(ATTENTION: remove all red instructions in brackets)

**(Title)   
Instructions for preparing your extended abstract for review  
(Arial, bold, 14 pt, single space, no capitalisation)**

<2 lines spacing>

*Name of Author1 (add email within brackets if this is the corresponding author)   
(Arial, italics, 11 pt, centered)*

*Affiliation (Arial, italics, 11 pt, centered)*

<1 line spacing>

*Name of Author2 (add email if this is the corresponding author)   
(Arial, italics, 11 pt, centered)*

*Affiliation (Arial, italics, 11 pt, centered)*

<1 line spacing>

*Name of Author3 (add email if this is the corresponding author)*

*(Arial, italics, 11 pt, centered)*

*Affiliation*

*(Arial, italics, 11 pt, centered)*

<1 line spacing>

(4 lines spacing)

###### Abstract (Header: Arial, bold, 12 pt, no numbering)

(1 line spacing)

This paper provides instructions to authors for preparing an extended abstract to be submitted for review to the Spring Servitization Conference 2020 by midnight (GMT), January 9, 2020. *Submissions received after the deadline date will not be included in the review process*. The **Abstract** paragraph (summarizing the full paper) should not exceed 100 words and repeated exactly in the full paper or executive summary (post review).Total word count for the whole extended abstract is 1000 words.

(1 line spacing)

**Keywords:** Keyword 1, Keyword 2, Keyword 3 (up to three (3) keywords)

(2 line spacing)

Structure/subsections

**Introduction** / purpose

**Theoretical background**

**Research methodology**

**Findings** (expected)

**Theoretical and practical contribution**

**References**