

G.V.R.K. Acharyulu Supply Chain Management Practices in Printing Industry	39-45
A. K. Digalwar, Atul Borade, Bhimaraya Metri A Fuzzy AHP Approach for Supplier Selection	46-53
Ramaiah Itumalla, G.V.R.K Acharyulu, B. Raja Shekhar Development of HospitalQual: A Service Quality Scale for Measuring In-patient Services in Hospital	54-63
Rohit Kr Singh, P. Acharya An AHP Model Approach to Supply Chain Flexibility: A Case Study of Indian FMCG Firm	64-69
Suresh Kandulapati, Raja Shekhar Bellamkonda Examining The Structural Relationships of Service Recovery, Customer Satisfaction and Image in Online Retailing	70-78
Viqar Ali Baig, Javaid Akhter, Mohd Shahid, Akeel ur Rehman Knowledge Management and Supply Chain – A Study in Indian Perspective	79-88

Call for Papers

Purpose

Operations and Supply Chain Management: An International Journal (OSCM) publishes high quality refereed articles in the field of operations and supply chain management. The journal invites original contributions that present modeling, empirical, review, and conceptual works. To enable maximum dissemination, the articles are freely accessible through the internet to anybody and a limited printed version will be available at cost. The journal is published in line with the OSCM international conferences that have been held since 2005.

Scope of the Journal

The Journal will publish original papers in the broad area of operations management and supply chain management, including, but are not limited to:

- | | |
|--|--|
| <ul style="list-style-type: none">• Operations / Supply chain strategy• Operations / Supply chain design• Operations / Supply chain planning• Inventory planning and control• Procurement management• Demand forecasting• Demand management• Product design and supply chain• Transportation and distribution• Warehousing & material handling• Logistics outsourcing• Lean manufacturing• Quality management• Maintenance management | <ul style="list-style-type: none">• Project management• Location decisions• Retail operations• Global operations / SCM• Sustainable supply chain• IS/IT for SCM• E-Business• SCM / Marketing interfaces• SCM performance measure• Service operations• Financial aspects of SCM• Human aspects of operations / SCM• Pedagogical issues in OSCM• Research methodology in OSCM |
|--|--|

Readership

Articles published in Operations and Supply Chain: An International Journal are read by academics, researchers, students, consultants, and practitioners in the fields of operations management and supply chain management

Review Process

Each paper submitted to OSCM is subject to a blind review process. The Editor-in-Chief or the Associate Editors will first review the suitability of the manuscript and if deemed appropriate, it will be sent to reviewers for evaluation and comments. Based on the recommendation of the reviewers, the Editor-in-Chief will decide whether the paper is to be accepted as it is, subject to revisions, or rejected.

Submission of Manuscripts

All manuscript should be submitted to the journal editor electronically in an MS word file to the Editor-in-Chief at: oscm.editor@gmail.com.

Editorial Board

EDITOR IN CHIEF

NYOMAN PUJAWAN
Department of Industrial Engineering
Sepuluh Nopember Institute of Technology
Surabaya – Indonesia

ASSOCIATE EDITORS

SAIBAL RAY
Desautels Faculty of Management
McGill University, Canada

KAMRUL AHSAN
Faculty of Business and Law
Victoria University, Australia

QINGHUA ZHU
School of Management
Dalian University of Technology, PR China

KUN LIAO
College of Business
Central Washington University, USA

MEMBERS OF THE EDITORIAL BOARD

Imad Alsyouf
School of Technology and Design
Växjö University, Sweden

Chuda Basnet
Waikato Management School
The University of Waikato, New Zealand

Andi Cakravastia
Department of Industrial Engineering
Bandung Institute of Technology,
Indonesia

Pavel Castka
College of Business and Economics
University of Canterbury, New Zealand

Erik J. de Bruijn
School of Business, Public
Administration and Technology
University of Twente, the Netherlands

Ike Ehie
College of Business Administration
Kansas State University, USA

Haresh Gurnani
School of Business
University of Miami, USA

Kap Hwan Kim
Department of Industrial Engineering
Pusan National University, Korea

René de Koster
Department Management of
Technology and Innovation
RSM Erasmus University,
the Netherlands

Duangpun Kritchanhai
Centre of Logistics Management
Mahidol University, Thailand

Reza Lashkari
Department of Industrial &
Manufacturing Systems Engineering
University of Windsor, Canada

Suhaiza Zailani
School of Management
Universiti Sains Malaysia, Malaysia

Qinghua Zhu
School of Management
Dalian University of Technology, PR
China

Henry Lau
Department of Industrial and
Manufacturing Systems Engineering
The University of Hong Kong,
Hong Kong

Shanling Li
Desautels Faculty of Management
McGill University, Canada

Shui-Shun Gordon Lin
Department of Business Administration
National Chinyi University of
Technology, Taiwan

Tore Markeset
Center for Industrial Asset Management
University of Stavanger, Norway

Uche Okongwu
CERMAS Research Centre and
Department of Logistics and
Organisation
Toulouse Business School, France

Rajesh Piplani
School of Mechanical and Aerospace
Engineering
Nanyang Technological University,
Singapore

Damien Power
Department of Management, Faculty of
Economics and Commerce
The University of Melbourne, Australia

David Robb
Department of Management Science and
Engineering
Tsinghua University, China

Ahmad Rusdiansyah
Department of Industrial Engineering
Sepuluh Nopember Institute of
Technology, Surabaya – Indonesia

Chien-wen Shen
Department of Logistics Management
National Kaohsiung First University of
Science and Technology, Taiwan

Li Zhou
Business School
University of Greenwich, UK

Shuya Yin
Graduate School of Business
University of California - Irvine, USA

Togar Simatupang
School of Business
Bandung Institute of Technology,
Indonesia

Vinod Singhal
College of Management
Georgia Institute of Technology, USA

Ramaswami Sridharan
School of Management
RMIT University, Australia

Ahmad Syamil
Department of Computer and
Information Technology
Arkansas State University, USA

Katsuhiko Takahashi
Graduate School of Engineering
Hiroshima University, Japan

Kim Hua Tan
Nottingham University Business School
University of Nottingham, UK

Armagan Tarim
Department of Management
Hacettepe University, Turkey

Zulkifli Mohamed Udin
Faculty of Technology Management
Universiti Utara Malaysia (UUM),
Malaysia

Yunzeng Wang
School of Management
University of Texas at Dallas, USA

Hui Ming Wee
Industrial Engineering Department
Chung Yuan Christian University
Taiwan

Joel D. Wisner
College of Business
University of Nevada, Las Vegas, USA

Hartanto Wong
Cardiff Business School
Cardiff University, UK

Ruhul Amin Sarker
Operations Research Group,
School of ITEE,
University of New South Wales,
Australia

A manuscript should be submitted electronically, in a word or pdf file, to the Editor-in-Chief or the Associate Editors. Once received, it will be reviewed for suitability. If further review is deemed appropriate, the manuscript will be sent to 2 or more reviewers. When preparing your manuscript, please follow the guidelines below:

1. The paper submitted for consideration for publication in the OSCM (the Journal) is not copyrighted, accepted, or under review in other journals.
2. It is the responsibility of the authors to obtain appropriate permission from copyright owners or authorities of any copyrighted materials from outside parties that are used in the paper.
3. The first page of the paper should include a title, the names, affiliations, addresses, and e-mails of the authors, an abstract summarizing the content of the paper of no more than 250 words, and 3 – 6 keywords. The abstract should not contain formulas and references.
4. The manuscript should be typed in MS Word, using 12 point-Times New Roman-font. The paper should have 1.5 spacing throughout.
5. The length of the manuscript should be less than 6000 words or 25 pages
6. All figures and tables should have clear captions and inserted directly in the body of the paper (not listed in the back of the paper).
7. Use Harvard style referencing system. That is, use last name(s) of the author(s) and year of publication in the text. Use et al after the last name of the first author for three authors or more. In the end of the article, list the references in the alphabetical order of the last name of the first authors.
 - a. For books: Last name, initials (year), title (italic), publisher, place of publication. For example: Chopra, S. and Meindl, P. (2001), *Supply Chain Management: Strategy, Planning, and Operations*, Prentice- Hall, New Jersey.
 - b. For journals: Last name, initials (year), article title. Journal Name (italic), volume, number, page numbers. For example: Wang, X., and Liu, L. (2007). Coordination in a retailer-led supply chain through option contract. *International Journal of Production Economics* 110 (1-2), pp. 115 – 127.
 - c. For Conference Proceedings: Last name, initials (year), article title. Conference Name (Italic), Conference Location, page numbers.
 - d. For sources from the Internet: Add the URL address and date of access after any possible information such as authors' name, title of the article, etc.
8. The use of footnotes and end-notes should be avoided.
9. Acknowledgement, if any, should be placed before the list of references.