

6th International Conference on New Business Models

New Business Models in a Decade of Action:

Sustainable • Evidence-based • Impactful



9-11 June 2021 | hosted online by Halmstad University, Sweden

www.newbusinessmodels.org

nbm2021@hh.se



INSTRUCTIONS FOR AUTHORS

The setup

- The conference will be run entirely online, synchronously via streamed Zoom webinars as well as via Zoom meeting rooms. Note that all times are Central European Summer Time (CEST).
- Each parallel track will be run in a dedicated Zoom meeting room. Links will be provided prior to the conference.
- Each room has a dedicated host from Halmstad University with full administrative rights for the Zoom room.
- The host will give administrative rights to the moderator(s) of each track as soon as the moderator(s) accesses the Zoom room.
- Each presentation is embedded in a track that lasts for 90 minutes.
- If you have not been informed otherwise by your track chair(s), the standard format of each track is to include max. 4 papers. Each paper has in total 20 minutes dedicated to it – 10 minutes for presentation and 10 minutes for Q&A. Each session has a reserve of extra 10 minutes which can either be used for overall discussion or to absorb any possible delays.
- For the full duration of the conference, technical and organising support is available to assist you when and where possible.

Your presentation

- 15 minutes before the track in which you will present your paper is to begin, log into the Zoom meeting. Use this time to go through the setup with the track chair(s) and ask questions if you have any.
- Rename yourself in Zoom to Author_ Your full name, e.g. Author_MayaHoveskog. You do that by clicking on your name in Participants=>More=>Rename.

- Each presentation is embedded in a track that lasts for 90 minutes. You have a total of 20 minutes to present your work including Q&A.
- Preferred and best slides format: 16x9.
- Your track chair(s) will keep track of time and inform you about its progress (5-minutes, 3-minutes, 1-minute signs). When your time is over exactly after 20 minutes, the track chair will introduce the next presenter.
- Your presentation would be viewable to all conference participants who have chosen to join the Zoom meeting room. The audience will be able to ask their questions directly and you will be able to interact with the audience.
- A moderator will chair the track and guide the Q&A for each presentation.
- You will have the possibility to book a technical test, one week before the conference.
- Copyright - the presenter is and will remain the holder of the copyrights of submitted materials. No rights will be transferred upon submission. Online presentations will only be shown to conference attendees and can only be viewed upon live broadcast during the designated session.

To make the most of your presentation

- Take special care for planning and organising video and audio equipment at your side of the connection.
- We strongly recommend testing of the technical set-up for your presentation prior to the conference.
- Video - use standard webcam and make sure you clean the camera lens of your computer.
- Audio - use a good microphone/headset to make sure the audio is captured in the best quality possible.
- Room - use the virtual Zoom background, specially designed for the conference and make sure to give your presentation in a quiet room, with light in front of you, preferably day-light.
- General tips and etiquette for online presentation:
 - Make sure your computer-device is plugged into the power outlet.
 - Open your presentation on your desktop before the session starts.
 - Don't forget to present in full-screen presentation modus.
 - Focus on both your presentation and your audience through the camera of your computer.
 - Only look at the chat for questions from the audience after your presentation.
 - Mute your microphone when someone else is presenting.

Pre-conference testing

There will be three test-sessions so you can test your setup via Zoom. You have gotten information about those via conftool. If not, please contact us via nbm2021@hh.se.

Please make sure that testing your set-up takes place at the same location, using the same computer and other hardware as you will use during the conference.

Points of attention

- When you have a Mac, please make sure you test sharing your presentation, since security & privacy settings might prevent you from sharing your presentation from the desktop of your computer (you need to give permission to share your content via the application in privacy settings).
- We recommend using Google Chrome, Firefox or Chrome Edge for the best experience.

Tutorials from Zoom

Getting started:

<https://support.zoom.us/hc/en-us/articles/201362033-Getting-started-on-Windows-and-macOS>

New users:

<https://support.zoom.us/hc/en-us/articles/360034967471-Getting-started-guide-for-new-users>

My audio is not working on iOS or Android:

<https://support.zoom.us/hc/en-us/articles/204484835-My-audio-is-not-working-on-iOS-or-Android>

My video/camera isn't working:

<https://support.zoom.us/hc/en-us/articles/202952568-My-video-camera-isn-t-working>

Using the Zoom client and Zoom Rooms with macOS:

<https://support.zoom.us/hc/en-us/articles/360016688031-Using-the-Zoom-client-and-Zoom-Rooms-with-macOS>

Joining a meeting:

<https://support.zoom.us/hc/en-us/articles/201362193-Joining-a-meeting>

Get training:

<https://support.zoom.us/hc/en-us/articles/360029527911>