

IMPACT MAGAZINE CALL FOR PAPERS

What is *Impact* magazine?

Impact is the OR Society's official magazine that speaks directly to OR practitioners, both existing and potential. It is packed with real-world examples of how we practice OR and, through that, support more effective and efficient decision-making.

Our articles are often thought-provoking. You can find our former issues available (free of charge) at: <https://www.theorsociety.com/ORS/Publications/Magazines/Impact-Magazine.aspx> and <https://www.tandfonline.com/journals/timp20>.

Publish with us!

Do you have a case study you would like to share with the broader OR community? Keep on reading to see what we are looking for...

Impact magazine articles disseminate what worked in specific OR interventions, identify reusable elements, explain potential hurdles and their solutions, and showcase practical examples of OR in the private, public and third sectors alike.

It is cross-disciplinary and not 'academically' peer-reviewed, thus allowing for timely and accessible content. That means we are not looking for 'contributions to knowledge' in the strict academic sense, but interesting stories of impactful OR 'at large'. We are particularly keen for our articles to provide, wherever possible, reusable elements that fellow OR practitioners may try and replicate in their own way and circumstances. Oftentimes, these elements will revolve around aspects of methodology or technique. Therefore, they can be shared across the community of practitioners without negatively impacting commercially sensitive unique selling points or intellectual property.

Get in touch with us if you have a story you'd like to share! Even if you are not sure how to craft your narrative: our editorial team can help you to turn your story into an informative and accessible piece! See at the bottom of the next page for contact details.

Who should write for *Impact* magazine?

The short answer is - everyone with a story to share! That includes both OR practitioners in industry/government/third sector and academics, at any stage, who engage with the 'real world'.

Your contributions to *Impact* help to bridge the gap between theoretical research and practical application. They facilitate continuous conversation between those producing new knowledge and those applying it to real-world problems (sometimes, the two roles sit with the same person or team!). Our articles amplify learning points from OR interventions, focusing on practical utility and benefits in decision-making processes.

Why should I write for *Impact* magazine?

Publishing in *Impact* brings several benefits to our authors. For instance, in terms of professional visibility and publicity:

- *Enhanced Recognition*: authors gain visibility within the OR community, showcasing their expertise and successful interventions.
- *Career Advancement*: contributing to *Impact* helps build a strong portfolio of 'Impact Case Studies', something which may boost an academic's career prospects.

Impact also enhances its authors' collaboration and networking opportunities:

- *Reaching a Wider Network*: *Impact* enables authors to reach a more comprehensive professional network, build further connections (including with OR academics), and start new collaborations.
- *Community Contribution*: through publishing in *Impact*, our authors effectively contribute to the growth and development of the OR community.

What does an *Impact* article look like?

Articles are typically 1,500 words ($\pm 10\%$). They include:

- Relevant details of the context in which the OR intervention took place.
- A layman description of the OR techniques or methodologies used. Mathematical equations are strictly forbidden!
- Evidence of tangible outcome or impact.
- Quotes from the organisation involved, endorsing the value or results of the work.
- A short bio (50 words, $\pm 10\%$) for each of the authors (up to a handful of authors is OK).
- Images: ideally one landscape image for the article header, plus 3–5 smaller images to illustrate the content. We're happy to help source stock photos if needed.

When can I submit my article draft (or early ideas) to *Impact*?

Two issues of the magazine are published each year (Spring and Autumn). Article drafts/ideas are welcome at any time, but preferably by mid-January (Spring issue) and the start of July (Autumn issue). This allows time for our editorial team to work with you on developing your article into a publishable piece before sending to production.

What if I have any further questions?

If you're interested, we'd be delighted to receive a full submission, an early draft or even just your embryonic idea for an article – we are here to help you!

Please feel free to send any submissions to ImpactMagEditorial@theorsociety.com.

Alternatively, feel free to share an early draft or direct any queries to our Senior Editorial Assistant Sophie, at Sophie.Rouse@theorsociety.com.