

Margins 1.0"

Centered Title in APA Style

Source: Times New Roman size 12, 1.5 points-spaced

Author 1

University 1

Author 2

University 2

Author 3

University 3

Abstract

Source: Times New Roman size 12, centered, 1.5 points-spaced

The abstract should be between 150-250 words The abstract should be between 150-250 words
The abstract should be between 150-250 words The abstract should be between 150-250 words
The abstract should be between 150-250 words The abstract should be between 150-250 words
The abstract should be between 150-250 words. The abstract should be between 150-250 words
The abstract should be between 150-250 words The abstract should be between 150-250 words
The abstract should be between 150-250 words The abstract should be between 150-250 words
The abstract should be between 150-250 words The abstract should be between 150-250 words
The abstract should be between 150-250 words

Source: Times New Roman size 11, aligned left, single-spaced

Keywords: keyword 1, keyword 2, keyword 3, keyword 4

First Section

Level 1 Heading (Centered, bolded, upper case and lower case)
Source: Times New Roman size 12, 1.5 points-spaced

Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text

Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text

Text Text Text Text Text Text Text Text

Source: Times New Roman size 12, aligned left, 0.75 points-indented, 1.5 points-spaced

Second Section

Level 1 Heading (Centered, bolded, upper case and lower case)
Source: Times New Roman size 12,, 1.5 points-spaced

Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text
 Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text
 Text Text Text Text Text Text Text Text Text

Source: Times New Roman size12, aligned left,
 0.75 points-indented, 1.5 points-spaced

Subsection Example 1 } Level 2 Heading (Flushed, bolded, upper case and lower case)
 Source: Times New Roman size12, 1.5 points-spaced

Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text
 Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text
 Text Text Text Text Text Text Text Text Text

Source: Times New Roman size12, aligned left,
 0.75 points-indented, 1.5 points-spaced

Subsection example 2 } Level 3 Heading (0.75 points-indented, bolded, lower case
 except for the first word)
 Source: Times New Roman size12, 1.5 points-spaced

Text Text Text Text Text Text 'text 'text 'text 'text 'text 'text 'text 'text 'text 'text Text
 Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text Text
 Text Text Text Text Text Text Text Text Text

Source: Times New Roman size12, aligned left,
 0.75 points-indented, 1.5 points-spaced

References in the text

References should be quoted in the text as name and year within brackets and listed at the end of the paper alphabetically. Where reference is made to more than one work by the

same author published in the same year, identify each citation in the text as follows: (Porter, 1998a), (Porter, 1998b). Where two authors are listed in the reference list, please cite in the text as (Porter & Hepelmann, 2014; Williamson, Smith, & Collins, 2015). Where three or more authors are listed in the reference list, please cite in the text as (Collins et al., 1998).

References list

- Books Chapters:

Friese, C., Hofmann, W., & Wanke, M. (2003). The impulsive consumer: Predicting consumer behavior with implicit reaction time measures. In M. Wanke (Ed.), *Social psychology of consumer behavior* (pp. 335-364). New York, NY: Psychology Press.

- Books:

Baines, T., & Lightfoot, H. (2013). *Made to serve: How manufacturers can compete through servitization and product service systems*. Hoboken, NJ: John Wiley & Sons.

- Conferences:

Lafuente- González, E.M., Vaillant, Y., & Vendrell Herrero, F. (2015). Give me a KIBS: Policy instruments mediating the relationship between service knowledge firms and sustainable manufacturing supply chains. In *Servitization: the theory and impact* (Eds. Baines, T. & Harrison, D.K.). Paper presented at the Proceedings of the Spring Servitization Conference, SSC2015 (pp. 228-234). Birmingham, UK: Aston University.

- Journal Articles:

Bustinza, O.F., Gomes, E., Vendrell-Herrero, F., & Baines, T. (2017). Product-service innovation and performance: The role of collaborative partnerships and R&D intensity. *R&D Management*, in Press.

Cusumano, M.A., Kahl, S.J., & Suarez, F.F. (2015). Services, industry evolution, and the competitive strategies of product firms. *Strategic Management Journal*, 36(4), 559-575.

Opazo-Basáez, M., Vendrell-Herrero, F., & Bustinza, O. F. (2018). Uncovering productivity gains of digital and green servitization: Implications from the automotive industry. *Sustainability*, 10(5), 1524.

Rabetino, R., Kohtamäki, M., & Gebauer, H. (2017). Strategy map of servitization. *International Journal of Production Economics*, 192, 144-156.

Vendrell-Herrero, F., Gomes, E., Bustinza, O., & Mellahi, K. (2018). Uncovering the role of cross-border strategic alliances and expertise decision centralization in enhancing product-service innovation in MMNEs. *International Business Review*, in Press.

Visjnic-Kastalli, I. and Van Looy, B. (2013). Servitization: Disentangling the impact of service business model innovation on manufacturing firm performance. *Journal of Operations Management*, 31(4), 169-180.