TITLE OF THE FULL PAPER

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Abstract: You are kindly asked to start with an abstract of 140-160 words. Please state the problem(s) / knowledge gap(s) you address, your paper’s goals, your methods / approach, as well as your main findings.

Keywords: Include 3-5 keywords. The first keyword should be taken from the title.

I. INTRODUCTION (HEADING 1)
The full paper should be written in British English using this template in preparation for publishing. You are kindly asked to use the predefined headings (Heading 1, 2, 3, 4, 5) and the current format (line spacing and columns). One empty line should be left between paragraphs. The length of full paper should be 4-6 pages.

II. THE STRUCTURE OF FULL PAPER
Each paper should start with a short introduction stating the problem / knowledge gap addressed in the paper, the main goal of the paper as well as a short paragraph about the structure of the paper. Following this introduction, the main part of the paper should follow, e.g. literature review and empirical results or a detailed description of the approach in practitioner papers. Please structure the main part of your paper as it best suits your project. Both academic and practitioner papers should contain a section with the main results / findings followed by a discussion of these findings / results. Papers should end with a conclusion which might include a summary of the paper as well as its limitations, recommendations and suggestions for further research and action. The conclusion should be in harmony with the introduction. The full paper must be an understandable entity by someone that has not attended the session at the conference.

Full papers must be submitted in MS Word Format (.doc or .docx), NOT in pdf-format. If the author does not follow the given instructions, the editorial board may modify the text or even decide not to publish it.

Notes should be avoided, but if used, should be placed as endnotes before the references. Acknowledgements of people, grants, funds, etc. should be placed in a separate section before the references.

All figures and tables should be pasted into the paper, centered between the margins and named (Figure 1, Figure 2, Table 1, Table 2). There should be 6pt spacing between a graphic/table and the caption. There has to be one blank line above the figure as well as one line between the caption and the text under the figure.

Fig. 1: text follows (10 points, italic)

References in the text have to be stated as (Simal, 1999) or as described in Closiar (2000). More than one reference has to be put as
follows (Simal, 1992; Sanchez, 1995). Page numbers are only required for "direct citations" (Simal, 1999: 120).

III. CONCLUSIONS AND RECOMMENDATIONS

If you have further questions on how to write your paper, please do not hesitate to contact us at conference@university-industry.com

A. References (HEADING 2)

References should be listed in alphabetical order at the end of the article using the following formats. Use 1.0 pt spacing in references.

Arrange references as follows: