

## **White Paper Submission Guidelines: Fifth Annual Symposium on Supply Chain Management**

Submitted papers must not have previously been presented or published elsewhere. Selected papers that are submitted may be published in a special issue of a trade magazine. Submitted papers must be in English, 6000 words maximum, and in Word format, left justified. Use 12 point Times New Roman typescript throughout, with one inch margins all around. Manuscripts should be single spaced and should include, in the following order: *cover sheet, title (as short as possible), abstract (approximately 100 words, maximum 150), keywords (up to 10 words or phrases), introduction, text, acknowledgements, references and notes*. The cover sheet should include the title; authors name(s) and affiliation(s) (including full addresses and email addresses); and biographical notes (approximately 100 words per author, maximum 150). Use section and sub-section bold numbering and titles, justified left in all cases (e.g. **3. Supply Chain Management 3.1 Solution Requirements**, etc.)

### References

- Use a numbering system in which references and notes are placed in the same sequence.
- In the text, a reference is indicated by a number in square brackets, e.g. [3]. This system avoids footnotes. Full references should then be placed in alphabetical order of the first author's last name at the end of the text.

### Writing a White Paper for the Symposium.

The objective of the paper must be to: educate, inform, differentiate, or introduce (but not to sell) your solution or product. A white paper is your company's statement about how a problem should be solved. But keep in mind that your audience is not likely to be a group of people looking to buy your product right now. Rather, they are looking for information that will help them do their jobs more effectively and make better decisions. If your product turns out to meet their needs, then it will sell itself. At this symposium, you are not allowed to focus on selling your product or solution. Rather you must focus on the interests of your readers. This can be accomplished effectively by leading with the problems your solution overcomes, rather than the actual solution itself.

You will have two audiences for your paper: one audience is interested in the technical case, and the other audience is interested in the business case. You need to cater to both audiences, so you will need to build the technical case (perhaps by describing the requirements for a solution in the area you are discussing) as well as to tell the story about the business case. One way to build the business case is to provide some detailed examples of where your product has been highly effective in solving a particular problem.

An important first step in writing your paper is performing a needs assessment. This involves asking questions about the target audience and the paper's objectives. For example:

- Identify the primary and secondary target audiences for the paper.
- What is the typical title, average age, general disposition of the audience.
- What are the top issues, problems or needs that must be addressed in the paper?
- Develop an outline that will guide the discussion.

### Helpful References on Writing White Papers

<http://www.whitepapersource.com/forum/>

<http://www.perrymarshall.com/wp/>