

# RFP Outline / Topic – Supply Chain and AI

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| <b>Priority Topic</b>                           | Supply chain management, AI, and Operational Excellence   |
| <b>Topic Summary</b>                            | <ul style="list-style-type: none"> <li><input type="checkbox"/> Global supply chain fundamentals</li> <li><input type="checkbox"/> Supply Chains, Industry 4.0, and AI</li> <li><input type="checkbox"/> Importing technologies into Supply Chain processes</li> <li><input type="checkbox"/> Supply chain optimization strategies.</li> <li><input type="checkbox"/> AI-driven inventory management, smart warehouses, and logistics</li> <li><input type="checkbox"/> Organizational readiness and case studies</li> </ul>  |
| <b>Product Type</b>                             | [x] long book (200+ pages)  |
| <b>Primary Audience/<br/>Secondary Audience</b> | <p>The following target audience categories apply to global audiences in any large or S2M organizations. They include:</p> <ul style="list-style-type: none"> <li>a. Supply chain professionals, business leaders, decision-makers, and anyone interested in expanding their knowledge of Industry 4.0 and AI for career enhancement and future job preparation application of quality principles in supply chain execution.</li> <li>b. Industry enthusiasts, consultants, academic researchers, and students seeking practical applications and real-world case studies in supply chain management.</li> <li>c. C-suite executives responsible for strategic planning and technology investment, technology developers and solution providers tailoring their products for the supply chain sector, and policymakers interested in the impact of advanced technologies on supply chain operations.</li> </ul> |
| <b>Product Need</b>                             | <ul style="list-style-type: none"> <li>a. The supply continues to evolve and the major themes in supply chain management need to be updated to support use in             <ul style="list-style-type: none"> <li>i. Distributed supply chains</li> <li>ii. Advanced technology. These are improvements that drive costs to zero to inspect, report and track history.</li> </ul> </li> <li>b. There is a need to integrate Industry 4.0 and AI applications within the supply chain sector, emphasizing strategic support, optimization, data-driven decision-making, and organizational readiness.</li> <li>c. With the use of AI coming into a large stream of industries, there is a need to apply AI tools to solve actual supply chain problems, such as demand forecasting, inventory management, route planning, and logistics optimization, smart warehouses and automation</li> </ul>                  |

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|                                     | <p>d. There is a need to ensure responsible implementation and prepare supply chain professionals to leverage advanced technologies for competitive advantage.</p>   |
| <p><b>Benefits for Audience</b></p> | <p>Potential benefits of this book should answer the following questions:</p> <ul style="list-style-type: none"> <li>a. How will the book prepare supply chain professionals in the transition from theoretical concepts of Industry 4.0 and AI into practical implementation and apply fundamental quality techniques in a modern supply chain, as stated in item a of “Primary Audience”?</li> <li>b. How can the instructional content provided within the book be used to modernize and transform supply chain operations, ensuring companies can adapt to technological advancements and maintain a competitive edge?</li> <li>c. How will the book explore the risks and challenges associated with integrating AI and Industry 4.0 technologies in supply chain management are thoroughly explored?</li> <li>d. Will there be case studies and other demonstrations of SCM software associated or provided in the book?</li> </ul>  |
| <p><b>Topic Overview</b></p>        | <p>Possible chapter topics include:</p> <ul style="list-style-type: none"> <li>1. Introduction to global supply chain management - This chapter will establish a foundational understanding of global supply chain management, providing a clear definition and exploring key terminology.</li> <li>2. Industry 4.0 and artificial intelligence fundamentals – A comprehensive introduction to Industry 4.0 and AI, covering their emergence, fundamental concepts, definitions, and associated technologies.</li> <li>3. Supply chain design issues - Defect identification and prevention and product data (root cause analysis) - Best practices and recommendations for effectively preparing organizations to leverage advanced technologies, ensuring successful implementation and sustainable transformation in supply chain operations</li> <li>4. Industry 4.0 and artificial intelligence technologies in supply chain management - key Industry 4.0 and AI technologies in supply chain management, explaining the basic principles and applications of big data analytics, blockchain, simulation, IoTs, cloud systems, and AR/VR/ER technologies.</li> <li>5. Optimizing supply chain planning with artificial intelligence - various forecasting methods, including descriptive, predictive, and prescriptive analysis, and explaining how</li> </ul> |

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|                                     | <p>each method contributes to effective supply chain management.</p> <ol style="list-style-type: none"> <li>6. AI-driven inventory management - efficient inventory management through the utilization of AI techniques to optimize inventory levels, minimize stockouts, and reduce carrying costs and excess inventory.</li> <li>7. Amart warehouse management - smart warehouses and streamlined warehouse operations, highlighting the importance of integrated AI and advanced technologies in creating smart warehouses.</li> <li>8. Amart logistics and transportation - implementation of AI technologies to automate and enhance processes such as route planning, load scheduling, fleet management, and delivery tracking.</li> <li>9. Assessing organizational readiness for advanced technology adoption - assessing organizational readiness for the adoption of advanced technologies in supply chain management, key factors and considerations that determine readiness, such as leadership commitment, technological infrastructure, workforce capabilities, and cultural alignment.</li> <li>10. Case study - The case study highlights key success factors, lessons learned, and measurable outcomes achieved through the adoption of AI-driven solutions. It offers insights into the strategic decision-making processes involved in selecting and implementing these technologies, as well as the impacts on efficiency, cost reduction, and customer satisfaction. [Note: please make sure the case study mirrors an example even if the company is fictitious. Do not provide academic dissertation material.]</li> <li>11. Preparing for the future - emerging trends and technologies that will shape the future landscape of supply chains, including predictive analytics, autonomous systems, and digital twins. strategic considerations for organizations to adapt and thrive in an increasingly digital and interconnected world. It also addresses the evolving role of professionals in supply chain management, emphasizing the skills and knowledge needed to harness technological innovations effectively.</li> </ol> |
| <p><b>Writer Qualifications</b></p> | <ul style="list-style-type: none"> <li>▪ Research and/or practical experience of at least 7 years in the field of Quality/Operational Excellence</li> <li>▪ Previous publication experience in refereed journals/books preferred</li> </ul>  |

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|                                    | <ul style="list-style-type: none"> <li>▪ Quality certification, e.g. CQE, Cert Supplier Quality Professional, or SSBB preferred</li> </ul>   |
| <b>Timeframe</b>                   | 9 - 12 months  |
| <b>Other Possible Content Uses</b> | <ul style="list-style-type: none"> <li>▪ The book can be used as a textbook for college students pursuing quality-related courses.</li> <li>▪ The content can be used in conference presentations, seminars etc.</li> </ul>  |
| <b>Resources to Consult</b>        | <ul style="list-style-type: none"> <li><input type="checkbox"/> Reference books published by ASQ Quality Press and other publishers</li> <li><input type="checkbox"/> Journal articles</li> <li><input type="checkbox"/> Books in supply chain and AI/Digital tools</li> </ul> |

**INTERESTED AUTHORS, PLEASE PROCEED TO THE NEXT SECTION “[PROPOSAL SUBMISSION GUIDELINES](#)”**

## INTRODUCTION

ASQ's Quality Press is the leading global publisher of quality-related books and standards to help individuals and organizations excel.

Quality Press continually monitors the needs of the quality profession and its stakeholders to identify high-priority topics for future projects. These high-priority topics eventually become **book products**.

**Book products** are designed to provide information that quality professionals can use on the job. The contents often include "how-to" information, tools, best practices, and so on.

Return your proposal as a Microsoft Word document or PDF via email to the managing editor at [books@asq.org](mailto:books@asq.org).

The review process normally lasts 4–6 weeks but may take longer.

If additional information is needed, please contact Quality Press:

Email: [books@asq.org](mailto:books@asq.org)

Thank you for your interest in ASQ's Quality Press. We look forward to working with you.

# PROPOSAL SUBMISSION GUIDELINES

The following are book proposal submission guidelines. Please note that proposals with a global scope are encouraged.

If the proposal is in response to a priority topic from an RFP, then the proposal should reflect the steps you would take to meet the RFP requirements. If the proposal is not in response to an RFP, then state why the topic you propose is needed in the marketplace. Proposals should not exceed **five pages** (not including the appendices) and should contain the following basic elements.

## PART ONE: ABOUT YOU

### **Author(s) Name**

**Author(s) Contact Information** (office phone, cell phone, email, or assistant who will serve as point of contact, etc.)

**Author(s) Bio** (provide your bio, including current position, or career focus, affiliations, credentials, media involvement, previous books and estimate of their sales, and any other pertinent information, 100–200 words)

**Author Affiliation with ASQ** (list previous content produced for ASQ/ASQE, volunteer participation, component relations participation, etc.)

## PART TWO: ABOUT YOUR BOOK

1. Briefly describe (200–300 words) the overall concept of your book, including the main topics you address, the compelling reason you believe the book would most benefit the quality profession, and what you anticipate accomplishing with a release of the book.
2. What are the consumer benefits and anticipated need for this book?
3. What are the unique editorial/content points that make this book unique from other books on the same topic?
4. Who is the target audience for this book?
5. Why would you like Quality Press to publish this book?
6. What are your expectations concerning publishing?
7. Is the topic of this book something that has been repeatedly requested by your peers and/or the quality profession field? If so, has it been made available through other media (websites) and been repeatedly bought/requested? Estimate of sales?
8. Are any other publishers looking at this project?

9. What is the time frame you have in mind for when the book will be released? Is this tied to any special event that you are planning to promote the book? When will the manuscript be completed? [Be mindful that the standard publishing process will take 12–18 months.]

In the body of the proposal outline, include:

- Proposed annotated table of contents: this should include potential chapter titles along with 2–3 sentences describing each chapter.
- Identification of problems/issues this product would address.
- Itemized timeline and financial compensation expectation.
- If a multi-author project, identify the proposed author team members, including a brief description of their roles.
- Appendices: curriculum vitae (CV) or résumé for each author (3 pages maximum per author).

#### Publishing Details

- Estimated length of the manuscript
- Examples or descriptions of any artwork, including the total number of illustrations/tables/figures to be used
- A statement of expected deliverables (manuscript, tools, checklists, etc.)

## PART THREE: ABOUT YOUR PLATFORM

To effectively market and sell the book, we would like to get a better idea of who you are from a marketing perspective. **Your engagement in promoting your book is essential to its success.** Please answer the following questions as completely as possible. Your answers will help us successfully position your proposal.

Are you active on social media? If so, what networks (e.g., Facebook, Twitter, LinkedIn, TikTok, YouTube, etc.)?

What opportunities do you have available for cross-promotion?

- Other media, if any? Number of viewers? Frequency of programming?
- Do you have a traditional mailing or email list? If so, how many names are on your list?
- Business website?
- Do you have personal or professional contacts (i.e., news, journal, radio, or TV)?

Do you have any ideas for promoting your book that you want to share with us? What do you plan to do to market and promote the book?

Please tell us about how much time you spend on the road doing events and the number of engagements at which you speak annually.

Have you ever done media interviews to promote a book? If so, what outlets (e.g., radio, television, web events)?

Who will you pursue to write the Foreword and/or endorsements?

Use the following tables to list two books from other publishers that compete with your book and ASQ books that may be comparable to your book. ("Format" means paperback, hardcover, e-book only, etc.)

COMPETITIVE TITLES (Other Publishers):

| Title | Author | Publisher | Year of Pub | Format | Page Count | Retail Price |
|-------|--------|-----------|-------------|--------|------------|--------------|
|       |        |           |             |        |            |              |
|       |        |           |             |        |            |              |

COMPARATIVE TITLES (ASQ or ASQE):

| Title | Author | Imprint | Year of Pub | Format | Page Count | Retail Price |
|-------|--------|---------|-------------|--------|------------|--------------|
|       |        |         |             |        |            |              |
|       |        |         |             |        |            |              |

**Submit proposals to:**

**Attention: Managing Editor**  
[books@asq.org](mailto:books@asq.org)

**For more information:**  
The American Society for Quality  
600 N. Plankinton Ave.  
Milwaukee, WI  
Tel: +1-800-248-1946