



KELLEY SCHOOL OF BUSINESS

INDIANA UNIVERSITY

Research Topics in Cold Chain Management: Tell the Professors What You Would Like Them to Research

PURPOSE

We are a team of university professors interested in conducting research on cold chain management. All of us are interested in achieving more efficient and effective temperature-controlled supply chains.

Help us determine the most important questions to be researched. You can do so by participating in a 40 minute semi-structured telephone interview. Or you may suggest a colleague to participate. Interviews will be conducted in June 2011.

REPRESENTATIVE INTERVIEW QUESTIONS

1. Trends. Cold chain management is a prominent issue in industry today. Will cold chain management continue to be important to your firm in 3-5 years?
2. Challenges. What are the 2-3 most problematic aspects of cold chain management today? Are there particular trends regarding temperature-sensitive products and their supply chains that will challenge your organization in coming years?
3. Variety. Is it better to employ one general type of supply chain for all temperature-sensitive products your company handles, or is it better to have unique cold chains for different types of products?
4. Performance. How does one know if a cold chain is performing well? Are there particular metrics that are appropriate?
5. Insource/Outsource. Is it generally better to insource or outsource cold chain management functions? Which capabilities are most important to retain internally?
6. Research. What specific topics on cold chain management do you feel academics should research now to help industry? What else should the professors get to know about cold chains?

CONFIDENTIALITY

Individual responses will be held confidential.

HOW YOU BENEFIT

The 20+ interviews will be summarized into an executive summary shared with all participants. Your organization may also have opportunities to guide and participate in follow-on research.

HOW TO PARTICIPATE

To participate, please contact one of the professors below:

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