readers of the journal and should focus on the interaction between effective forecasting and demand planning on logistical and supply management.

Manuscripts should follow the submission guidelines of the journal, which can be found at [www.supplychain-forum.com](http://www.supplychain-forum.com). The e-mail address to be used for submissions is: [scf@bem.edu](mailto:scf@bem.edu).

#### Publication schedule

Deadline for submission: **January 7, 2011**  
Final version of papers: **July 1<sup>st</sup> 2011**  
Notification of final acceptance: **August 1<sup>st</sup> 2011**  
Publication: **October 2011**

#### Special Issue Guest Editors

##### Dr Mark Moon

University of Tennessee, Knoxville, TN  
37996, USA  
e-mail: [mmoon@utk.edu](mailto:mmoon@utk.edu)  
tel. no: + 1 865.974.8062

##### Dr M. Zied Babai

BEM-Bordeaux Management School, 166 cours  
de l'Argonne, 33000 Bordeaux, France  
e-mail: [mohamed-zied.babai@bem.edu](mailto:mohamed-zied.babai@bem.edu)  
tel. no: + 33 5 56 84 63 51