# Title (Heading 1: Arial bold 20pt)

First Name/s Last Name/s1, First Name/s Last Name/s2 leave blank for anonymous submission

contact.authors@email.mail (separated by comma) leave blank for anonymous submission

1Affiliation name, Country leave blank for anonymous submission

2Affiliation name, Country leave blank for anonymous submission

(Authors: Arial 10.5pt on 15pt)

## Abstract (Heading 2: Arial bold 14pt)

These guidelines provide instructions to format Student Forum abstract for ServDes.2023 conference. Please use the formatting styles as instructed. The format described in this document should be used for submissions that will be published in the conference proceedings. As we want to give the 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 abstract 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. This will reduce your work with formatting your submission and reduce the amount of time spent preparing camera-ready submissions.

Your abstract should be up to 300 words (excluding references). (Normal: Arial 12pt on 16pt)

Keywords (Normal: Arial 12pt on 16pt): formatting instruction, template, abstracts (maximum 4 keywords)

## Introduction (Heading 2: Arial bold 14pt)

All submissions will be blind peer reviewed by an international review panel, according to evaluation criteria set by the scientific committee. Once reviewed, all authors will be notified of acceptance, conditional acceptance, or rejection. Submissions that are accepted conditionally will be required to address the feedback by the camera-ready resubmission date (please check important dates at <http://www.servdes2023.org>).

All submissions must be anonymous and must not contain the name(s) of author(s) or any references of institutions for the purposes of blind peer review. Please ensure these are removed (including file names, captions, etc) prior to upload. You will find the link to access the submission system at <http://www.servdes2023.org>.

Acceptance of notification will be sent by e-mail. Those accepted will be required to attend and present, discuss questions and engage with the conference program. This means at least one author must register for the conference for the submission to be included in the proceedings. All accepted and revised submissions must be formatted in the ServDes.2023 template and submitted to the conference system (please check important dates at <http://www.servdes2023.org>)

(Normal: Arial 12pt on 16pt)

Student’s Forum

We invite Undergraduate, Master, and Ph.D. students and recent graduates to a dedicated day of discussions, workshops and networking held during the conference. This forum aims to provide a platform for you to discuss your work, exchange ideas, gain feedback from recent graduates, network with experts and emerging practitioners in Service Design, share examples of work underway or completed, and celebrate excellent work. Please submit a 300-word abstract including how you are addressing one or more of the conference subthemes.

## Formatting your abstract submission

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

Footers and headers should not be used for abstract 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. All authors should fill out contact details (affiliation name and e-mail).

## 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.

## References and 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 sentence should be placed inside parenthesis alphabetically: e.g. revealing patterns of human thought (Bechmann, 2010; Holmlid & Evenson, 2007; Howard, 2008) 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. No quotations should be used in your abstract.

References should be formatted like in the examples below. If the sources are in another language than English, please provide an English translation of the title and source.

## Acknowledgments (Heading 2)

This section is optional. You can use this section to acknowledge support you have had for your research from colleagues, students’ participation, internal external partners’ contributions or funding bodies, etc. leave blank for anonymous submission

## 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.