Title of the Report

Your name e.g. here Jane Doe

This template provides information for regarding the preparation of the final report in IM74. We request that authors use this template to facilitate the production of the report. The title should not be longer than ten words.

# Structure of the report

The report should include three “themes”, an **Introduction** theme, a **reflection** theme and finally an **Optimization** theme. However, the actual structure is not fixed, thus you could e.g. break down the idea management process (e.g. generation, refinement, assessment) and reflect, discuss and give suggestions for improvements for each individual part in sequence.

## Introduction theme

When introducing the current process, you set the stage by providing a snapshot of your organization's current Idea Management process. It is also recommended that you answer questions such as whether or not the process is Open/Closed if it takes place in a private/public organization etc. Hence, what are prerequisites that you depart from when critically reflecting on the current setup of the idea management process?

## Reflection theme

When reflecting on the described process we want you to discuss/reflect on how the current process function/operates from a theoretical perspective (depart from the literature used in the course). Is the current setup e.g. similar to what is suggested in the literature or not? What differences exist and what is the outcome of those differences etc. Are the suggestions given in the literature appropriate or should other aspects be included and if so why, and what would the consequences be?

## Optimization theme

Finally, you should, based on your discussions/reflections, suggest improvements for your current idea management process. These suggestions should be linked to the literature. Note that you should not write descriptions for how e.g. a theory works. Thus, you can assume that the readers of the report are familiar with the different concepts and frameworks presented in the literature.

# Level 1 Heading and Paragraphs

Use the “Heading 1” style for level-1 headings.

If you use this style for your level-1 headings, the heading numbers are automatically generated and maintained for you.

Use the “Paragraph” style for all paragraphs under a level-1 heading.

## Level 2 Heading and Paragraphs

Use the “Heading 2” style for level-2 headings. If you use this style for your level-2 headings, the heading numbers are automatically generated and maintained for you.

Use the “Paragraph” style for all paragraphs under a level-2 heading.

### Level 3 Heading and Paragraphs

Use the “Heading 3” style for level-3 headings. If you use this style for your level-3 headings, the heading numbers are automatically generated and maintained for you.

Use the “Paragraph” style for all paragraphs under a level-3 heading.

# Page Limit

The report is expected to consist of around 2500-3000 words in length, all figures, tables and references are not included.

## Graphics and Tables

All graphics should be embedded within the text at the appropriate position.

### Figure Caption

Use the “Figure Caption Body” style for figure captions. Word automatically generates the caption label and counter at the time of insertion.



Figure 1. Style is “Figure Caption Body”

### Table Caption

Use the “Table Caption Body” style for table captions. Word automatically generates the caption label and counter at the time of insertion.

Use the Table function of Word to generate tables. Do not insert them as objects.

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| 13 | 14 | 15 | 16 | 17 | 18 | 21 | 22 | 23 | 24 |
| 25 | 26 | 27 | 28 | 29 | 30 | 33 | 34 | 35 | 36 |

Table 1. Caption style is “Table Caption Body”



Figure 2. Auto-Generation of Caption Label & Number at Insertion of Figure

## Headers, Footers and Page Numbers

The manuscript must include your name (to the bottom left) and page numbers (bottom right).

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| A | B | C | D | E |
| 2 | 2 | 3 | 4 | 5 |

Table 2. Auto-Generation of Caption Label & Number at Insertion of Table

# Revised Manuscripts

We expect all submitted papers to be final.

Proofread your paper before you submit it. Make sure that there are no grammatical, spelling or typographical errors, and also that it "flows" properly. A tip is to get a colleague to read through your paper as a form of "peer review".

# Writing References

At Karlstads University we use the Harvard for more information click the following link:

<https://www.kau.se/en/library/writing-referencing/referencing-and-citing/writing-references/writing-references>

Or click on the link below for more information about “References according to Harvard KAU –output style”:

<https://www.kau.se/files/2016-11/harvard_engelska_2010_novx_pdf_16283.pdf>

(Magnusson, Wästlund, & Netz, 2016)

(Olsson, Magnusson, & Sukhov, 2017)

References

Magnusson, P. R., Wästlund, E., & Netz, J. (2016). Exploring users' appropriateness as a proxy for experts when screening new product/service ideas. *Journal of Product Innovation Management, 33*(1), 4-18.

Olsson, L. E., Magnusson, P. R., & Sukhov, A. (2017). *Don't prime for creativity under cost-saving constraints!* Paper presented at the The 24th Innovation and Product Development Management Conference (IPDMC), Reykjavik, Iceland.

Above you see two examples of how references should look like. A tip is to go to <https://scholar.google.com/> and search for the specific article you use. When finding it click on the quotation icon to get the full reference which you the copy and paste in to the report.