

# CMG AUSTRALIA PUBLICATION POLICIES

Bruce Howarth

University of Technology, Sydney

## 1. INTRODUCTION

CMG Australia has developed some policies for its authors and presenters. These are intended to improve the professionalism of CMGA meetings and conferences, and reduce unwanted controversy. This document outlines these policies.

If you have further questions, contact your CMGA Conference Committee, Branch Committee or Board.

## 2. WHAT IS A PRODUCT?

A product is defined as software, hardware, or services that are primarily intended for the computer performance evaluation marketplace. Such products include modelling tools, performance databases, monitors, DASD management tools, and some data collection tools. A data collection tool is defined as a product unless the tool is:

- An integral part of an operating system, transaction processing system, or a database system; or
- The data collection tool is provided for use with an operating system, transaction processing system, or a database system by the vendor who produces the measured system.

To illustrate this policy, it is useful to consider several examples:

- IBM's operating systems like VM, MVS, etc are not defined as products since they are intended for a much broader marketplace than CPE and since CPE analysts require information on the specific characteristics of these systems for planning and tuning purposes.
- Data collection tools like SMF, RMF, GTF, and DCMON are not defined as products since they are either integral parts of larger software systems or are marketed by the vendor who produces the software system being measured.
- IBM's SLR is considered to be a product since it is directed at the CPE marketplace.

Authors with specific questions about the classification of a particular product are encouraged to contact the Conference Committee.

## 3. DISPARAGEMENT

CMGA promotes advances among the users and vendors of computer performance evaluation related products and services. While CMGA encourages scientific enquiry and experimentation that may result in product comparisons among competing vendors, CMGA is not intended to provide a forum for disparaging comments. Hence, CMGA participants are expected to maintain a standard of professional conduct that avoids disparaging comments about any vendor's products or services.

Although participants may indicate the advantages and strengths of a product, they should refrain from making derogatory or defamatory comments and should not seek to employ CMGA as a forum to motivate a vendor's response to any perceived weakness or omissions in a product or service as part of the formal conference program.

## 4. VENDOR PRESENTATIONS

Over recent years, evaluation forms from our conferences have reflected an increasing concern over the inappropriate use of CMGA sessions for presentations that are primarily of a marketing nature by vendor representatives. Specific instances have ranged from perhaps inadvertent references to sales statements such as "Let me describe our product that solves ...".

Clearly, it would be wrong to exclude presentations by vendor representatives, as they make a significant contribution to our conferences. Therefore, CMGA's policy on presentations by vendor representatives states: presentations that describe or introduce products are unacceptable as part of the general program.

This policy is not intended to restrict vendors from presenting studies that include references to their products. For example, a presentation on the use of an analytic model to analyze control unit or DASD string performance would be encouraged, so long as the presentation focussed on characteristics of the system being modelled, rather than the tool used. However, authors are encouraged to use generic rather than specific model names in their titles.

To summarize, we expect vendor representatives to be prudent in the selection of their subject material for presentation at the national CMGA conference.

If a vendor representative begins a flagrant marketing presentation during a CMGA session, the session chairperson will be instructed to halt the presentation.

Any author in doubt about the eligibility of their paper for presentation at CMGA should contact the Conference Committee.

#### **4.1 Vendor Stream**

Vendors may choose to make a presentation in the vendor stream of the conference. Papers presented in this stream are subject to the same conditions as that of normal conference presentations except that the restriction of naming and describing products is relaxed. The presenter may name a product or products and discuss its features in relation to their subject, however the presentation should not be construed as an opportunity for hard-selling. If a vendor representative begins a flagrant sales pitch, the session chair person will be instructed to halt the presentation.

### **5. NON-VENDOR PRESENTATIONS**

Non-vendor authors are encouraged to avoid the use of specific product names in their titles. Generic terms like analytic models, performance databases, DASD managers, etc, should replace references to specific product names in the paper title.

While the author's choice of specific product may be a valuable reference for the attendee, the attendee could assume that the lack of specific references to alternative products implies that acquiring a particular product is the only method of solving a given problem. Therefore, the author should refer at least briefly in their paper and presentation to any available alternative products.

Any author in doubt about the eligibility of their paper for presentation at CMGA should contact the Conference Committee.

#### **5.1 PLAGIARISM**

Plagiarism is the use of another person's work without acknowledgment. In academic circles, this is considered a serious breach of professional conduct, although it does not seem to be so seriously regarded in the business world.

If you use another person's work, you should reference that work. Papers that report other people's work with some extensions and commentary are perfectly acceptable, as this is frequently a way of making information available to a wider audience. However, such a paper should clearly state that it is a summary of existing work, and not novel in its own right.

To a great extent, CMGA is dependent on the honesty of its authors in this area, as it is not possible for the organising committee to be familiar with every published paper. However, many attempts at plagiarism are discovered after publication, often by the plagiarised author.

If plagiarism in a paper published by CMGA is brought to our notice, we will publish an apology to the original author.

### **6. NON-SEXIST LANGUAGE**

Authors should as far as possible write their papers so that the language does not imply that men have all the bright ideas and women make the coffee. It is not difficult to avoid use of the pronoun "he"; two techniques are to use plural constructions, and to use the passive voice.

For example, instead of writing "The capacity planner must keep his wits about him when he negotiates with users", you could write: "Capacity planners need to stay alert when negotiating with users".

Non-sexist writing is a habit easy to acquire and worth the effort.