IEEE Company Branch
— A Proposal for Virtual Network —

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Industry feels the recent change of IEEE

- MGA activities
- For the benefit of humanity
- Development of new fields for the future (Cloud, EV, Green, IoT, Life, Smart Grid.....)
- Interdisciplinary activities
- Global presence
- Standardization

- It is respected, but .....
Industries’ comments

• The value of IEEE member is appreciated, however it is engineers’ individual decision to be a member.

• More visible merits for “our” company is desirable.

• For the company management, such as marketing, strategic planning, CTO, the hints for future direction is indispensable.
Bridging IEEE and industry

• IEEE Company Branch
  – virtual, however companies recognize its activity positively.
  – Members try to summarize IEEE’s newest topics in his/her fields to the company (marketing, strategic planning, CTO).
  – Members also try to advise practitioners.

• Journal for industry management
  – Non-academic
  – Recent trends, digested articles
  – Non-member readers, management readers