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Article

CASE: Managing key account disruption in the logistics industry

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TEACHING NOTE FOR CASE: Managing Key Account Disruption in the Logistics Industry

Carolin Wernicke · Samy Saab · Michael Kleinaltenkamp

Teaching Note Instructions

We recommend that you hand out the case study to your students prior to the class room discussion and ask them to research the topic and industry for a better understanding of the situation. Suitable websites may be, for example:

- BVL International (Global Supply Chain Network) www.bvl.de
- European Commission
http://ec.europa.eu/transport/themes/its/road/application_areas/freight_and_logistics_en.htm
- Freight Transport Association www.fta.co.uk
- International Union of Railways www.uic.org/
- International Transport Journal www.transportjournal.com

The questions that are proposed under each of the three topics may serve as discussion guidelines and could form the framework for a student presentation that may be held in the beginning of the discussion. Additional literature recommendations for each topic are intended to complement the case study and can be consulted before or after the discussion.

Please send e-mail to jbm@wiwiss.fu-berlin.de to receive the full teaching note.

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