



## Principles and Advice for Authors

### 1. General Principles

Founded in 1947 as *Die Unternehmung: Zeitschrift für Betriebswirtschaft und Organisation*, the **Swiss Journal of Business (SJB)** (ISSN 2944-3741) is a double-blind peer-reviewed, open access journal in business. With its concept of combining theoretical rigor and practical relevance in high-quality scientific articles, it is one of the leading European journals in business management.

The journal's range of topics includes all disciplines of business as well as interdisciplinary topics that broaden the horizons of business research and practice.

The aim of the *SJB* is to disseminate new findings in business research, to draw attention to important problems in society, research and business practice, to set research agendas, to present scientifically based approaches to solutions and generally to promote the exchange between science and practice.

The following categories of contributions will be accepted:

- Perspective contributions that explore a current business management problem in practice, place it in its scientific context, and set a research agenda for it,
- Scientific contributions of an original nature that have not been published before. These include theoretical and conceptual contributions as well as results of empirical studies,
- Research contributions from working groups and scientific commissions,
- Interdisciplinary dialogue contributions on current topics.

The requirement of originality demands that submitted manuscripts are not offered for publication elsewhere until final rejection or acceptance. The contributions will be evaluated according to a defined catalogue of criteria in the form of a double-blind review.

## 2. Manuscript Submission

### Manuscript submission for the review process

Manuscripts received are checked for quality according to the double-blind review process and - if necessary - returned to the authors for revision.

Manuscripts can be submitted by e-mail ([unternehmung@nomos-journals.de](mailto:unternehmung@nomos-journals.de)). Please follow the instructions for manuscript preparation (cf. 3.). The editorship is currently in the hands of

Prof. Dr. Stefan Guldenberg, EHL Hospitality Business School, Route de Berne 301, CH-1000 Lausanne 25, Schweiz ([stefan.guldenberg@ehl.ch](mailto:stefan.guldenberg@ehl.ch)).

### Submission of the final/revised Manuscript

If the paper has been accepted by the reviewers, the following documents must be submitted:

- the manuscript as a file (MS Word)
- in addition to the text file with integrated figures, the figures and tables in separate files in the original format (Excel, Powerpoint, etc.)
- a reproducible passport photo/photograph, resolution at least 300 dpi

## 3. Notes on Manuscript Preparation

When preparing or revising your contribution, we ask you to comply with the following instructions to avoid errors that can otherwise only be corrected during the tight print run.

### Manuscript Length

Max. 40,000 characters (including spaces).

### Text Submission

- without hyphenation and control characters (automatic hyphenation is permitted)
- Single line spacing
- Times New Roman" font
- Font size 12 pt
- Page margins at least 2 cm each
- Insert annotations as footnotes at the end of the page
- Low amount of highlighting in the text and footnotes
- Highlighting is only allowed with italics in the text (do not put words in bold in the text)
- no ß, only ss (except for proper names)

## Structure of the Submission

- Cover page (one page) The first page of the manuscript must contain the following information in the given order:

- Title of the contribution (bold, font size 12 pt)
- Titel (German version of the title)
- Author(s) (set in italics)
- 6-8 keywords based on the hand dictionary BWL, if necessary free keyword specification possible (without formatting)
- 6-8 Sichworte (keywords in German)
- Summary of the article (approx. 8-10 lines)
- Zusammenfassung (German version of the summary)
- Introduction of the author (approx. 3-5 lines)
- Complete address of the author or correspondence address, if different from the address (incl. telephone and e-mail). Please mark the author's name only on the cover sheet to ensure a concealed, i.e. anonymous, review.

### Example of Author Description and Address:

**Sandra Menke**, Dipl.-Kfm., is a research assistant at the Department of Economics and Philosophy at Witten/Herdecke University.

Address: Witten/Herdecke University, Chair of Economics and Philosophy, 58488 Witten, Germany, Tel.: +049 (0)2562/668-434, Fax: +49 (0)2562/668-587, E-mail: [menke@uni-wh.de](mailto:menke@uni-wh.de)

**Jonas S. Wagner**, Dr. Dr. h.c., is professor of controlling at the University of Osnabrück.

Address: University of Osnabrück, Institute of Philosophy, Universitätsstr. 30, 95447 Bayreuth, Germany, Tel.: +49 (0)879/14-4172, Fax: +49 (0)879/14-4180, E-Mail: [jonas.wagner@uni-osnabrueck.de](mailto:jonas.wagner@uni-osnabrueck.de)

## **Outline**

The easiest way to work with style sheets (e.g. Heading 1, Heading 2, Heading 3) is to use the following guidelines:

### **1. heading for chapter 1 font size 14 pt, bold**

#### **1.1 Section 1.1 Font size 12 pt, bold**

*1.1.1 Section 1.1.1 etc., font size 12 pt, normal and italics*

## **Numbers**

Numbers with more than three digits are divided into three-digit groups by full stops. Decimal places are separated by commas. Example: 100,000.574

## **Figures and Tables**

- Number figures and tables with Arabic numerals.
  - Give full name below figure/table, left-justified, without full stop.
  - Examples: Figure 1: Model on the construct of customer loyalty; Table 2: Overview of concepts.
  - Refer to figures/tables in the text (cf. Figure 1, Table 2)
  - Explain abbreviations and/or special characters in a legend
- Indicate query date in URL

## **Appendix and Footnotes**

- Place appendix at the end of the text before references
- Insert footnote characters after the word if they refer to the word; otherwise at the end of the sentence or part of a sentence after the punctuation mark; use appendices and footnotes sparingly

## **Citation according to APA (7th Edition)**

The following guidelines are based on the seventh "Publication Manual" of the American Psychological Association (APA) published in 2020.

## Citation in the Text

- If the opinion of one or more authors is referred to in the text, the following citation is used: Meier (1983). Example: Meier (1983) shows on the basis of 11 examined transactions ...
- The citation in the text is (Meier, 1983) or (Meier, 1983, p. 109) or (Hubert & Frei, 1996).
- In the case of several publications of the same year (Meier, 1984a, 120; Meier, 1984b, 112-118)
- In the case of several authors, begin with the oldest source (Meier, 1983, p. 107; Hauser, 1994, p. 33).
- In the case of several authors in the same year, please sort alphabetically (Bruhn, 1983, p. 12; Meier, 1983)
- For three or more authors (Nieschlag et al., 1994)

## References according to APA (7th Edition)

- At the end of the article in alphabetical order.
- If there are several articles by the same author, sort them in ascending order by year.
- Monographs and contributions to collective works
  - List the author, year of publication, title and the name of the publisher.
  - Include any information about a new edition in brackets after the title without italics.
  - If the book has a digital object identifier (doi), list the doi number as a link after the name of the publisher, e.g. <https://doi.org/10.1234/j.soscij.2020.-12.34>.
  - Do not mention the place of publication.
- Contributions to journals:
  - List the author, year of publication, title and the name of the journal.
  - If an article has a doi number, state the doi.
  - Always state the issue number, if available.
  - If a journal article does not have a doi and comes from a scientific database, end with the page span.
- Internet sources: URL and date of query.
- Please ensure that your bibliographical references are appropriate in scope

**Examples:**

**Monograph**

Koch, T. (2010). Power of habit? The influence of habituation on television use. VS Verlag für Sozialwissenschaften. <https://doi.org/10.1007/978-3-531-92529-5>

**Contribution to an Anthology**

Huta, V. (2017). An overview of hedonic and eudaimonic well-being concepts. In L. Reinecke & M. B. Oliver (Eds.), The Routledge handbook of media use and well-being. International perspectives on theory and research on positive media effects (pp. 14-33). Routledge.

**Journal Article**

Horton, D., & Wohl, R. R. (1956). Mass communication and para-social interaction: Observations on intimacy at a distance. *Psychiatry*, 19(3), 215-229. <https://doi.org/10.1080/00332747.1956.11023049>

**Article on a News Website**

Roller-Spoo, J. (2020, 24 October). Of haters and agitators: the fight against hate on the net. ZDF heute-Nachrichten. <https://www.zdf.de/nachrichten/digitales/hate-speech-hass-ge-walt-internet-100.html>