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Editorial

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ISM Formal Requirements: Notes for Editing Articles for the ISM Research Journal

Abstract

These guidelines are an abridged version of the formal requirements which are made available to the students of ISM and which are therefore familiar to the lecturers of ISM.

1 Special Components of the Text

1.1 Abstract

An **abstract** is a brief presentation of the paper in no more than 250 words. As a minimum, an abstract should contain the research question, the method(s) used, as well as key results. Abstracts usually serve to gain an initial overview of articles in a journal or lectures at conferences.

1.2 Abbreviations

An **index of abbreviations** is only necessary if **many less common abbreviations** are used. Generally accepted **formal abbreviations** (etc.; cf.; e. g.) should not be listed. In order that abbreviations are not divided or drawn apart in the text, they are to be provided with a blocked space (key combination Shift + Ctrl + space bar). This will put a space between the characters while keeping the components linked (as in e. g. or i. e.). Common **abbreviations of an institutional nature or those relating to content** (EU, R&D) are spelled out when first mentioned in the text and then used in their short form, as illustrated in the following example: In the European Union (EU) the annual expenditure for research and development (R&D) was increased by 4.3%. ... There is a direct correlation between the economic growth of the EU member states and their investment in R&D.

1.3 Tables, Figures, Maps and Photos

An academic paper should include only such **elements** as serve to **elucidate the issues being discussed**. Figures, maps and photographs as well as tables are numbered and must contain an informative title as well as a source indication[1]. Reference should be made to them in the text ("cf. Figure 1")[2]. Within the Research Journal there is no List of Figures, List of Tables, List of Maps and/or List of Formulas.

Figures should in principle be created in black and white and in two dimensions (no pie charts). All figures should be easily legible and categorically comply with the basic rules of graphic design (examples of the desired quality can be found e. g. in Haas/Schlesinger 2007). **All figures within the Research Journal are generally printed in greyscale that means figures which are not clearly visible will be removed from the publication by the editors.** It should also be noted that the creation of a **map** places high demands on the author. Only very good source material should therefore be used. Figures and maps must be **fundamentally self-explanatory**, i. e. a didactically meaningful, full legend is indispensable. The **source** should not be forgotten. It has to be placed **underneath** the labelling (Harvard System).

1 The adjunct "Based on" is to be used in source citations for tables, figures or maps based on an existing source material and only slightly modified. Example: Source: Based on HAAS ET AL. 2009: 126.

2 References to elements contained in the paper itself (e. g. chapter headings, tables, figures or maps) are indicated by a "cf." (from the Latin confer, "compare"). References to extraneous elements (e. g. literature) should also be indicated by a "cf.".

Example of integrating figures into the text

… Very often the combination of company resource commitment abroad and the degree of internalization (i. e. integration of company-specific competitive advantages into the company) is used for the systematization of market cultivation forms (cf. Figure 1).

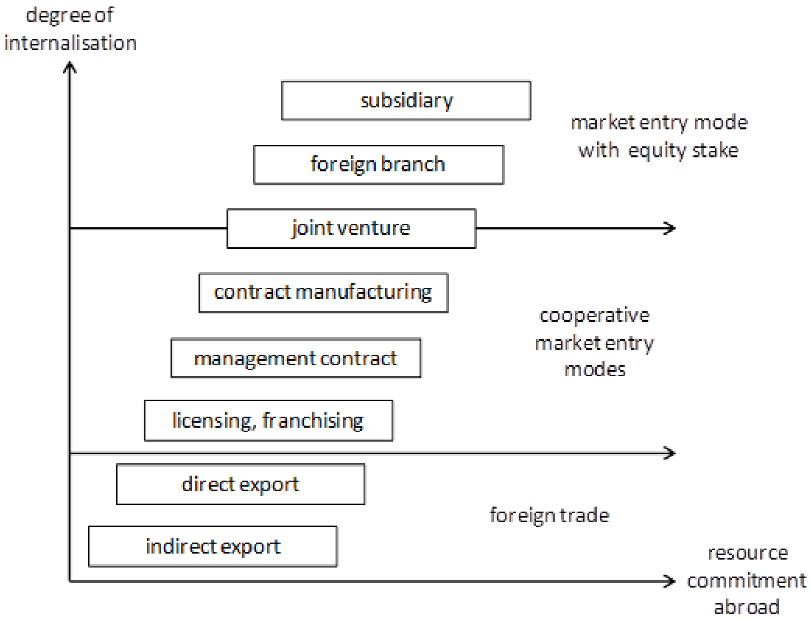
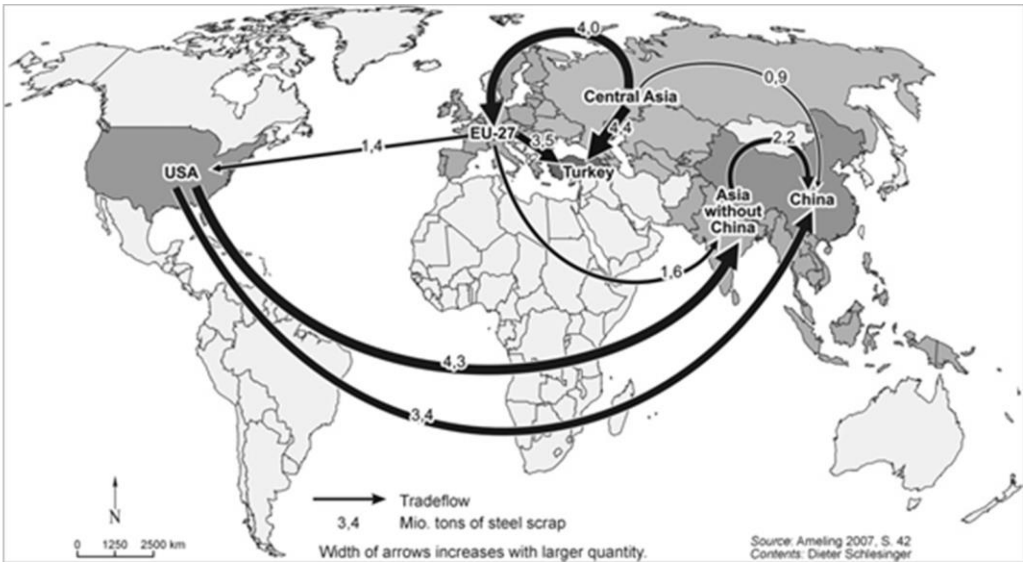


Figure 1: Forms of International Business Activity
Source: Haas et al. 2009: 126

In foreign trade transactions the sale of goods and services takes place abroad, while production remains in the home territory of the company. Indirect export is the simplest form of internationalization.

Example of integrating maps into the text

... The largest exporter of scrap in the world is the USA followed by Europe, Japan and Russia (cf. Map 1).



Map 1: Important worldwide scrap trade routes
Source: Schlesinger 2010a: 40

Low quality metal scrap is exported to the newly industrializing countries with their low labor costs. In addition scrap bundles that need to be sorted through by costly manual labor are exported as well.

Example of integrating photos into the text

… The digging method causes characteristic differences. Deep mining produces different types of environmental impact than opencast mining.

Figure 2: Garzweiler Opencast Mine in Rhineland Brown Coal Field
Source: own photograph

Figure 2 shows the enormous dimensions modern opencast mining can reach e. g. to extract brown coal. Typical here are the layout of terraces where haulage and transport machinery is deployed, as well as the constant topographical transformation.

Tables – in comparison with figures of maps – often represent the simpler alternative for condensing information. Graphical elements (e. g. lines, shading) should be reduced to the minimum necessary (cf. Table 2). Should it not be possible to insert a table, e. g. with structural diagrams, it is advisable to insert figures and maps. It is also advisable to insert a blank line after a table. Tables, in contrast to graphics, maps and photos, are **labeled above** the table.

Table 1: Presentation of Table, Figures and Formulas
Source: own illustration

Element / **Attribute**	**Tables**	**Figures, Maps**	**Formulas**
Design	without coloured background or font	graphics in greyscale or black and white	black font
Frames	black frame lines 1pt: first row top and bottom, last row bottom and if required top (e.g. for notes) optionally auxiliary lines in light grey inside ½pt	optionally (thin) frame around the figure/map in grey or black	optionally (thin) frame around the formula in grey or black
Font	Calibri font size 11pt	Calibri font size 11pt	Calibri font size 11pt (if possible)
Format	insert tables from Powerpoint into Word as enhanced metafile	first group all elements of figure/map then insert from Powerpoint into Word as enhanced metafile	can be created in Word
Labelling	above, including source (next line)	underneath, including source (next line)	underneath, including source (next line)

Note: Font Size possibly 1pt smaller in here, according to the length of the text.

1.4 Bulleted Lists

Enumerations are to be set with a simple black dot (indent left / at "0") by using the paragraph formatting "bullets”.

1.5 Footnotes

Footnotes[3] can be used for supplementary remarks, elucidations, explanations of terms, etc. Footnotes only make sense when remarks are necessary but would (considerably) disturb the thread of an argument or the reading flow. Footnotes should however not be too long and insofar as they are inserted as textual remarks they should not be inserted too often.

2 Citation and Quotation

2.1 General

Whenever the author of an academic paper draws upon or refers to the thoughts of others in word or content, they must indicate this (**academic integrity**). Proper citation is an expression of academic diligence and honesty. There are numerous possible correct citations. Each citation style must however meet the following requirements:

- Every citation must be verifiable (retrieval of sources).
- The information must be complete (do not forget page numbers).
- Quotations must always come from original sources.
- The citation style must be uniform.
- Each quotation must be checked for the possibility that – taken out of context – it contains a meaning other than that given it by the author.

The use of multiple references (ibid., loc. cit.) should be abstained from at all costs. Citations using “anon.” (anonymous) should also be avoided and either the author (if named) or otherwise the institution (e. g. Handelsblatt or Deutsche Bank Research and so on) should be named. **Serious sources** always have an author or a publishing institution.

The **citation style** can in principle be divided into **in-text citation** (Harvard system) (cf. Chapter 2.2) and **citation by footnote**. With **in-text citation** the short references are given directly after the quotation. This citation style is distinguished by a pragmatic approach and is the internationally established system preferred by academic publishers and specialist periodicals. **For English papers the in-text citation is recommended.**

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3 Note on editing footnotes: In order for the text of a footnote to be displayed left-aligned, a space and then a tab must be set after the number of the footnote.

Citation by footnote uses a footnote at the end of the page for its references which is indicated with consecutive superscript numerals after the quotation. Citation by footnote – also called German citation style – is a traditional system distinguished by its clear arrangement.

2.2 In-Text-Citation (Harvard System or APA Style)

The Harvard University[4] in the USA has introduced **in-text citation**, which is gaining increasing popularity internationally as well as in academic publications. The core of this system is a reduction of citations to the absolutely necessary information. Based on this, various concepts have been developed, some of which manage without "cf." or page numbers[5]. **However, the system described below should be used for drafting papers at the ISM**.

2.2.1 Indirect Citation

Extraneous ideas that have been adopted are identified as such by a short reference in brackets in the body text. This short reference consists of the **name** of the author or body (e. g. OECD), the **year of publication** as well as the **page number(s)**. Names of authors are given without academic titles (it is not necessary to point out the names through e.g. capitals, bold print). Indirect renderings of extraneous ideas are indicated by the addition of "**cf.**"[6].

Example of an indirect citation

… Labels represent a suitable means of emphasizing product characteristics if their fulfillment is checked by a trustworthy agency (cf. Schlesinger 2011: 37).

A maximum of **two authors' surnames** are given and separated by a stroke without spaces (e. g. cf. Haas/Schlesinger 2007 [attention: quote the page number]). If the source was prepared by **more than two authors**, only the surname of the first author is given and augmented by the expression "et al." (e. g. cf. Haas et al. 2009 [attention: quote the page number]).

If the reproduced **ideas in the original source extend over several pages**, this can be indicated either by "f." (for the following page) or "ff." (several pages following) in addition to the first relevant page of the citation (e. g. cf. Schlesinger 2010b: 40ff.) or the exact page numbers (e. g. cf. Schlesinger 2010b: 40-43).

4 The citation style was developed and introduced in 1929 by the **American Psychological Association** at Harvard, which is why it is also called the APA style.

5 In this case it is assumed that manly articles from high-quality periodicals (journals) are cited, meaning the text passage can be identified.

6 References to extraneous elements (e. g. literature) should be indicated by a "cf." (compare). References to elements contained in the paper itself (e. g. chapter headings, tables, figures or maps) are indicated by a "cf." (see).

If a topic has to be quoted by **several different sources**, then the authors must be separated by a semicolon (e. g. cf. Schlesinger 2006: 91; Neumair et al. 2012: 407).

2.2.2 Direct Citation

Verbatim (direct) quotations are begun and ended with quotation marks. Citations and indications of sources require strict **literal accuracy**. Deviations from the original should therefore be identified by bracketed addenda [square brackets] with a note (e. g. "author's remark"). Spelling mistakes in the original text are adopted and identified by [sic.] as errors in the source. Emphases in the cited text should always be taken over. The author's own emphases should be marked with the addendum "author's emphasis"). Omissions are indicated by a series of dots "…". They may not however distort the sense of the citation. If the existing citation does not agree grammatically with the surrounding text, the alterations must likewise be enclosed in square brackets.

Example of a direct quotation in body text

Problems in developing the regional textile industry is not to be assigned to the trade with used clothes as "there is no single causal connection between a missing textile industry and donations of clothes" (Schlesinger 2010a: 42).

Example of a free-standing direct quotation

> "Because the setting of a successful industry is dependent on various factors, there is no single causal connection between a missing textile industry and donations of clothes." (Schlesinger 2010a: 42).

Quotations in **other foreign languages** require translating, stating the name of the translator. In these cases it is advisable to provide the text in the original language in a footnote.

2.3 Bibliography

The **bibliography** must list all sources given in the text (including figures and tables) in detail. It may not contain any titles that have not been cited in the paper. Indications of sources are sorted in alphabetical order by authors' surnames. Where there are several publications by an author in one year, these should be distinguished by lower case letters in alphabetical order after the year date.

To make the bibliography more compact, the formatting specifications for the text may be slightly modified. Single line spacing should therefore be chosen and the font size slightly reduced (Arial 10 pt). A hanging indent of 1.25 cm should be selected to improve clarity. Other emphases (e. g. distinguishing the title of a monograph, a periodical or a collection with italics or the title of a paper or article with quotation marks) should not be inserted, since these enormously increase the potential for errors and provide almost no improvement in clarity.

2.3.1 Monographs and Publications in Series

Monographs are standalone publications published in book form which are not at the same time part of a series. Series are publications of an author usually in book form which are identified by a volume or issue number and the series title. Usually they do not appear regularly. This style sheet dispenses with the (always possible) rendering of the series title or of volume or issue numbers.

The **author** (last name and abbreviated first name; several authors are included separated by a semicolon), **year** (in brackets), **full title** and **place of publication** are cited according to the examples. If the publication is a second or higher edition[7] this is to be indicated before the place of publication. This style sheet can and does (or will) dispense with an indication of the publishing house.

Examples of correct rendering of monographs and publications in series with one, two and three authors as well as a 2nd edition

Haas, H.-D.; Neumair, S. M. (2008): Wirtschaftsgeographie. 2nd ed., WBG.

Haas, H.-D.; Schlesinger, D. M. (2007): Umweltökonomie und Ressourcenmanagement. WBG.

Neumair, S. M.; Schlesinger, D. M.; Haas, H.-D. (2012): Internationale Wirtschaft. Unternehmen und Weltwirtschaftsraum im Globalisierungsprozess. Oldenbourg.

Schlesinger, D. M. (2006): Unternehmerische Motive eines umweltgerechten Verhaltens. Oldenbourg.

2.3.2 Journal Article

Journal articles in regularly appearing **periodicals** are cited as follows.

Examples of the correct rendering of a journal articles and of several publications by an author in one year

Schlesinger, D. M. (2010a): Cross-border trade with secondary raw materials. In: GR International Edition (2010), No. 1, pp. 38–43.

7 As a rule the latest edition should be cited, unless an older edition contains statements no longer contained in the newer one.

Schlesinger, D. M. (2010b): Web 2.0 als Instrument des Verbraucherschutzes. In: UMID: Umwelt und Mensch – Informationsdienst (2010), No. 1, pp. 39–45.

Schlesinger, D. M. (2011): Der Wert von Labels: Zur Bedeutung von Grund- und Zusatznutzen im Verbraucherschutz. In: UMID: Umwelt und Mensch – Informationsdienst (2011), No. 1, pp. 37–41.

Particular attention should be paid here to the indication of the issue number and page numbers. The page numbers refer to the complete journal, not just the cited sections. Where appropriate the volume of the journal can be included before the year and separated with a comma (e. g. Journal Name, 50 (2010), No. 1).

2.3.3 Articles in Edited Volumes

Edited Volumes contain articles by various authors published together in book form. Here too the page numbers must be given as well as the names of the editors.

Example of the correct rendering of an essay in a collection

Haas, H.-D.; Schlesinger, D. M. (2010): Bergbau, Energiewirtschaft und Energieversorgung. In: Kulke, E. (ed.): Wirtschaftsgeographie Deutschlands. Spektrum, pp. 101–129.

Note: It is the author of the chapter who should always be cited and not the editor in general.

2.3.4 Articles from Newspapers and Consumer Publications

For reasons of currency **newspaper articles** may also be used. They are however the exception in an academic paper. If the content is **news**[8], the name of the newspaper or publication is given as author. **Non-news articles** (e. g. reports, analyses, interviews or commentaries) should be cited like papers in periodicals.

Examples of the correct rendering of a newspaper article

FTD [Financial Times Deutschland] (2012): Tim Cook auf kniffliger Mission. 28.3.2012, p. 8.

Geinitz, C.; Stabenow, M.; Welter, P. (2012): Handelsstreit um knappe Rohstoffe eskaliert. In: Frankfurter Allgemeine Zeitung, 14.3.2012, No. 63, p. 13.

Note: To simplify citation in the body text, it is legitimate to abbreviate the names of organizations, e. g. to call the Frankfurter Allgemeine Zeitung FAZ. In the bibliography the organization should be cited using the abbreviation and the full name included afterwards in brackets. No citations with “anon.” (anonymous).

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[8] As a rule news items are not given an author’s name, but an acronym for the author, the press agency or the newspaper.

2.3.5 Legal Sources and Court Decisions

Legal texts can also be rendered verbatim, giving the paragraph or the article, and where appropriate the subparagraph and clause. In the case of generally **known legal texts** (i. e. GG, BGB, HGB, BImschG, ProdHaftG, GmbHG, AktG), an indication in the bibliography can also be dispensed with. The reference in the text is sufficient.

Note: Special citation rules apply for papers from the sphere of **business law**.

Example of the citation of a legal text

According to BGB § 433 Para. 1, Clause 2, the seller is obligated to hand over the thing to the seller free of defects as to quality and title.

For all other **laws and ordinances** and official announcements, besides the customary abbreviation the full name should be cited in the bibliography, indicating its announcement in the corresponding bulletin.

Example of the correct rendering of legal sources

ElektroG [Elektro- und Elektronikgerätegesetz] of 16.3.2005. BGBII, p. 762.

2.3.6 Internet Sources

Internet sources may also be used for reasons of currency, but should be the exception in an academic paper. Either the author or the responsible organization is stated in the citation and inclusion in the bibliography. In addition the year of publication, the title, the URL (universal resource location) and the most current or last date of access[9] should be given. **Sources for which the above points cannot be identified may not be cited.**

Examples of the correct rendering of an internet source

BPB [Bundeszentrale für politische Bildung] (2011): Europa – Wirtschaft und Finanzen (http://www.bpb.de/wissen/0SBPH7,0,0,Wirtschaft_und_Finanzen.html). Accessed on 8.11.2011.

Der Blaue Engel (2010): Der Blaue Engel – Umweltzeichen mit Markenwirkung (http://www.blauer-engel.de/de/blauer_engel/index.php). Accessed on 1.9.2010.

9 The date of access must be given because content on the web is usually “dynamic content”. Backup copies of cited content should also be made for this reason. **In the case of papers with numerous online sources the backup copies should be attached to the paper on CD-ROM as a collection of materials.**

Note: In the case of a citation from the Internet **citing the URL directly in the body text should at all costs be avoided**. Here too the author or the organization and year is cited. Indication of page numbers can be dispensed with.

2.3.7 eBooks

As the position of a quotation in **eBooks** depends on the adjusted view, the position in the document can be indicated in percentage.

Example of the correct citation of an audio or audiovisual source

… Global Cities as leading locations of the world economy (cf. Neumair 2012: position 56%).

In the bibliography eBooks are listed identical as printed publications. They don´t have to be labeled in a special way.

2.3.8 Audio and Audiovisual Sources

When citing **audio and/or audiovisual contributions** from the Internet or on media carriers, in contrast to printed sources these are to be given indications of time in the following form: “hour: minute: second” to “hour: minute: second” (h:mm:ss–h:mm:ss).

Example of the correct citation of an audio or audiovisual source

… the volume of recoverable petroleum will reach its highest point (cf. Victor 2010: 0:05:10–0:05:50).

If **contributions from the Internet** are referenced, the citation and the inclusion in the bibliography should state either the author or the responsible organization. In addition the year of publication or production, the title, the URL (universal resource location) and the most current or last date of access are to be given. In the case of **contributions available on a media carrier**, instead of the URL and the date of access the media carrier (e. g. CD-ROM or DVD) and the place are given (as with the rendering of monographs).

Examples of the correct rendering of an audio or audiovisual source

Püttjer, C.; Schnierda U. (2010): Fragen zur Motivation der Bewerbung. In: Püttjer, C.; Schnierda U. (eds.): Interaktives Bewerbungstraining. CD-ROM. Campus.

Victor J.-C. (2010): Das Erdölfördermaximum. An episode in the series “Mit offenen Karten” (http://www.bpb.de/mediathek/73413/das-erdoelfoerdermaximum). Accessed on 5.6.2012.

Note: The observations on internet sources (cf. chapter 2.3.6) as well as on scripts and teaching materials (cf. chapter 2.3.9) apply analogously. In particular it should be noted that audio and/or audiovisual contributions should be used only to a very limited extent and teaching materials are not capable of citation, as well as that a digital copy on CD-ROM of the cited contribution should be included in the paper's collection of materials.

2.3.9 Lecture Notes, Teaching Materials and Published Student Papers

Lecture notes and teaching materials are **not citable publications**, since they are didactical aids which usually refer to textbooks and other publications. For this reason it is the original sources and not the teaching materials that should be cited.

The homework and final papers published by various providers such as “Hausarbeiten.de” or “grin.com” (**published student papers**) are fundamentally **not citable publications**. This is because on the one hand the quality of the contents cannot be proven, and on the other hand the use of such sources would show that the user cannot acquire the represented contents themselves. Nevertheless in justified cases as well as after critical appraisal of the contents such publications may be resorted to if the contents cannot otherwise be obtained. Reference to the author's own empirical research is for example conceivable.

2.4 Citation of the Author's Own Empirical Research

If in the course of a paper empirical research is carried out, this can be referenced as follows. A distinction should be made here between quantitative and qualitative research.

The raw data of **quantitative research** (e. g. from questionnaires or database searches) are carried over into a table and included in an appendix as a component of the paper. If because of their extent this is not representable or meaningful, the data should be attached to the appendix on CD-ROM as a collection of materials. Usually only the results are inserted into the text in an aggregated form by means of tables, figures or maps (cf. also Chapter 1.3). The source in this case is called “Author's own research”. In discussing or interpreting the results appropriate reference can be made to the table, figure or map. References to raw data are made by “cf. appendix” or “cf. appendix: Collection of Materials”. If calculations are carried out with the raw data (e. g. correlation tests), the results should be inserted depending on their extent either in the text or in an appendix e. g. as a table.

Interviews or expert questionnaires etc. in the context of **qualitative research** should either be fully transcribed[10] or documented as a record of results[11]. It may also be sensible to obtain a release of the document from the person questioned. The (transcribed) protocols should be marked with the acronym "INT", the name or a consecutive number as well as the date of questioning[12]. If the document has little text it should be included in an appendix. In the case of longer texts or many questionnaires the records should be attached to the appendix on CD-ROM as a collection of materials. An alphabetically sorted summary list should then be inserted into the appendix. If the anonymity of the people questioned is to be safeguarded, each person should be assigned a number (e. g. INT 1). In this case the supervising lecturer should be given a separate list with the numbers and the corresponding names for control purposes. References to the results of short records are made by "cf. INT 1" or "cf. INT Schlesinger". In the case of longer (usually transcribed) records the relevant line should also be given (e. g. "cf. INT Schlesinger, lines 3-5").

Bibliography

BPB [Bundeszentrale für politische Bildung] (2011): Europa – Wirtschaft und Finanzen (http://www.bpb.de/wissen/0SBPH7,0,0,Wirtschaft_und_Finanzen.html). Accessed on 8.11.2011.

Der Blaue Engel (2010): Der Blaue Engel – Umweltzeichen mit Markenwirkung (http://www.blauer-engel.de/de/blauer_engel/index.php). Accessed on 1.9.2010.

ElektroG [Elektro- und Elektronikgerätegesetz] of 16.3.2005. BGBII, p. 762.

FTD [Financial Times Deutschland] (2012): Tim Cook auf kniffliger Mission. 28.3.2012, p. 8.

Geinitz, C.; Stabenow, M.; Welter, P. (2012): Handelsstreit um knappe Rohstoffe eskaliert. In: Frankfurter Allgemeine Zeitung, 14.3.2012, No. 63, p. 13.

Haas, H.-D.; Neumair, S. M. (2008): Wirtschaftsgeographie. 2nd ed., WBG.

Haas, H.-D.; Neumair, S. M.; Schlesinger, D. M. (2009): Geographie der internationalen Wirtschaft. WBG.

Haas, H.-D.; Schlesinger, D. M. (2007): Umweltökonomie und Ressourcenmanagement. WBG.

[10] In this case the interview is taken over verbatim and every line of text numbered. This method is used mainly in questionnaires that not only document a statement but are also intended to record the context of the questionnaire. This makes sense, for example, in the case of communications, psychological, sociological or cultural issues.

[11] In this context an email correspondence with an interviewee, for example, can be referenced by its printout.

[12] Besides this information the further requirements on the preparation of records from empirical social research should also be observed.

Haas, H.-D.; Schlesinger, D. M. (2010): Bergbau, Energiewirtschaft und Energieversorgung. In: Kulke, E. (ed.): Wirtschaftsgeographie Deutschlands. Spektrum, pp. 101–129.

Neumair, S. M.; Schlesinger, D. M.; Haas, H.-D. (2012): Internationale Wirtschaft. Unternehmen und Weltwirtschaftsraum im Globalisierungsprozess. Oldenbourg.

Schlesinger, D. M. (2006): Unternehmerische Motive eines umweltgerechten Verhaltens. Oldenbourg.

Schlesinger, D. M. (2010a): Cross-border trade with secondary raw materials. In: GR International Edition (2010), No. 1, pp. 38–43.

Schlesinger, D. M. (2010b): Web 2.0 als Instrument des Verbraucherschutzes. In: UMID: Umwelt und Mensch – Informationsdienst (2010), No. 1, pp. 39–45.

Schlesinger, D. M. (2011): Der Wert von Labels: Zur Bedeutung von Grund- und Zusatznutzen im Verbraucherschutz. In: UMID: Umwelt und Mensch – Informationsdienst (2011), No. 1, pp. 37–41.

Victor J.-C. (2010): Das Erdölfördermaximum. An episode in the series “Mit offenen Karten” (http://www.bpb.de/mediathek/73413/das-erdoelfoerdermaximum). Accessed on 5.6.2012.

Note: All information in the bibliography is to be framed in a consistently uniform way. If for example a first name has been abbreviated, then first names should always be abbreviated. If the first name has been written in full, then first names are always written in full. Titles (e. g. Dr) or professional designations (e. g. Prof.) of authors should not be given.

Authors

Prof. Dr. Jens **Brandt** studied psychology at the University of Würzburg. Since completing his doctorate in 2010 at the University of Graz, he has headed the Würzburg branch of the Institute for Accompanying Research. His focus is on quality management and evaluation of personnel and organizational development projects. In addition, he has been Managing Partner of HR CheckSystems GmbH Würzburg since 2002. The evaluation of international personnel development projects is one of the key areas of his activities here. Since March 2013, Brandt has been a university lecturer in the field of psychology & management at ISM Frankfurt / Main. He previously taught as a lecturer at the ISM locations in Munich and Frankfurt / Main. In June 2013, he was appointed professor.

Prof. Dr. Ernst **Fahling** studied economics at the Universities of Stuttgart and Tübingen. Subsequently followed doctoral studies / research years at the universities of Kiel, Bremen and at the University of Berkeley, California, USA. From 1979 to 1989 he took various financial functions at Ford Werke AG in Cologne and for several years at Ford of Europe in Brentwood, UK. From the end of 1989 until the middle of 2000, he was responsible for Group-wide asset management at Daimler AG, and from 1994 onwards, as Group Treasury Director, the cash and foreign exchange management within the Daimler Group. He was then co-founder and general agent of a private bank. In 2002, he founded his own financial consulting company. Since 2002, he has been working at the International School of Management, Dortmund, where he is initially responsible for the course of studies in finance and investment management. Currently, he heads the Master of Science, Finance. He is also the campus manager of ISM Frankfurt. His main focus in teaching and research is in asset, risk and treasury management, the use of derivatives, corporate finance and alternative investment opportunities.

Dipl.-Kff. Dipl.-Bibl. Sabine **Pillath-Günthner** is the leading librarian of the ISM and supports the publications as well as the first academic steps of the students at the Dortmund location of the ISM and as a teaching librarian. After studying librarianship at the Fachhochschule Hamburg with the main focus on library theory and the study of business administration with a focus on religion and economic ethics at the university in Bielefeld, Pillath-Günthner worked for three years as a free trade representative in the sector of construction financing before taking over the one-person-library at Dortmund.

Prof. Dr. Kai **Rommel** studied economics at the GH Kassel and promoted in agricultural economics at the agricultural and horticultural faculty of the Humboldt-Universität in Berlin. Between 2000 and 2007 he worked as an assistant at the chair of economics, in particular environmental economics, at the Brandenburg University of Technology, Cottbus. After gaining his habilitation in economics, energy economics and environmental economics, he took over as guest professor at the Chair of Economics, in particular environmental economics at BTU Cottbus. In 2007 he received the diploma for economic education at the Humboldt University in Berlin. He then worked as a strategist for the energy industry at Energie Baden-Württemberg AG. Since March 2010 he has been a professor for energy management, and since September 2010 he has assumed the position of the dean of research at the International School of Management in Dortmund.

Prof. Dr. Dieter M. **Schlesinger** studied business administration and business research at the Ludwig-Maximilians-University of Munich. Subsequently, he did his doctorate on the topic "Entrepreneurship of an Environmentally Good Behavior". As a research assistant at the Institute for Economic Geography at the Ludwig-Maximilians-University, he was responsible for the Department of Environmental Economics and Resource Management as well as project management in the municipal consulting for sustainable regional development. Subsequently, Schlesinger worked as a scientific adviser for environmental and health economics at the Federal Office for Radiation Protection in Risk Communication. Since September 2008, Schlesinger teaches at the ISM. In April 2012 he was appointed professor. He is the author of numerous publications on sustainability, international management and location research.

Prof. Dr. Marcus **Simon** is Professor of Corporate Communication at the International School of Management. After completing his studies of German Studies, Comparative Studies and Business Administration at the University of the Saarland, Simon completed a traineeship at the university magazine "forum" in Konstanz. As a founding editor, he moved to Munich to help placing the new magazine „<e>Market – Magazin für E-Commerce und Online-Marketing " (Süddeutscher Verlag) on the market. He did his doctorate in-service on the topic "Mass media strategies in the life and work of Arno Schmidts". In 2002, he became self-employed and worked for the corporate communications of T-Systems International in Frankfurt / Main, for "W&V Werben & Verkaufen", "Süddeutsche Zeitung", "Saarbrücker Zeitung" and Medientage Munich. He was a moderator at the German and the Swiss Graduate Congress, advised Stadtwerke München (SWM) in media questions and conducted the research editorial at the Ludwig-Maximilians-Universität (LMU) Munich.

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Folgende Managementthemen sind geeignet, weitere Themen sind möglich:

- Human Resource Management
- Mobilität, Transport & Logistik
- Umwelt- und Ressourcenmanagement
- Marketing
- (Digitale) Kommunikation
- Leadership & Development
- Konsumentenverhalten
- Tourismus- & Eventmanagement
- Behavioural Economics

Abgabetermine:
Beitragseinreichung: jeweils zum Quartalsede

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In order to ease our disposition we kindly ask to submit planned papers timely. The abstracts for papers (max. 1,000 words) should be submitted approximately 2 months prior to delivery of the contribution via Email to kai.rommel@ism.de. In the article the quotations used (direct, indirect) are indicated with page number. The literature used should be recorded with the reference systems Citavi as a project and be submitted as Citavi project (other reference systems programs in consultation with the editors). It is implicit to consider the provided guide and style sheet (www.ism.de/images/downloads/style-sheet-research-journal.pdf). The editors will decide upon qualification in a timely manner.
Please create your figures in Microsoft PowerPoint and submit the corresponding file separately.

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- Marketing
- (Digital) Communication
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- Resource Economics
- Consumer Behavior
- Tourismus- & Event Management
- Behavioural Economics
- Demographic Change

Deadlines:
Submission deadline: at the end of the quarter

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Die International School of Management (ISM) – eine private staatlich anerkannte Hochschule – bildet seit 1990 in Dortmund, Frankfurt/Main, München, Hamburg, Köln und Stuttgart Nachwuchsführungskräfte für die globale Wirtschaft aus. Internationalität, Praxisorientierung und ein kompaktes Studium gehören ebenso zu den Erfolgsfaktoren der ISM wie die Vermittlung fachlicher und sozialer Kompetenzen sowie eine persönliche Atmosphäre. Die Qualität der Ausbildung bestätigen Studierende und Ehemalige ebenso wie Personaler in zahlreichen Hochschulrankings. Die ISM belegt dort seit Jahren konstant vorderste Plätze.

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- M.Sc. International Logistics & Supply Chain Management
- M.A. Luxury, Fashion & Sales Management
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