# Instructions for formatting, Arial 20 (HEADING 1)

Authors’ names, separated by comma – leave blank for anonymous submission

contact.author@email.mail

Full contact address

## Abstract (HEADING 2)

In this document we demonstrate how to use the document template for submission of papers to the ServDes conferences. Please use this document as a template and use the formatting styles that we have defined to format your document.

Your abstract should be up to 150 words. (Normal Style)

KEYWORDS: formatting instruction, template, full papers

## Introduction (HEADING 2)

### Page elements (HEADING 3)

The format described in this document should be used for submissions that will be published in the conference proceedings. As we want to give these proceedings as a publication a consistent, high-quality appearance, we would like to ask authors to follow some simple guidelines. Generally, you should format your paper exactly as this document is formatted. The easiest way to achieve this is to use this template and substitute the content with your own text. (Normal Style)

* Bullet points (List Paragraph)
* Bullet points (List Paragraph)
* Bullet points (List Paragraph)

The page is A4 (21cm x 29.7cm) and set with a top margin of 2 cm, a bottom margin of 2.5 cm, a left margin of 3.5 cm, and a right margin of 3.5 cm.

Footers and headers should not be used for paper specific text. Never use headings directly under headings, always add text below headings.

## Title and Authors

Multiple row titles should only run over two rows.

In the anonymous submission, leave the placeholders for Authors and affiliation as they appear in this template. When preparing your final submission, all authors should be listed in the author’s row. The primary author should be the contact author and fill out contact details.

## Language and style

The written language of the conference is English. Try using gender neutral language as much as possible and make sure to explain any culturally specific formulations and be aware not to use ambiguous terms or saying that may be unknown if you are not a native English speaker. Also try to use a simple and clear style of reasoning and avoid difficult technical terms. Show the full name before you use acronyms the first time.



#### Figures – Arial 10 (Heading 4)

## References and citations

### Citations

Citations as part of a sentence shows authors names in text, and year within parenthesis: e.g. as stated by Holmlid & Evenson (2007). Citations that are not part of a formal sentence, should be placed inside parenthesis: e.g. revealing patterns of human thought (Howard, 2008; Bechmann, 2010; Holmlid & Evenson, 2007) or other phenomena (Participle, 2008). If a reference is authored by one or two individuals, give both names. For three or more authors, name only the first one followed by et al.. Try using only sources you have personally read or make sure it is clear that you are referring to a second hand source.

Quotations should be part of the normal text flow and include page numbers when possible; e.g. “… a crucial dimension to use to increase understanding and the role of prototyping is at what stage in the generic service design process a prototyping method is used.” (Holmlid & Evenson, 2007, p. 6).

For quotations longer than two rows, they should be in a paragraph of their own and use the SDC quote style:

Beveridge was a 20TH century giant. The vision and strategy he set out in his first 1942 report were supported by political thinkers on the left and right, and by the general public who wanted a new and fairer Britain. Before Beveridge, Britain can be seen as a place of gross inequality, with health care that few could afford or find, schools which looked like those portrayed in a Dickens’ novel, and a society desperately hanging on to its colonial legacy. The post-war welfare state swept all this away in one of the most dramatic social transformations Britain has ever seen. (Participle, 2008, p. 2)

References should be made like in the examples below. If the sources are in another language than English you should provide a translation of the title and source.

## References (HEADING 2)

Example of references: please use the APA style for referencing. Note that for the review no references to submitting authors should be included.

Book with one author:  
King, M. (2000). *Wrestling with the angel: A life of Janet Frame*. Auckland, New Zealand: Viking.

Conference paper online:  
Bochner, S. (1996, November). *Mentoring in higher education: Issues to be addressed in developing a mentoring program.* Paper presented at the Australian Association for Research in Education Conference, Singapore. Retrieved from <http://www.aare.edu.au/96pap/bochs96018.txt>

Journal article:  
Germann, F., Ebbes, P., & Grewal, R. (2015). The chief marketing officer matters! *Journal of Marketing*, 79(3), 1-22.