Instructions for Authors

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**Abstract**

These instructions explain how to prepare your paper for the Journal of Serviceology so that its appearance is clear and consistent with the other papers in the Journal. They include guidance on layout, illustrations, text style and references. They are presented exactly as your paper should appear. It is highly advised to use this template to prepare your paper in Microsoft Word.

**Keywords**

Serviceology, Paper, Instructions (3-5 keywords)

# Introduction

The goal of this template is to achieve uniformity in the papers appearing in the Journal of Serviceology. The typography, layout and style used in these instructions are exactly the same as you should use when preparing your paper.

We require you to submit your paper as a full paper electronically in PDF format. All papers should normally be of up to 5,000 - 6,000 words. Please do not type page numbers, since consecutive page numbers will be added by the publisher.

The official language of the journal is English. Please use a consistent spelling style throughout the paper. If English is not your mother tongue, provide a good translation into English, and make sure that the English is checked by a competent editor. Poor English will be a reason for rejection of the paper

This journal uses a single-blind review system, which means that the name of the reviewer is not revealed to the author(s), but the reviewer reviews the paper with the author's information still listed.

# PAPER LAYOUT AND STYLES

## Styles overview

### Text area

Your manuscript must fit within the required margins. Set your margins for the pages at 20 mm for the top, 18 mm for the bottom, 17 mm for the left and right margins. No author should modify this template; all papers with a modified template will be returned to the author(s) for correction.

### Title area

Put the title directly under the top margin. The title should be in Arial 16 point bold normal. The first word of the title and all major words must start with a capital. The author’ names should be in Arial 12 point normal; their affiliation should be in Arial 10 point normal.

### Abstract

Your abstract should be 150-200 words. It should provide a brief summary of the content of your paper. The heading Abstract should be typed in Arial 10 point bold fond. The body of the abstract should be in Arial 10 point normal.

### Keywords

Leave one blank line between the abstract and the keywords. The heading Keywords should be in Arial 10 point bold. The three keywords should be in Arial 10 point normal, separated with semicolons. Select keywords that can be used to identify the subject of your paper.

### Paper body

Use a two-column format, and set the column width at 85 mm. The paper body should be in Times 10 point normal

## Headings and heading spacing

We recommend using no more than three levels of headings, indicated in these instructions as Heading 1, Heading 2 and Heading 3. The styles sheets for these headings are summarized in Table 1. Avoid loose Headings to appear at the bottom of a page.

# TABLES AND FIGURES

## Tables

Number tables consecutively (e.g., Table 1, Table 2,) and ensure that all the tables are cited in the text in the correct order. The caption of table should be in Times 10 point centred.

## Figures

All graphics, charts, illustrations, photos, etc. should be numerically ordered. Each figure should have a concise caption describing accurately what the figure depicts. Do not include titles or captions into your illustrations. Figures should be referred to like Figure 1. The caption of figure should be in Times 10 point centred.



Figure 1: Example of the figure.

# PAPER SUBMISSION

We require you to submit your paper electronically by email. For the submission, you need to include a cover letter. In the cover, the author(s) needs to describe the significance of the work for Serviceology.

# acknowledgments

We will be grateful if you would carefully follow all the instructions outlined in this guide.

# References

Arrange the reference list in alphabetical order of author’s surnames, and chronologically for each author where more than one work by that author is cited. Cite the references in the body of the paper using the surname(s) of the author(s) and year such as: (Vargo and Lusch 2004). All references listed must be cited, and all cited references must be included in the reference list. The reference list should be in Times 8 point normal

The format for references is as follows:

Surname, Initials. and Surname, Initials. (date). Title of article. Journal name, volume number (part number), pages.

Surname, Initials, and Surname, Initials. (date) Title, Place of publication, Publisher.

Here are some examples of a reference list:

Vargo, S. L., and Lusch, R. F. (2004). Evolving to a new dominant logic for marketing. Journal of marketing, 68(1), 1-17.

Lusch, R. F., and Vargo, S. L. (2014). Service-Dominant Logic: Premises, Perspectives, Possibilities. Cambridge, UK: Cambridge University Press.

Table 1: Headings and heading spacing.

|  |  |  |  |
| --- | --- | --- | --- |
|  | **HEADING 1** | **Heading 2** | Heading 3 |
| Font | Arial 10 point | Arial 10 point | Arial 10 point |
| Style | **BOLD ALL CAPS** | **Bold** | *Italic* |
| Numbering | 1, 2, 3, .... | 1.1, 1.2, 1.3, ... | None |
| Spacing | Single-spaced,  3 points after, Normal carriage return before | Single-spaced, 3 points before, 3 points after | Single-spaced, 3 points before, 3 points after |