



EM – Electronic Markets

[Issues of Style]

1) *Presentation of the Paper*

- a) The aimed-for length should be around 5,000 words (excluding abstract & references).
- b) We will accept articles between 3,500 and 6,500 (excluding abstract & references).
- c) If the word count of the article to be submitted is outside the range indicated above, please contact the Executive Editor prior to submission.

2) *Electronic version.*

Authors are requested to submit an electronic version of their article via our electronic manuscript submission system at <http://elma.edmgr.com/>.

3) *Formatting your text*

For computer or word processor use the unjustified mode.

- i) Leave the right margin ragged
- ii) Insert hard returns only at the end of paragraphs or headings.

4) *Punctuation:*

- a) Use a single (not a double) space after a full point, and after commas, colons, semicolons, etc.
- b) Do not put a space in front of a question mark, or in front of any other closing quotation mark.
- c) Use single quotes; with double inside the single where necessary.
- d) En rules: use a double hyphen to link number spans (e.g. 24--8); to connect two items linked in a political context (e.g. 'Labour--Liberal alliance', 'Rome--Berlin axis') and to link the names of joint authors (e.g. Temple--Hardcastle project).

5) *Illustrations*

- a) Supply Tables, Figures and Plates on separate sheets at the end of the article, with their position within the text clearly indicated on the page where they are introduced.
- b) Provide typed captions for figures and plates (including sources and acknowledgements) on a separate sheet too.
- c) Photographs should be preferably black and white glossy prints with a wide tonal range.

6) *Notes and References*

- a) Keep explanatory (text) notes to a minimum, indicate them with superscript numbers, and provide the note text as a list at the end of the article before the references.
- b) Use Harvard-style references. The Harvard reference system uses the name of the author, the date of publication and, following quoted material, the page reference as a key to the full bibliographical details set out in a list of References, which should include (in alphabetical order by author) every work cited in the text. Where there are two or more works by one author in the same year, these should be distinguished by using 1980a, 1980b etc.

- c) The date of publication cited must be the date of the source referred to; when using a republished book, a translation or a modern version of an older edition, however, the date of the original publication may also be given.
- d) The reference list should include every work cited in the text. Ensure that dates, spelling and titles used in the text are consistent with those listed in the References.
- e) The content and form of the reference list should conform to the following examples. Please note that page numbers are required for articles, both place of publication and name of publisher should be given for books and, where relevant, translator and date of first publication should be noted. Do not use et al. in the reference list; spell out each author's full name or surname and initials.
 - i) Hevner, A. R., March, S. T., Park, J. and Ram, S. (2004) 'Design Science in Information Systems Research', *MIS Quarterly* 28(1): 75-105.
 - ii) Kollock, P. (1999) 'The Economics of Online Cooperation: Gifts and Public Goods in Cyberspace', in: P. Kollock and M. Smith (eds) *Communities in Cyberspace*, London: Routledge, pp. 220-39.
 - iii) Lindstrom, M. (2005) 'Branding 2.0', AME Info Website, retrieved on 18 September 2005 from: <http://www.ameinfo.com/67815.html>
 - iv) Pederson, T. (1999) 'Physical-virtual Instead of Physical or Virtual – Designing Artefacts for the Future Knowledge Work Environments', in: H.-J. Bullinger and J. Ziegler (eds) *Proceedings of the 8th International Conference on Human-Computer Interaction*, Vol. 2, Munich: Lawrence Erlbaum Associates, pp. 1070-4.

7) *Minimum style points*

- a) Spelling. Use UK spellings consistently throughout.
- b) Quotations: Use single quotation marks for quoted material within the text; double quotation marks should only be used for quotes within quotes. Quotations of over forty words should be extracted and indented and no quotation marks used.
- c) Numerals: In general spell out numbers under 100; but use numerals for measurements (e.g. 12km) and ages (e.g. 10 years old). Insert a comma for thousands and tens of thousands (e.g. 1,000 and 20,000). Use the minimum number of figures for ranged numbers and dates, e.g. 22-4, 105-6, 1966-7; but use 112-13, 1914-18, etc. for 'teen' numbers. Use the percentage sign only in figures and tables; spell out 'per cent' in the text using a numeral for the number (e.g. 84 per cent).
- d) Dates: Set out as follows: 8 July 1990; 1990s (not spelt out, no apostrophe); nineteenth century (not 19th century) and insert hyphen when used adjectivally (e.g. nineteenth-century art).

8) *Proofs.*

These are received only by the first [or nominated] author of a multi-authored article. Please correct your proofs quickly and make no revisions to the final, edited text, except where the copy editor has requested clarification. Correct the typesetter's errors in red; make minimal alterations of your own in black.

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