# Title of no more than seven words

[Blank line to enter author name/s and affiliation/s upon acceptance]

**Short Abstract:**
A short abstract of 150 words should be provided here. This short abstract should be able to clearly and concisely communicate the key value of your paper. It should address the importance of this research, the method utilised, key results and implications for theory and practice.

*Keywords: Up to three key words can be provided here.*

**Introduction and Research Aim**
In this section you should identify the context for the research; the main research question(s), and address the 'so what' question or importance of the research as per the theme of the conference.

A single blank line should be left between paragraphs. All text should be in Times New Roman, 12pt font using the justified alignment. Page margins must be kept at 2.5cm.

The aim of this study is:

>*To investigate the drivers for customers' co-configuration of product/service solutions, as well as the subsequent outcomes of co-configuration.*

We address two research questions in line with this aim:

>**RQ1:** What factors affect a customer's intention to participate in co-configuration?
>**RQ2:** What impact does co-configuration have on customer perceptions of products?

**Background and/or Conceptual Model**
In this section you should address the conceptual and/or theoretical foundations for the research.

**Methodology**
In this section you should succinctly address the research design, the rigour of the data collection process and the quality of the data.

**Results and/or Discussion and Contributions**
In this section you should succinctly address the key findings so that the 'so what' question can be answered and easily determined by reviewers.

**Implications for Theory and Practice**
In this section you should address the 'so what' theme of this conference. Succinctly state how your research influences key stakeholders and adds value to society, and what the implications are for members of the academy and other researchers.

In total your submission should be no more than four A4 pages. The first page should contain the paper title, short abstract (150 words) and up to three keywords; pages two and three should contain your 2-page paper; and page four should include your reference list.

**References**

References should be entered onto a separate page and must follow the referencing style of the Australasian Marketing Journal format (see https://www.elsevier.com/journals/australasian-marketing-journal/1441-3582?generatepdf=true).