Stimulating Industry Interests in IEEE Initiatives and other Programs

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The IEEE is striving to find better ways to engage industry in their programs, particularly initiatives whose early research can be exceptionally useful to industry. One potential strategy, complementary to existing approaches, is focused on stimulating interests to industry management and leaders prior to committing resources to engage in IEEE programs.

We know IEEE Initiatives are developing and evolving many technologies providing technical research results potentially useful by industry. In speaking with many industry leaders, particularly managers and executives, I found many are not using or following these results for several reasons including the sheer volume of journals they do not have the time to read. These are the decision makers regarding use of technologies in products. They are looking to understand the high level concepts and trying to see if the products potentially align to their business directions; if so, resource commitment makes sense. If the initial match to business objects aligns, further and deeper interest in the efforts of one individual or institution can follow.

My personal background includes many years in Industry decision roles, and my IEEE engagement has had a focus on bridging industry needs with technology growth, including leading a society with this key focus, called the IEEE Technology and Engineering Management Society. Our society readers fall into the industry leadership community and we have a newly targeted publication focused on practical business matters, called Engineering Management Review (EMR).

We are calling for articles that focus on summaries of the technical directions and challenges observed by the future technologies being researched in IEEE. These articles would provide a high level perspective on the activities and point readers to associated journal articles for more details, providing more of a directional overview rather than a single result. These articles are intended to reach an audience of business decision makers and eventually lead to more interest in your initiatives from their companies. As noted before if they observe a potential alignment to their business strategy they will consider assigning resources (people and funds) to investigate.

For example, IoT (the Internet of Things) is a broad space with many new developments and challenges. Having an overview article followed by application area articles such as medical, transportation, smart cities, etc. would stimulate industry leaders to engage more in your programs as well as in IEEE overall. 5G is new, and IEEE has many articles on transport technologies; but at the industry meeting in Globecom 2016 the industry leaders were looking for summary articles. This applies to all our programs. Building an avenue for engaging this leadership has been a critical issue for the IEEE and this invitation offers one opportunity for further engagement.

In conclusion, IEEE Technology and Engineering Management Society is seeking articles summarizing the current situation of your program with its research directions and challenges to stimulate interest in our industry leaders who make up the readership of Engineering Management Review. This connection will hopefully lead to company engagement and requests to their staff to be engaged in various IEEE programs.

For more information on EMR and submission directions please go to http://leader.ieee-tems.org/2017/07/12/ieee-engineering-management-review-emr. Submit articles to emr@wpi.edu.