

2020



ACEEU
ACCREDITATION COUNCIL
FOR ENTREPRENEURIAL &
ENGAGED UNIVERSITIES

Sptlight.



ACEEU Spotlight

Guidelines for Authors

ACEEU Spotlight

ACEEU Spotlight spreads the knowledge on and understanding of entrepreneurship and engagement to promote excellence in higher education institutions. We are always looking for original, insightful, provocative contributions from academics, researchers, thought leaders, policy-makers and practitioners in this field.

Publishing with us is a unique opportunity to reach an extensive and specialised network of higher education management experts and practitioners, and an excellent means to increase recognition.

If you would like to publish on our website, please contact ACEEU at spotlight@aceeu.org

Spotlight Focus

Spotlight articles are designed around the 15 ACEEU accreditation standards to provide our readers with clear guidance.

As our main target audience is university change makers at the top and middle management of higher education institutions, the focus of your contribution is to present practical implications based on research, self-experience, case studies or success stories, among others. We seek evidence-based opinion articles that advance the field of entrepreneurial and engaged universities, and contribute to improve managerial practices in the quest for universities' impact.

ACEEU offers an integrated support system for university managers, designed around the 15 ACEEU accreditation standards. From a practical side, managers can access tools, best practices, videos, and Spotlight articles specifically for each standard. With this approach we ensure a very target-oriented support to managers. Thus, your article should be linked to at least one of the 15 ACEEU standards of entrepreneurial or engaged university. Please see below a brief description of each standard that you may write about:

1. Orientation and Strategy

- **Institutional commitment:** how universities make a public and strategic commitment to entrepreneurship and engagement by adopting visions, missions and strategic plans, and how these commitments relate to the overall organisational strategy.
- **Shared goals:** how universities set measurable goals and deadlines, and how they achieve them by engaging people at different levels of the organisation.
- **Financial planning:** how entrepreneurial and engaged universities plan and manage their finances, investments, and commercial activities.

2. People and Organisational Capacity

- **Leadership:** how values and actions of leaders and approaches to leadership enable entrepreneurship and engagement in universities.
- **Staff profile:** refers to recruitment and staff development practices for both academic and non-academic employees, and how they align with entrepreneurship and engagement strategies.
- **Incentives and rewards:** refers to approaches and strategies employed by universities to incentivise and motivate staff to be more entrepreneurial and supportive of external engagement activities.

3. Drivers and Enablers

- **Culture:** refers to different approaches, mechanisms and activities through which the university aims to enhance its entrepreneurial and engagement-oriented culture.

- **Internal support structures:** refers to mentoring, coaching, advice, incubation and other forms of support that universities use to enable individuals to progress through different stages of their entrepreneurship journeys.
- **Service alignment:** how universities obtain and use access to external services and resources, such as advisory services for start-ups, co-working spaces, local government business support offices, community centres, cultural associations.

4. Education, Research and Third Mission Activities

- **Education:** refers to educational opportunities in entrepreneurship and how external stakeholders and their input is integrated in the design, delivery and evaluation of study programs.
- **Research:** how the university's research aims to support the creation of social and economic impact by promoting entrepreneurship and by engaging with partners in projects that are mutually beneficial.
- **Third mission activities:** how the university strategies and practices drive broader collaboration with external partners and stakeholders through external commercial activities and/or by engaging with non-for-profit actors or the community.

5. Innovation and Impact

- **Continuous improvement:** what universities do to achieve continuous improvement in entrepreneurship and engagement by regularly evaluating their performance against targets.
- **Influence within the ecosystem:** what makes universities influential stakeholders in the regional ecosystem and how they can improve in this area.
- **Impact:** refers to indirect and direct, short-term and long-term impacts that entrepreneurial and engaged universities make.

Structure and Formatting

Spotlight style is fresh, inspiring and engaging. Written to promote excellence in entrepreneurial and engaged universities.

A typical ACEEU Spotlight article will have a **total word count ranging between 500 and 1,000 words**. Longer articles will be considered based on their topic and contribution. We recommend using the following structure:

1. Title

Maximum 60 characters. We like catchy, provocative and inspiring titles!

Normal title	Defining entrepreneurial challenges in HEI
ACEEU Spotlight style	HEI unicorns: mastering entrepreneurship in your institution

2. Snippet

The snippet will be placed after the article title and will capture the main idea of the article. The snippet should not exceed 160 characters. See some examples here:

There is no “one size fits all” formula for HEI success. Here, we demystify entrepreneurship education in STEM.
You won't find your next wise Quality Assurance professional hiding in the back of your building. How can you train the next generation of entrepreneurial QA staff.

3. Intro paragraph

The intro paragraph will catch the interest of your reader. Use it to introduce the topic, show the relevance and link to a standard.

4. Main part

This is the space to speak up! We want to see your evidence-based opinions and arguments on the topic. Use examples, data, cases, references and links to external resources to make your point and advance the field of HEI entrepreneurship and engagement.

- Sub-headings can be used to separate arguments, ideas, concepts in your article. Make sure to capture the essence of the paragraph with the sub-heading, rather than writing just one word.
- References can be used to present your evidence. Use it as an anchor (in text or narrative), or at the end of the article.

In-text citation	(Grady et al., 2019)
Narrative citation	Grady et al. (2019)
Reference list	Grady, S. & Yelinek, J. (2019). Emotions in storybooks. <i>Psychology of Popular Media Culture</i> , 8(3), 207–217

- Use of links: Add a hyperlink rather than just copy-pasting an URL. Non-promotional hyperlinks to related topics or articles or educational resources (e.g., peer-reviewed papers) are welcomed. Please avoid using links to sales pages, landing pages, product or service pages, or similar. We will let you know if we choose not to include a link altogether.
- Pull-out text: Write in red italics any ideas or quotes you would like to highlight.

5. Short summary

Include a concluding paragraph that summarises the main argument. Here you have the opportunity to challenge the reader to think beyond and clearly expose the main take-home message. Why don't you ask a question so you will be in your reader's mind?

6. Images

If you want to include images, graphics, charts, etc. please email them to shmelev@aceeu.org. Make sure to include clear references inside the main text of your article so we know where to place the image. Preferred formats are JPG or PNG, in high resolution. Please include only images for which you have the right to use in our articles.

7. Author bio

When sending your first contribution, please provide a short bio (max. 200 words) including name, credentials, position, experience and any other information you consider relevant. We will include your email, professional or personal website, and your social media profile in the bio, if that is your preference.

No time or inspiration to write your bio? Fill in here the details and we will create one for you.

Name	
Position	
Area of expertise	
Something cool about you	

We know how crafty we can get about our writing. Use these questions as a checklist to bring your article to a spotlight style:

- Do I address relevance to entrepreneurship/engagement in higher education?
- Do I link it clearly to (at least) one standard?
- Do I present practical challenges?
- Do I highlight actionable recommendations?
- Do I provide short summary of main points?
- Is the article informing, challenging, questioning the reader?
- Is the article engaging and inspiring?

Additional practical pointers:

- Keep in mind that the average reader might not be familiar with intricate concepts so make sure you define them. For example, when referring to phenomena such as “entrepreneurial university”, “smart university”, etc. please state what they mean. Especially if you are coining new terminology, please make sure to clearly state what it means.
- Make sure to place a central idea/theme in the first paragraph and all subsequent ideas act as a supportive scaffolding to bring your ideas across. Introducing new ideas that are not connected to the main line of argument along the text might confuse the reader.
- Make sure that your ideas are coherently connected. As a suggestion, here you can make use of cohesive devices to indicate a clear connection between ideas.
- Use examples wisely. promotion of your own affiliations is accepted when these contribute to building up the argument and supporting your central theme.

Submission Process

Our submission process is designed for you. Simple. Straight forward.
Collaborative. Submit now.

1. Submit your article to spotlight@aceeu.org
2. You may receive a feedback email with some question or comments to modify your article. After all necessary modifications and adjustments have been made, you will receive the article text for final review and approval.
3. After the process of feedback and adjustment, your article will be published at <https://www.aceeu.org/>

We reserve the right to make technical editorial changes in your texts before publishing. This will be done to ensure the quality and consistency of our publications and will not affect the core ideas of your submission.