**Vaasa Servitization Workshop 2024 Instructions for Drafting the Abstract**

**Keywords:** Provide from 3 to 5 keywords that are used for proper indexing.

1. **GENERAL GUIDELINES FOR DRAFTING THE ABSTRACT**

This template is entirely designed in the requested guidelines for submission so as to facilitate drafting and submission. Additionally, detailed explanations are providaded along the text. Your abstract title should be written in the following format: **Times New Roman, bold, 14pt, single space, first letter of each word capitalized***.*First headings should be written in the following format**: uppercase letters, bold, Times New Roman, 12 pt, numbered.**

All spacing before and after headings and subheadings, before and after tables/pictures should follow one line spacing. **Times New Roman (12pt, justified)** font should be used as standard and consistently across your abstract text. Line spacing in the text should be 1,5 and all margins should be 2,54. The abstract should contain up to <**2000 words>** including keywords, references, tables or pictures. All abstracts must be written in formal English. Before submitting, proofread by professional proofreaders is advised.

* 1. **Subheading Guidelines and Structure of the abstract**

All subheadings should be in **Times New Roman, 12pt, bold and first letter of each word capitalized**. Third headings are not allowed in the final papers or abstracts. The submitted abstract should include the following main headings and subheadings (and the same baseline structure): 1. Introduction; 2. Theory development (with appropriate sub-headings, tables and hopefully an integrative framework), e.g. 2.1. Defining the concept, 2.2. Theoretical dimensions, processes, mechanisms, 2.3. Antecedents or outcomes; 3. Discussion including 3.1. Theoretical contributions and 3.2. Managerial implications.

1. **FIGURES AND TABLES**

Figures and tables in the manuscript should be referenced in the text.

Table title should be written in the following format: Times New Roman, 12 pt and centered. Table titles should be centered and come before the table. **“Table 1”** should be in bold. Each table in the manuscript should be provided in a separate and modifiable Word File. Please follow one table in one Word file rule. Also, please reference in your manuscript where tables should be placed accordingly. In table texts, please use Times New Roman font 10pt. Please see example below.

**Table 1** – Important Deadlines

|  |  |
| --- | --- |
| Abstract Deadline | 28.02.2024 |
| Deadline for paper submission | 31.07.2024 |
| Reviewers’ Feedback | 09.09.2024 |
| Revised paper submissions | 31.11.2024 |
| Publication expected by | 05/2025 |

Figure title should be written in the following format: Times New Roman, 12 pt and centered. Figure title should be centralized and come after the figure. **“Figure 1”** should be written in bold. Each table in the manuscript should be provided in a separate and modifiable Word File. Please follow one table in one Word file rule. Also, please reference in your manuscript where tables should be placed accordingly. In all figure text, please use Times New Roman font 10pt.



**Figure 1** – Vaasa Servitization Workshop 2024

Please ensure you submit the manuscript and then each table and each figure in separate files, where tables or figures are in modifiable form

1. **CONCLUDING REMARKS ON SUBMISSION GUIDELINES**

All guidelines presented in this template must be followed in order to submit your abstract. References should be in the **American Psychological Association APA 7th** style. References should be in Times New Roman, 10pt and justified. All articles, books and other bibliographical information should be complete, if available. Journal titles must be written in full and DOI details are highly encouraged to be included.

References within the text should follow the American Psychologycal Association APA 7th Guidelines and must be written as follows: One author (Kilduff, 2006), two Authors (Kohtamäki & Rajala, 2016) and three or more authors (Kohtamäki et al., 2019). Direct quotes should be “*In Italics*” (Kohtamäki et al., 2019: 303) with page number after the year in the citation

**References**

The Reference section heading should be written as follows: **Times New Roman, bold, 12 pt, not numbered.** The reference list should contain all references used in your abstract. References below follow the American Psychologycal Association APA 7th Guidelines.

Kilduff, M. (2006). Editor’s Comments: Publishing Theory. *The Academy of Management Review*, 31(2), 252–255.

Kohtamäki, M., Parida, V., Oghazi, P., Gebauer, H., & Baines, T. (2019). Digital servitization business models in ecosystems: A theory of the firm. *Journal of Business Research*, 104, 380–392. https://doi.org/10.1016/j.jbusres.2019.06.027

Kohtamäki, M., & Rajala, R. (2016). Theory and practice of value co-creation in B2B systems. *Industrial Marketing Management*, 56, 4–13. Scopus. https://doi.org/10.1016/j.indmarman.2016.05.027