Essential Principles and Instructions for Authors

Last update: March 04, 2019

1. General Principles

Die Unternehmung – Swiss Journal of Business Research and Practice aims at sharing new findings from business research, drawing attention to important problems in business practice, presenting scientifically sound approaches to practical solutions and generally promoting the exchange between science and practice. The publication of original articles comprises the following categories:

1. Scientific contributions of original character which have not been published before in a similar way. These include theoretical and conceptual contributions as well as results of empirical studies.

2. Practical contributions with theoretical foundations as well as essays on current business management problems from practice. Pure company presentations or descriptions of entrepreneurial problems that do not entail any problem-solving components are not published.

In accordance with the criterion of originality, submitted manuscripts may not be offered for publication elsewhere until final acceptance or rejection. All contributions will be evaluated by means of a double-blind review following a predefined criteria catalogue.

2. Manuscript Submission

Submission of Manuscripts for the Review Process
Submitted manuscripts undergo a double-blind review process to check for quality. If necessary, they are sent back to the authors for revision.

Manuscripts can be submitted by e-mail (klaus.moeller@unisg.ch). Therefore, please follow the instructions on manuscript preparation (see chapter 3). The editorial board is currently headed by Prof. Dr. Klaus Möller, Chair of Controlling / Performance Management, University of St.Gallen, Tigerbergstrasse 9, CH-9000 St. Gallen, Switzerland.

Submission of Definitive/Revised Manuscripts
Once the contribution has been accepted by the reviewers, the following documents need to be submitted:

- The manuscript as a text file with integrated illustrations | MS Word
- In a separate file: the original figures and tables | MS Excel, MS PowerPoint, etc.
- A reproducible photograph | size: 31 x 40 mm, resolution: at least 300 dpi
3. Instructions on Manuscript Preparation

When preparing or revising your contribution, we ask you to comply with the following instructions in order to avoid mistakes that can otherwise only be corrected in the context of tight (printing) schedules.

Scope of Manuscript
Max. 40,000 characters (including spaces).

Textual Requirements
- Endless text
- Without separators and control characters (automatic hyphenation is allowed)
- Without typographical commands
- Single line spacing
- Font type: “Times New Roman”
- Font size: 12pt
- Page margins (each): min. 2 cm
- Annotations need to be inserted as footnotes at the end of the page
- Emphasis within text and footnotes is possible (but only to a small extent and in italics; no bold type)
- Names should always be highlighted in italics, e.g. Mayer 2003
- Except for proper names, the spelling “ß” should always be substituted by “ss”

Contribution Structure
- Cover sheet (one page); The first page of the manuscript must contain the following information in the specified order:
  - Title | bold characters, font size: 12pt
  - Author(s) | italic characters
  - 6-8 Keywords based on the concise dictionary of business management (e.g. Köhler et al.) or – if necessary – based on your own keywords | without formatting
  - 6-8 Keywords | in English
  - Abstract | approx. 8-10 lines
  - Summary | in English
  - Information on authors | approx. 3-5 lines
  - Full address of the author resp. correspondence address, if different (incl. phone and e-mail). Please mark the author’s name only on the cover sheet to ensure a concealed, i.e. anonymous, evaluation.

Example:
Sandra Menke, M.Sc., is a research assistant at the Chair of Economics and Philosophy at the University of Witten/Herdecke.

Address: University of Witten/Herdecke, Chair of Economics and Philosophy, D-58488 Witten, Phone: +49 (0)2562/668-434, Fax: +49 (0)2562/668-587, E-Mail: menke@uni-wh.de

- Article
  - The first page contains solely the title of the manuscript – and no information about the author.
  - Subsequently, it is followed by keywords and contribution summaries (e.g. cover sheet) as well as by the actual contribution.
Outline Structure
The easiest way to create an outline is to work with style sheets (e.g. heading 1, heading 2, heading 3) that comply with the following specifications:

1. **Chapter Heading** | Font: 14pt, bold characters
1.1 **Section Heading** | Font: 12pt, bold characters
1.1.1 **Subsection Heading** | Font: 12pt, italic characters

Numbers
Numbers with more than three digits are divided into three-digit groups by using dots. Decimals are separated with commas. For example: 100,000.574

Figures and Tables
- Figures and tables should be numbered consecutively with Arabic numerals
- In addition, it is necessary to indicate the full name below the figure/table (left-justified and without any full stop)

Example:
*Figure 1: Model Construction on Customer Loyalty; Table 2: Overview of Conceptual Approaches*

- References to figures/tables shall be made within the text (see Figure 1, Table 2); the terms 'figure' and 'table' shall be written in italics, respectively
- Abbreviations and/or special characters shall be explained by a legend
- For URLs, it is also necessary to specify the respective query date

Citation (Method)
- In case that the text refers to the opinion of one or more authors, the following citation method is used: *Meier* (2003). For example: “*Meier* (2003) uses 20 transactions to illustrate the …”
- The appropriate method for the citation within the continuous text is as follows: *(Meier 2003) resp. (Meier 2003, 109) resp. (Hubert/Frei 2006)*

<table>
<thead>
<tr>
<th>Publication case</th>
<th>Appropriate citation</th>
</tr>
</thead>
<tbody>
<tr>
<td>same year and same author(s)</td>
<td><em>(Meier 2004a, 120; Meier 2004b, 112-118)</em></td>
</tr>
<tr>
<td>different year and different author(s)</td>
<td><em>(Meier 2004, 107; Hauser 2004, 33)</em></td>
</tr>
<tr>
<td>same year and different author(s)</td>
<td><em>(Bruhn 2004, 12; Meier 2004)</em></td>
</tr>
<tr>
<td>three or more authors</td>
<td><em>(Nieschlag et al. 2004)</em></td>
</tr>
</tbody>
</table>

Appendix and Footnotes
- The appendix directly follows the text part and thus forms a transition to the references.
- Footnotes shall be inserted right after the word if they refer to the word; otherwise they shall be inserted at the end of a sentence, i.e. behind the punctuation mark. Keep appendices and footnotes to a minimum.
Remarks on Literature (List of References)

- at the end of the article in alphabetical order
- in case of several contributions of the same author, please sort by year and in an ascending order
- Monograph (surname and first name in italics): Surname, F. (Year): Title/Subtitle if applicable, Edition, Place(s) of publication.
- Contributions to collected editions (surname and first name of author resp. editor in italics): Surname, F. (Year): Title, in: Surname, F. (Ed.): Title/Subtitle, if applicable, Edition, Place(s) of publication, p. from-to.
- Articles in journals (surname and first name in italics): Surname, F. (Year): Title, in: Journal name, Volume, Issue, if applicable (see note below), p. from-to.
- Web sources: URL, Date of query.

Important note concerning the citation of journals: If the pages of a volume are numbered consecutively within a year, it is sufficient to indicate only the year and the page numbers. Otherwise, it is also necessary to state the issue number.

➡ We kindly ask you to ensure that your bibliographical references are of adequate scope.

Examples:


