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From the Editor

Jerry W. Wilson

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From the Editor...

Welcome to the Spring, 1999 issue of the *Journal of Transportation Management*. The diversity of articles and topics in this issue does justice to the diversity of our industry and our culture. I am indebted to the authors in this issue for their patience, quality of research and writing and for thinking of the *JTM* as an outlet for their work. I also offer my sincere gratitude to the members of the Editorial Review Board who contributed to the success of this issue. Remember that the reviewers are volunteers - they agree to give their time and expertise and ask for nothing in return. I could not do my job without them. Speaking of dedicated and capable volunteers, my Associate Editors, Steve Rutner and Brian Gibson are a constant source of strength. A lot of people contributed to the completion of this issue. I hope that you enjoy the product!

The lead article in this issue, by Stan Fawcett, Greg Magnan, and Laura Birou, explores the application of the product life cycle concept to the logistics strategy planning process. They report the results of a study that measured applicability and usage of 43 logistics techniques across the stages of the product life cycle. The second article, by Joe Hanna, Robert Kunkel, and Greg Kuhlemeyer, looks at the impact of deregulation on the U.S. motor carrier industry in a rather unique way. They look at the stock price reaction of a sample of carriers to the passage of the ICC Termination Act of 1995. Joel Wisner and Michael Mejza, in the third article, analyze current practices in the rail industry dealing with quality assessment and improvement. Results from their empirical study demonstrate that the U.S. railroad industry is heavily invested in formal quality improvement programs. Remko van Hoek adds a truly international dimension to this issue in the fourth article. He studies the use of postponement in European supply chains across a number of different industries. His findings indicate that, as postponement increases, the need for customized logistics and transportation activities also increases. This, in turn, creates many opportunities for channel members and third party logistics providers. In the final article of this issue, Paul Murphy and James Daley empirically investigate the opinions of international freight forwarders concerning what constitutes a logistically friendly (or unfriendly) country. Important factors affecting the categorization of a nation as logistically friendly or unfriendly are identified and the implications explored. I hope that you take the time to read each of the articles in this issue. I think you will be glad that you did.

This issue of the *Journal* is the fourth under the continuing financial sponsorship of the International Intermodal EXPO - the world's largest logistics and transportation related trade show. If you missed the most recent EXPO (the 16th, April 20-22) in Atlanta, Georgia, then make plans now to attend the 17th annual EXPO April 11-13, 2000, again in Atlanta,

Georgia. See the back cover of this issue for more information. I again thank John Youngbeck, CEO of the EXPO, and his board of directors for their commitment not only to the *Journal of Transportation Management* and Delta Nu Alpha International Transportation Fraternity but also to the future of logistics and transportation education.

Speaking of commitment and financial support, remember that we cannot survive and continue to publish without reader support. Please join or renew your membership in Delta Nu Alpha International Transportation Fraternity and subscribe to the *Journal of Transportation Management*. Share this issue with a colleague and encourage him/her to subscribe today!

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