

# MCPC 2003 Style Guide for Final Submission

Please refer to the following guidelines when preparing your paper. The proceedings will be produced on an **interactive CD-Rom**, so there is no need to save space for printing. Our objective is to make a conference documentation that will become a **source of knowledge** of the field. This is a good opportunity to **present your work** and get in contact with a larger audience. Expect that usually much more people will study the proceedings than will be able to listen to your presentation.

We need in any case a paper according to the following specifications. As the papers submitted to the conference are coming from different scientific fields and present rather different states of research, we do not demand a minimum or **maximum length of final submissions**. As a guide line, your final submission should have between 5 and 25 pages following the format given in this style guide.

If you like, you can also **add your presentation** (Powerpoint files etc.) or any **other material** you find helpful for the users of the conference proceedings. But – please submit this material in a separate file.

Please refer also to the comments send to you via e-mail by the program committee summarizing the reviewers' comments.

**Send all submission electronically** (either as e-mail attachment, as CD-Rom or on a disc) to Christoph Ihl at TUM:

MCPC 2003, Christoph Ihl  
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Leopoldstrasse 139  
80804 Munich, Germany

**E-mail: [mcpc2003@ws.tum.de](mailto:mcpc2003@ws.tum.de)**

**Deadline for submission of final papers: August 1, 2003.**

**Please prepare your final submission according to the following guidelines:**

- Use Arial (Helvetica) 11 Pt. for text and headings.
- Set paper margins on 3 cm at all sides. Submission should be typed single-spaced.
- Please make your submission as clear and readable as possible. You may also add material like pictures etc.
- The **cover page** should give the title of the paper (in Arial 14 Pt bold, centered), the author's name, position and institutional affiliation, together with an address for correspondence (including e-mail and web site); in the case of co-authors,

names and affiliations and addresses should be clearly indicated (all author data in Arial 9 Pt).

- The cover page should also have an abstract of **100 words**. **IMPORTANT:** This abstract will also be printed in the conference program that will be handed out to every conference participant and will be the base of participant's selection to visit the session where your paper is presented.
- Any **acknowledgements** desired should also be placed on the cover page (in italics, 9 Pt, Arial).
- **Figures, tables and footnotes** should be included in the manuscript at their location in the text. Each table or figure should bear an arabic number and a title, and should be reasonably interpretable without reference to the text. Footnotes should be avoided if possible; where they are used they should be numbered consecutively with superscript arabic numerals.
- **Literature citations** should be made in a uniform style in text and footnotes, and follow the **Harvard System** with (Name, Date) in the text and an alphabetical list of references at the end of the manuscript:

Miller, Peter (2001): *Advances in Mass Customization*, Boston: Harvard Business School Press 2001.

Miller, Peter / Brown, Anton (2001): *Advances in Personalization*, *Journal of Personalization*, Vol. 23, No. 3, pp. 34-38.

Smith, John (1999): *Research topics in mass customization*, in: Peter Miller (ed.): *More Advances in Mass Customization*, Boston: Harvard Business School Press 2001, pp. 23-78.

Smith, John (2001): *Advances in Mass Customization*, *Proceedings of the MCPC 2001*, Hong Kong, October 2001.

The following pages provide a sample of a paper for further reference.

*We are looking forward to get your paper in time – and to meet you on the conference in person !*

# Submitting Papers for the World Congress on Mass Customization and Personalization: Art or Science?

*Mary Smith and John Miller*

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**Abstract:** The objective of this paper is to explore, discuss and evaluate different ways of write submissions for the 2003 World ...

## **1. Collaboration to write mass customization papers**

Lore ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat voluptat (Smith, 1999; Miller/Brown, 1999). Lore ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat voluptat. Lore ipsum dolor sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut laoreet dolore magna aliquam erat voluptat ...

## 2. Putting the material together

### 2.1. Organizing the material

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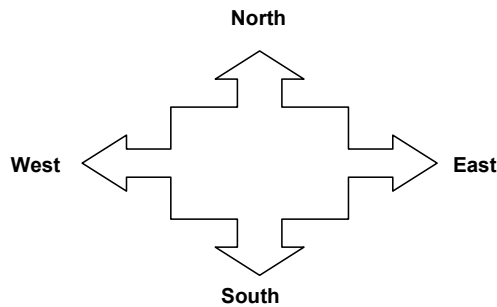


Figure 1: Directions to position a paper

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### 2.2. Presenting the material

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## References

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Miller, Peter / Brown, Anton (2001): Advances in Personalization, Journal of Personalization, Vol. 23, No. 3, pp. 34-38.

Smith, John (1999): Research topics in mass customization, in: Peter Miller (ed.): More Advances in Mass Customization, Boston: Harvard Business School Press 2001, pp. 23-78.

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