

# Journal of VNL Switzerland: Logistics Innovation

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ISSN 2624-8956 (Print)

ISSN 2624-8964 (Online)

Abgekürzter Schlüsseltitle (nach Norm ISO 4): Logist. innov. (Online/Print). Copies are deposited in the Swiss National Library.

The magazine is aimed at interested experts in logistics, supply or supply chain management. The articles are intended to provide an innovative concept, a new perspective or answers to old and new challenges.

Some of the articles deal with very complex contexts. The magazine supports the exchange between science and business and is intended to stimulate successful cooperation.

The authors strive to publish a professional article (see below: Writing a professional article). The submitted articles are checked for suitability by the editors. The check can lead to recommendations for improvement or rejection of the article.

No company advertising is associated with the article. Interested companies can participate in the magazine with advertising and sponsorship (minimum size DIN A6); 2 issues per year.

# Author Agreement 2021

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In order to ensure an efficient and satisfactory publication of the articles for all parties, the general conditions are described below.

The authors accept these rules with their signature.

## Possible topics for articles (not final)

- Results from research reports
- New methods and business models, including case study
- Studies, surveys, market studies, future studies
- Case studies (e.g. description of an award-winning solution)
- Technology developments with case study
- Conceptual articles ...

## What does the author get for free?

- A four-page article published in the «VNL Logistics Innovation» journal with a circulation of 1,500 copies (as of 2017)
- One proofreading before publication (peer reviewed)
- The good for printing for approval
- The published article in electronic form (pdf) and the right to copy and publish it afterwards
- Five print copies of the respective issue
- Online reference to the article
- Simple graphics are adapted for the LI layout

## Other options for the author

- We help you to write the article (you provide the information, we do the rest: 1000,- CHF)
- We put your graphics in a proper look and feel (CHF 100 per graphic)
- Proof reading (CHF 100 per cycle)
- Additional print copies available for CHF 10 each (if available on stock)
- 20% discount on an advertisement for products and services in the same issue

## Requirements for content, scope and structure?

The following items are mandatory:

- Titles with max. 100 characters
- Subtitles with 110 to max. 150 characters
- Abstract / summary with 500 - 650 characters
- Author text with 15,000 to 16,000 characters

- Author reference with last name, first name, academic degree, position, email, company and location
- Author picture (colour, at least 200 dpi, > 200 kB).
- Three to four graphics including a list of priorities (no advertising images and, as far as possible, no PowerPoint files; vectorized or at least 300 dpi (unsuitable PowerPoint graphics will be adapted for a fee of CHF 50,-)
- Consideration of the magazine's VNL corporate identity when creating the graphics (focus on blue tones, examples available)
- For graphics and pictures from third parties we need their approval / print permission
- Text in a word file (no pdf)!

### How is the procedure?

- 1 Author signs agreement
- 2 Author submits title / subtitle and summary. The editors check for general suitability (feedback 2 weeks at the latest)
- 3 Author submits article and attachments via email to [office@vnl.ch](mailto:office@vnl.ch) (or [herbert.ruile@vnl.ch](mailto:herbert.ruile@vnl.ch))
- 4 The article is formally checked for completeness a) -j) and supplemented by the author
- 5 Proofreading of the complete article. Pure marketing texts are rejected.
- 6 Return to the author with suggested changes / comments (in correction mode)
- 7 Author makes changes or releases the article and sends it back to [redaktion@vnl.ch](mailto:redaktion@vnl.ch)
- 8 Graphic designers implement articles
- 9 Author receives GfP (content correction requests are subject to a charge from here)
- 10 Author releases GfP
- 11 Article will be published
- 12 Author receives print editions and pdf

### Topics and dates 2021

- Issue July 2021: Circular Economy, chances and challenges for Logistics  
Send article (step 3) by end of May 2020
- Issue December 2020: Artificial intelligence and autonomous logistics  
Send article (step 3): by end of October 2020

Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Name: \_\_\_\_\_ Company: \_\_\_\_\_



## Writing of an article:

The journal prefers to receive articles from the applied science of logistics and is based on scientific methods and the structure of a scientific article. The article must fulfill the criteria of scientific work. We recommend Hunziker's book (2017):

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### Structure of the article

Scientific writing follows a proven and generally recognized structure (IMRaD)

- Introduction: why was the investigation made, which research questions are being pursued, which theses are being checked, what was the reason for the investigation?
- Methods: when, where and how were the investigations carried out? What was examined (object of the investigation), which sources of information were used?
- Result: what answers were found to the research question? Has the hypothesis been confirmed? What was found in the study?
- Discussion: What are the consequences for the practice or for the research of the examinations? How does this fit with other studies?

### 10 steps to the article (Dr. Angel Borja, 2018)

1. Prepare the graphics and tables you want to use
2. Describe your approach and methodology
3. Summarize your results
4. Work out the discussion. First conclude with the results and the discussion before writing the introduction.
5. Work out clear conclusions
6. Write a convincing introduction
7. Write a summary
8. Create a precise and attractive title and subtitle
9. Create the thanks to the sponsor of the work
10. Prepare references according to APA (APA, 2010)

### Quellen:

- A.W. Hunziker (2017), Spass am wissenschaftlichen Arbeiten, 7. Auflage, SKV Verlag, Zürich.
- A. Borja (2018): How to Prepare a Manuscript for International Journals — Part 2. Elsevier. Verfügbar unter <https://www.elsevier.com/connect/11-steps-to-structuring-a-science-paper-editors-will-take-seriously>
- American Psychological Association (2010). Publication Manual of the American Psychological Association. Washington, DC: American Psychological Association.