MAS 355: Communication and Information Systems in Organizations Industry White Paper Assignment

In the traditional sense, a white paper is a report issued by a government that explains and examines a domestic or foreign policy regulatory, economic, or social issue. The notion spread to industry and now consultants, analysts, and corporations issue white papers about certain industries or segments of industries that explain the technologies and issues involved and attempt to assess the relative strength and chances for success of the particular service or product. That is what you will do for your white paper, on a topic of your choosing, subject to my approval. You may not pick a topic that we have discussed in class. Instead, think of the technology news items I bring into class and your own current event update presentations as the source of your topics.

In terms of the specific requirements of the assignment, your completed paper should be eight to ten pages in length, excluding tables, graphs, charts, diagrams, and images. In other words, there should be a minimum of eight pages of text. However, tables, graphs, charts, diagrams, and images are certainly welcome and will be favorably regarded. You must use a minimum of six sources. At least three of your sources must be non-online sources such as trade magazines and industry reports. For credibility's sake your sources must be cited on a reference page and as necessary in the body of the paper. Regarding on-line sources, resist the temptation to cut and paste from websites – it will go hard for you if I catch you at it. Of course, as a general rule, you should avoid plagiarism in any form.

As you assess the chances of success in the marketplace for your chosen technology or service, here are some things to think about as you research and write:

- How does the current regulatory environment affect its chances of success? Is the regulatory environment likely to change for any reason?

- Does its primary competition come from companies that are in the same business or from different technologies?

- Is there demonstrated consumer demand for the service or technology, or is there a steep adoption curve that has to take place?

- How does this service or technology fit into the overall integration and convergence model in information systems, computing and telecommunications?

- Is the technology or service based on proprietary information or is it based on an open standard of some kind?