

9-1-2003

From the Editor

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Recommended Citation

Wilson, Jerry W. (Ed.). (2003). From the Editor. *Journal of Transportation Management*, 14(2), ix-x. doi: 10.22237/jotm/1062374460

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From the Editor...

First, welcome back to my senior associate editor, Steve Rutner! Steve has been a visiting professor at the University of Arkansas for the past two years while his wife, Paige, pursues her doctoral degree in information systems there. We hope to have her back with us as well by the Fall of 2004.

In this issue of the *JTM*, while the substantial topic variety touches on all but one mode of transportation, the underlying theme is best summarized by the terms "benchmarking" and "process re-engineering." Any logistics or transportation decision maker can find something in this issue with direct application in his or her company or industry.

In the first article, Terry Pohlen suggests a framework for measuring supply chain performance that combines economic value-added (EVA) analysis with activity-based costing (ABC). He argues that the use of both EVA and ABC enables management to control both cost and performance across the entire supply chain. The second article, by Hokey Min and Seong Jong Joo, utilizes data envelopment analysis to develop benchmarks for use in improving the operational efficiency of trucking companies. In the third article, Kay Dobie and Jerry Wilson revisit the customer service, inventory, and transportation triad. The authors point out that, with increasingly tight security measures and supply chain uncertainty, managers need to reassess inventory and transportation cost relationships and critically evaluate contingency plans. The fourth article, by Karl Manrodt, identifies six major drivers of logistics excellence and offers insights to carriers on how to incorporate these drivers into carrier operations. In the final article, Padmapriya Baboo and Evelyn Thomchick investigate the impact of recent regulatory reforms on pricing in both the air and ocean transportation markets. The authors conducted a survey to identify factors affecting price negotiation strategies and the circumstances under which multiple strategies are employed.

Both the authors and the participating editorial board reviewers worked hard to put this issue together for you. I hope that you appreciate their efforts and enjoy the reading. Share this copy of the *Journal* with colleagues and encourage them to support future issues by subscribing today.

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