Instructions for authors

"Digital Marketplaces Unleashed"
Published and written by: Claudia Linnhoff-Popien, Ralf Schneider, Michael Zaddach

Please carefully follow the instructions below for the article you are going to submit for the book "digital marketplaces Unleashed". Please also pay attention to the expert opinions, which you have received together with the email to accept your abstract (document) and consider them in the preparation of your input. We will need the formatted text until

August 31st 2016

as submission via the EDAS system. You will find further explanations at the end of this document in section 11. Due to limited space we can only consider articles with a maximum of 12 pages.

1. Document template

➢ Please use Word 2007 or a more recent version to create the document.
➢ Use the word template that is available on our website:
   http://marketplaces.mobile.ifi.lmu.de/index.php/instructions-for-authors

2. Layout of content

➢ Use a decimal table of content according to the example below:
   1. my chapter
   1.1. my first paragraph
   1.1.1. my first sub paragraph
   1.1.1.1. my first sub-sub paragraph
   Important: Do not skip any headline level
➢ Choose distinctive names for your headlines

3. Text formatting

➢ Do not include manual separators
➢ Highlights in *italics*

➢ Quotes, long paragraphs and mnemonics can be highlighted with the help of the Word template

4. <u>Consistent/standardized syntax</u>
➢ Spelling should be used according to current dictionary standards
➢ Terms, names and abbreviations should be spelled consistent throughout the article
➢ Explain abbreviations at their first occurrence.
➢ For cross references use the following abbreviations: s. (see), p. (page), chap. (chapter), sec. (section), fig. (figure), eq. (equation), tab. (spreadsheet).

5. <u>Using formulas</u>
➢ Exclusively use the formula editor of Microsoft Word.
➢ <u>Never</u> merge formulas with normal text, formula editor and graphics.
➢ Symbols and special characters outside of formulas should be in fonts *Symbol* or *Arial Unicode*
➢ Use the formula counter of Microsoft Word (parentheses next to the formula on the right)

6. <u>Images in the article</u>
➢ Images should be numbered continuously using the chapter number (e.g. img. 1.1).
➢ Use the automatic function of Word for numbering images.
➢ Indicate parts of images with lowercase letters (a, b, c, etc.)
➢ each image needs a *cross-reference* in the text, e.g. "img. 1.1. Shows".
➢ each image needs a *legend* and possibly the source (img. 1.1. My caption [2]).
➢ save graphics in EPS or TIFF format. Gray scales need a minimum of 300 dpi, pictures with lines and/or many labels need a minimum of 600 dpi (only the online version is published in color).
➢ Labelling should be in font Helvetica or Arial, 8-10pt and consistent under all images.

7. <u>Spreadsheets in the article</u>
➢ Spreadsheets should be numbered continuously using the chapter number (e.g. Chap. 1.1.)
➢ List each spreadsheet with a cross-reference.
➢ Indicate all sources.
➢ Use the spreadsheet function directly in Word – do not insert Excel spreadsheets.
➢ Don´t use single-column tables – use bullet points in the text instead.

8. <u>List of references</u>

- ➤ Quote by inserting digits in brackets: [3, 7, 12] in your text.
- ➤ References should be listed in alphabetical order and consistent.
- ➤ Use the citation and literature feature of Word.

9. <u>The summary</u>

- ➤ For marketing reasons the article should start with an overview (abstract) of about 10-15 lines, which draws the interest of possible readers on the subject and supports the selling of the book.

10. <u>Copyrights of used material</u>

- ➤ For copied text components, images and spreadsheets/charts you need a permission of the copyright holder (usually the first publisher) for both online and print publication.
- ➤ The source must be indicated in the image reference or the table heading.

11. <u>Submission of the final article (for the book)</u>

- ➤ Please go to www.edas.info in the menu item section 'my papers'. If you click on the title of your article, you can upload the complete text for the book.
- ➤ At the same place you will find the item ‚Please upload all current source files (Word, Images, etc.) in a Zip-archive'. Please upload the source files accordingly, to enable the printing (preparation) of the book.