

The delivery – Suggestions on how to frame it:

Front Page

Preface (1. page w/ Roman numerals)

Summary

Content

Introduction

Sections

(E.g., Literature Review, Case Description, Methodology, Findings, Discussion)

Conclusion

References (not number in heading)

Appendices (not number in heading)

A bit more details:

Preface (1. page w/ Roman numerals)

Purpose, background, conditions

Thanks

Problems

Financing

Date

Signatures (left justified)

Summary

- Disclose the clue and the solutions as early as possible in a summary.
- One should be able to read the summary isolated, - it is the report in miniature.
- Do not refer to certain pages, tables, figures or references.
- The summary is the most read part of the report, thus spend some time with this.
- You should write short about the background for the report, the issue, methodology, important results, and conclusions with implication for theory and practice.
- Length is preferably one page (max. 1.5 pages).

Introduction

Write about the motivation for the study – why is the topic interesting?

Define the most important terms/concepts.

Write short about your case and why it is useful related what you will find out or study in more depth.

State clear what you will investigate (the research question).

Write short what you will do to find answer to your question (method).

Describe the outline of the report (the following sections).

Literature review

Definitions, concepts, theoretical background and models.

Case Description

- (First delivery) A description of the ecosystem in terms of its
 - Functionality/services
 - Use and user groups
- Origin and historical evolution
 - (First delivery) About the companies involved, and how they are involved
- (First delivery) You should also identify solutions the ecosystem is connected to (is it a part of a largerecosystem or infrastructure?).

Methodology

Explain how you found the empirical data.

Describe the informants, e.g., the role. Describe the interview in more detail.

Findings and analysis

- Content is dependent on your research question
 - (eg., launch strategies and tactics for growth

Apply theory on platforms and platform governance and address the following questions:

- What kind of platform is it?
- What are the relations and dependencies between user groups?
- How is the platform (ecosystem) governed?

Discussion

- Could theories and research about digital ecosystems contribute to the further development (or evolution) of the ecosystem?

Conclusion

Write briefly, what you have investigated and emphasize your most important findings. What can this study bring to theory and practice? What could be interesting to look at in the future?

References

Use a tool to organize your references, for example EndNotes. Use the APA style.

Use references for figures and tables. If it is direct quotes, use quotation marks and refer to the page number.

Other remarks

First time an abbreviation is used, spell it out and put the abbreviation in parenthesis, e.g., enterprise resource system (ERP).

Figures and tables shall have a describing text. The figure and table shall be referred to and explained in the text.

Table of content and headers should be aligned (learn how to Word support this automatically).