



## **Design Management: Towards a New Era of Innovation**

**2011 Tsinghua-DMI International Design Management Symposium, Hong Kong**

3-5 December 2011 (Saturday-Monday) / Hong Kong Convention and Exhibition Centre

### **Guidelines to Paper Submission**

Submissions for the paper presentation of the Symposium must be written in either English or Chinese (simplified character) and be saved in both the DOC and PDF formats with the file names composed in the below order:

FirstNameInitial\_LastName\_EmployerAbreviation\_IDMS2011.doc/pdf  
(e.g. WC\_SIU\_HKJewelryAssoc\_IDMS2011.doc/pdf)

For the initial submission, an extended abstract of about 500 English words or 1,000 Chinese characters is required by this Symposium. The extended abstract must cover the background or rationale of its topic, research methodology, key findings or results and implications or discussions. The key references is also required by the extended abstract submission, but there is no limitation to the number of words used.

The body text of paper should consist of 3,000-3,500 English words or 5,000-6,000 Chinese characters, excluding the abstract and references. The file size of paper, inclusive of the abstract, body text, figures, tables and references should not exceed 10MB.

Follow this condition for manuscript typing:

1. Order of manuscript: Title, Authors, Affiliations, Abstract, Keywords, Main Text (background/rationale, research methodology, results or findings, and discussions/implications), Acknowledgment, Appendix, and Key References
2. All English fonts are to be in Times New Roman, and Chinese in Song font (宋体)
3. Title: 14 points bold, centered
4. Name of Authors and Affiliations: 10.5 points, centered
5. Abstract: 10.5 points

6. Keywords: 10.5 points, aligned to the left
7. Main Text: 10.5 points
8. Page Margins: 2.54cm
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Please write down you email address and telephone number at the end of the paper for future communication.