

TRANSPORTATION DECISION-MAKING AT “BEEHIVE PUBLISHING” – A CASE STUDY

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The focus of this research is the development of a teaching case entitled “Transportation Decision-Making at ‘Beehive Publishing’ – A Case Study.” In this case, students in an advanced supply chain management or logistics course are presented with a location routing problem based upon a real-world problem instance. This problem is thought to be unlike any in the published literature. In the case, students are asked to develop a solution technique for the problem. The case replicates a problem-solving environment that students are likely to face in the “real-world” where problems do not always fit a typical textbook problem mold.