

# 运营管理期刊

论文征集

特刊

实施运营战略的竞争优势

编辑

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我们如何识别,推动和落实战略能力以提供企业级的竞争优势?特刊编辑试图寻找解决这个问题创新性的论文。

运营学者(例如, Hayes 和 Wheelwright)已宣称战略部署可提供企业级的竞争优势的新来源。同样,战略学者,尤其是那些以资源为基础的观点,长期以来一直宣称竞争优势很大程度上取决于周到部署的战略能力。请注意对运营的关注包括运营管理和一些补充学科如供应链管理,工业工程和项目管理。大量的实例研究支持这些学术观点。例如,龙头企业,海尔、富士康等给中国带来了承担快速产品业务技能的原型以及灵活的生产制造来获得相对于对手显著优势的电子和大型家用电器。在美国,西南航空公司作为如何将运营战略引入到公司层面的竞争优势的典范。通过研究如何选择和良好的实施运营战略可以提高公司的竞争优势,我们为提供了一个在运营管理和战略的实际交叉点跨学科合作的机会。因此,我们会优先考虑整合的角度然后从运营管理和战略的角度。

特刊的特殊目标包括(1)鼓励关于企业竞争优势的运营战略实施的能力多学科的研究。

(2)创建可以进行未来的跨学科研究的基础研究以及(3)为运营管理的实践人员提供见解和建议从而增强其战略选择和战略实施的能力。

下面的潜在主题的列表为激发问题的想法。作者不必局限在这个清单中,但是提交的论文一定是与本文开篇列出的研究问题中具有相关性和实用见解的。

- 确定哪些运营的能力将提供竞争优势的来源
- 影响向上销售运营能力为竞争优势的新来源
- 运用项目和变更管理最佳实践经营战略,为竞争优势提供新的来源
- 利用离岸运营战略为竞争优势
- 衔接战略和运营管理来创建一个基于能力战略的集成观点
- 评估运营战略对竞争地位的影响

鉴于特刊的探索和应用性,适当的方法,包括概念性的论文,案例研究,实证研究和实证检验模型方法。

请将你的按照运营管理格式的稿件直接发送到 [jom.specialissue@thunderbird.edu](mailto:jom.specialissue@thunderbird.edu) 在 2013 年 1 月 21 日到 2013 年 2 月 11 日

这个提交窗口将有助于初步评估提交作品的绝对的和相对的优点,并集中注意力进行审查和编辑过程。这种方式同时也为形成一个跨学科的团队开始一个新的项目符合特刊的要求提供了时间。所有参赛作品将通过一个初步的筛查。那些为进一步考虑的将会多个审稿者接受双盲的审查过程。特刊编辑同时还会向运营管理的主编进行推荐,主编将会作出最终的裁定。

特刊编辑

William Youngdahl

William Youngdahl 是雷鸟全球管理学院的项目和业务领衔副教授。他的研究已经无数次发表在运营管理的期刊上，以及其他的一些值得关注的刊物，包括生产与运作管理，运作和生产管理国际期刊，和 IEE 交易。Youngdahl 还担任运营管理期刊的副编辑同时还是两个特刊的客座编辑。

### **Kannan Ramaswamy**

Kannan Ramaswamy 接管了 William D. Hacker 雷鸟全球管理学院的国际商业系主席的位置。他的研究已经出现在不同的期刊上，例如战略管理杂志，国际商业研究杂志以及管理学会期刊。他目前为亚太管理杂志和国际管理期刊的评论家。他还担任了运营管理一个特刊的客座编辑。

### **Daniel Krause**

Daniel Krause 是美国科罗拉多州立大学的教授。他的研究主要包括组织间关系，供应商开发，供应商参与新产品开发以及供应链的可持续发展的努力。他的作品出现在不同的期刊包括斯隆管理评论，决策科学，运营管理，供应链管理以及生产研究国际期刊。Krause 是供应链管理杂志的副主编。

## **Journal of Operations Management**

*Call for Papers*

Special Issue:

“Implementing Operations Strategy for Competitive Advantage”

### ***Editors:***

William Youngdahl(Thunderbird School of Global Management)

Kannan Ramaswamy (Thunderbird School of Global Management)

Daniel Krause(Colorado State University)

*How do we identify, promote, and implement strategic initiatives that put into place operational capabilities that provide new sources of firm -level competitive advantage? The special issue editors seek innovative manuscripts that address this research question.*

Operations scholars (for example, Hayes and Wheelwright) have asserted that strategic deployment of operations capabilities can provide new sources of firm -level competitive advantage. Similarly, strategy scholars, especially those with resource-based views, have long asserted that competitive advantage depends largely on thoughtful deployment of strategic capabilities. Please note that the focus on operations includes operations management and complementary disciplines such as supply chain management, industrial engineering, and project management.

Anecdotal evidence supports these scholarly viewpoints. For example, leading companies such as Haier, Foxconn and others in China have brought to bear significant operations skills in fast product prototyping and flexible manufacturing to gain significant advantage over established rivals in consumer electronics and white goods. In the US, Southwest Airlines serves as an exemplar of how operations strategy can lead to firm-level competitive advantage. By examining

how well -selected and well -implemented operations strategies can enhance firm -level competitive advantage, we have an opportunity to work across disciplines at the practical intersection of operations management and strategy. Therefore, preference will be given to submissions that integrate perspectives from operations management and strategy disciplines.

Specific objectives of the special issue include (1) encouraging multidisciplinary research on the strategic implementation of operations capabilities for firm -level competitive advantage, (2) creating foundational research from which future interdisciplinary research can be conducted, and (3) providing insights and advice to operations management practitioners to enable more strategic perspectives in the selection and implementation of operations capabilities.

The following list of potential topics is provided to stimulate ideas for topics. Authors are not restricted to this list, but submissions must provide relevant and practical insights framed by the research question listed at the beginning of this document.

- Determining which operational capabilities will provide sources of competitive advantage
- Influencing upward to sell operational capabilities as new sources of competitive advantage
- Applying project and change management best practices to the implementation of operations strategies that provide new sources of competitive advantage
- Leveraging offshore operations strategies for competitive advantage
- Bridging strategy and operations management to create a collective view of capability -based strategy
- Assessing the impact of operations strategy on competitive position

Given the exploratory and applied nature of this special issue, appropriate methodologies include well-grounded conceptual papers, case -studies, empirical research, and empirically tested modeling approaches.

Please submit your JOM-formatted manuscript directly to [jom.specialissue@thunderbird.edu](mailto:jom.specialissue@thunderbird.edu) between January 21, 2013 and February 11, 2013.

This submission window will facilitate initial assessment of the absolute and relative merit of submissions and concentrate focused attention on the reviewing and editorial processes. The approach also provides time for researchers to form an interdisciplinary team to start a new project that will best conform to this special issue. All submissions will go through an initial screening. Those selected for further consideration will undergo a double-blind review process with multiple reviewers. The special issue editors will make recommendations to the JOM Editors -in -Chief who will make the final determinations.

## **Special Issue Editors**

### ***William Youngdahl***

William Youngdahl is an associate professor of project and operations leadership at the Thunderbird School of Global Management. His research has appeared numerous times in the Journal of Operations Management as well as other noteworthy journals including Production

and Operations Management , International Journal of Operations and Production Management , and IIE Transactions. Youngdahl also served as a Journal of Operations Management Associate Editor and as a guest editor for two special issues.

***Kannan Ramaswamy***

Kannan Ramaswamy holds the William D. Hacker Chair of Management in the Department of Global Business at the Thunderbird School of Global Management. His research has appeared in distinguished journals such as the Strategic Management Journal , Journal of International Business Studies , and Academy of Management Journal . He currently serves on the Board of Reviewers of the Asia Pacific Journal of Management and the Editorial Board of the Journal of International Management . He also served as a guest editor of a special issue of the Journal of Operations Management .

***Daniel Krause***

Daniel Krause is a Professor (Operations and Supply Chain Management) in the College of Business at Colorado State University. His research interests include inter-organizational relationships, supplier development, supplier involvement in new product development, and sustainability efforts in supply chains. His publications have appeared in distinguished journals including Sloan Management Review, Decision Sciences, Journal of Operations Management , Journal of Supply Chain Management , and the International Journal of Production Research. Krause serves as an associate editor for the Journal of Supply Chain Management.