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Guidelines for Authors

I. General information

1. All submitted manuscripts will be evaluated in a double-blind procedure. To make sure that your manuscript is afforded the requisite anonymity, please include a title page on your manuscript that includes your name and address in the form indicated below:
Dr. Günter Müller and Dipl.-Kfm. Werner Schulze, both of the University of Hamburg, Department of ..., Postfach 300, 20146 Hamburg.
Please try to avoid any further references to yourself in the manuscript itself.
The DBW editors reserve the right to make all decisions concerning acceptance and rejection or requests for modification including shortening of the text.
2. Manuscripts will only be assessed and accepted if they are submitted solely to the DBW and if it is certain that if accepted, they will only be available to the DBW; even publication on the Internet precludes acceptance by the DBW. Authors must confirm in written form that their manuscripts have not been previously published.
3. Please submit completed manuscripts either as MS Word files or in PDF format to the following e-mail address:
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Please ensure that the files are anonymous (see Figure 1 above).
4. The contributions in the DBW are organised according to the following rubrics: Articles, Omnibus Reviews and Keywords. The specifications listed under II below apply to all types of contributions. See section III for information that applies specifically to the individual rubrics.
5. Authors are not paid for contributions that are published in the DBW. Per Article, the publishing house provides authors with six free copies of the respective issue; for contributions to the Keyword rubric, authors receive two free copies of the journal. Offprints are no longer being produced.

II. Formal layout

- a. Editorial specifications
6. The manuscript is to be subdivided in accordance with the decimal system (1; 1.1; 1.1.1; etc.).
7. Please include the title of your contribution in German and English at the beginning of your manuscript.
8. At the end of your article, please include a bibliography comprising only literature to which you have referred (and not a list of all relevant literature) in accordance with the following models:
Books with authors:
Müller, Günter/Schulze, Werner (2010): The measurement of overall citizen satisfaction. 2nd ed. Stuttgart 2010.
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Articles in journals:
Müller, Günter/Schulze, Werner (2010): Die Bilanz als Informationsinstrument. In: Die Betriebswirtschaft, No. 70 (2010), pp. 105-125 or: DBW No. 70 (2010), pp. 105-125.
9. Multiple titles by an individual author and published in the same year are to be differentiated through the addition of a, b, etc. (for example: 2010a instead of 2010). Secondary titles should be left out. For journals paginated by issue rather than by year, the issue number is to be inserted prior to the page number.
10. References to literature are to be integrated into the text (Müller/Schulze, 2010a, p. 10).
11. Footnotes should be avoided whenever possible. Further explanations concerning the content of articles are to be included in the text. Footnotes that are absolutely necessary are to be kept as short as possible.

b. Technical specifications

(1) Text

12. When preparing your manuscript, please ensure consistency in terms of writing conventions (for example: do not use both 20 euros/€ and 20.00 euros/€ within your text), and also word spacing (for example, put in a blank space both before and after dashes).
13. To create absolutely necessary footnotes, please use the appropriate function in your word processing programme.
14. Use italics for emphasis – but please use sparingly.
15. In the event that your contribution is accepted for publication:
Do not try to make your manuscript look fancy; the information should be presented in as neutral a manner as possible. The layout will be set up during typesetting and your printout will serve only as a protocol. In any event, please send in your manuscript both in PDF format and as an original MS Word file.
16. The author will be responsible for correcting the galley proofs. Correction marks used should be in accordance with the (German) Duden standard or DIN 16511. The checked proofs are to be returned to the editorial staff.

(2) Figures / Tables

17. Figures are to be similar in size to those desired in the final publication. For undersized figures, care is to be taken to ensure adequate font size and line thickness.
18. All scanned and other images and photographs should have a definition of at least 300 dpi in order to ensure good printing quality.
19. If your contribution is accepted for publication:
Please send us your images as separate files and indicate the graphic programmes with which they were created. Please also be sure to include a laser printout of these images. Within the text, indicate the place where each image is to be inserted. If possible, the images should be saved in encapsulated postscript (EPS) format.

III. Rubrics

For all rubrics, the specifications listed under Sections I and II apply.

a. Articles

20. Your manuscript should not exceed 53,000 characters (including spaces); this corresponds to 14 printed DBW pages (of 4,200 characters each). The inclusion of images reduces the maximum permissible number of characters correspondingly.
21. The author is to include an abstract of no more than six lines (approximately 360 characters) as well as six keywords in alphabetical order. The abstract and keywords are to be submitted in German and English.
22. The author of an article is asked to provide a photographic portrait of him or herself (preferably a black and white passport photo). For co-authored articles, a maximum of

two photographs can be included. Electronic portraits (TIF or JPG format) should have a minimum size of at least 5 x 7 cm and a definition of 300 dpi.

b. Omnibus reviews

23. The DBW does not publish individual reviews but instead only comparative omnibus reviews of multiple publications.
 24. The omnibus reviews should be marked by an objective discussion and critical comparison of the publications under review. These contributions should provide information on:
 - the overall organisation of the individual publications,
 - the main contents,
 - the differences in the coverage of contents,
 - the academic content of the publications.The reviewer's assessment should be apparent in the discussion – particularly within the context of an overall evaluation. However, the reviewer should avoid writing an article primarily revolving around his or her own opinion; instead, the reviewer should focus on the contents and the criticism of the publications under review. The omnibus reviews should not represent an isolated series of individual reviews, but should instead place the comparison of the various publications in the centre of attention. Comparative tables are welcome.
 25. The list of the publications under review must be submitted in advance to the managing editor of the DBW for approval.
 26. The reviewed publications are to be listed in alphabetical order on the first page (author's last name, first name, title of the publication, publishing house, place of publication, edition, year of publication, number of pages, publication series, price in euros).
 27. In addition, the same specifications concerning formal layout apply as for articles (see Section III).
 28. Quotations from the publications under review are to be referenced with page numbers in the text (not in footnotes) (for example: p.12; if there is a chance of confusion, include the name: Müller, E., p. 12). The reviewed publications are not to be included in the bibliography (see Section 27).
 29. The volumes to be reviewed will be purchased by Schäffer-Poeschel Verlag and will become the property of the reviewer. Books that are not reviewed are to be returned to the publishing house. The name of the publisher and the ISBN will have to be submitted to complete the order.
- ### c. DBW Keyword
30. The Keyword rubric includes short contributions on terms relevant to business administration. These current terms and problem areas should be explained in a concise, clear manner. References to literature should be limited to a few key sources.
 31. A Keyword contribution should comprise no more than four printed DBW pages (approximately 16,500 characters including spaces).
 32. The formal layout is to conform to the specifications in Section II. No summary or keywords are to be included.