

**Title (Font: Times New Romance, size: 14, Bold)**

**Author(s) Name (Font: Times New Romance, size: 12, Bold)**

Affiliation (Font: Times New Romance, size: 12, No Bold)

Corresponding Author. Email: (Font: Times New Romance, size: 12, No Bold)

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### ABSTRACT

Please insert the abstract here. The abstract should be between 150-200 words in length, One Paragraph Only, and should be typed using Time New Roman with 12-size font.

- Background (provide some background information about the research topic with one or two sentences to draw the reader's attention to the research)
- Research aim or purpose (needed)
- Research methodology (needed)
- Research Results/findings (needed)
- Implication (optional)

**Keywords:** Please insert up to six keywords here. Please capitalize the first letter of each word and use comma (,) to differentiate each keyword.

**1. Introduction (One or two page(s) from 500 to 1000 words)**

<i>Background of the Study</i>	(200—400 words)
<i>Problem statement</i>	(100—200 word)
<i>Research objective(s)</i>	(20—40 words)
<i>Research question(s)</i>	(30—60 words)
<i>Significance of the Study</i>	(150—300 words)

**2. Literature Review (In paragraph format from 1000 to 1500 words)**

<i>Definition of key terms</i>	(200—300 words)
<i>Analysis of the existing literature</i>	(400—600 words)
<i>Conceptual framework/Conceptual Model</i>	(400—600 words)

**3. Methods (In paragraph format from 1000 to 1500 words)**

<i>Research Design</i>	(200—350 words)
<i>Research site</i>	(100—200 words)
<i>Population and Sample</i>	(200—350 words)
-Target population & research context	
-Sample	
-Respondent profile (findings of demographic factor)	
<i>Research tools &amp; Measurements of Constructs</i>	(100—150 words)
<i>Data Collection</i>	(150—150 words)
<i>Data Analysis</i>	(150—150 words)
<i>Ethical consideration</i>	(100—150 word)

**4. Results and Discussions (In paragraph format from 2000 to 2500 words)**

<i>Findings</i> (what have you found out based on each research question?)	(1400—1700 words)
<i>Discussion</i> (Discuss your research findings with those of the previous studies (the literature) and explain as to why your research findings are or are not the same as expected?)	(600—800 words)

**5. Conclusion (In paragraph format from 300 to 500 words)**

<i>Conclusion</i> (Summary of the key findings)
<i>Implications of the Study</i>
<i>Recommendations for future research</i>

## Reference List

Researcher shall include reference at the back page of paper with more detail information of the source than the in-text citation one. Here's the detail guideline for writing:

### **End-text citation:**

#### In case the book with one author

Schindler, P.S. (2019). *Business Research Methods*. 13<sup>th</sup> ed. New York: McGraw-Hill/Irwin.

#### In case the book with two authors

Cooper, D. R. & Schindler, P. S. (2003). *Business Research Methods*. 8<sup>th</sup> ed. Boston, Mass: McGraw-Hill/Irwin.

#### In the case of an essay in a book

Bjork, R. A. (1989). Retrieval inhibition as an adaptive mechanism in human memory. In H. L. Roediger III & F. I. M. Craik (Eds.), *Varieties of memory & consciousness* (pp. 309-330). Hillsdale, NJ: Erlbaum.

Arneson, R. H. (1991). Mediation: A language of leaders. In D. Riggs (ed.), *The Language of leadership* (pp.118-128). Englewood Cliffs, NJ: Prentice-Hall.

#### In the case of article in a journal

Ajzen, I. (1991). The theory of planned behavior. *Organizational behavior and human decision processes*, 50(2), 179-211.

#### In the case of article with more than two authors in a journal

Casalo et al. (2008). The Role of Satisfaction and Website Usability in Developing Customer Loyalty and Positive Word-of-Mouth in the E-Banking Services. *International Journal of Bank Marketing*, 399-417.

#### In the case of website

Library and Archives Canada. (2002). *Celebrating Women's Achievements: Women Artists in Canada*. Retrieved December 16, 2004, from <http://www.collectionscanada.ca/women/h12-500-e.html>

#### In the case of website with no date

Attitude (n.d.). In *Merriam Webster Online*, Retrieved October 10, 2019, from <http://www.merriam-webster.com/dictionary/citation>.

## **Manuscript Format**

The research article need:

- to be typed
  - Title (Use Times New Roman, 14-size font with bold and capitalize the first character of each word)
  - Heading (Use Times New Roman, 12-size font with bold and capitalize the first character of each word)
  - Sub-heading (Use Times New Roman, 12-size font with NO bold and capitalize the first character of the first word ONLY)
  - Body of the text (Times New Roman, 12-size font with NO bold)
    - Use capital letter for the first character of each word at the beginning of each paragraph and The first word of each paragraph should be indented 1 centimeter.
    - The use of Table (Times New Roman, 10-size font with NO bold & single space); and the title of the table should be centered at the top of the table. However, it should be minimized as less as possible.
    - The use of Figure (create or draw the figure by the author him or herself and credit should be given to the original source by using in-text citation); and the title of the figure should be centered at the bottom of the figure. However, it should be minimized as less as possible.
- to be 1.3-line spacing
- to be kept margin: left: 3.5 cm and right: 2.54 cm; and top: 3 cm and bottom: 3 cm to be at least 4800 to 7000 words in length.

**Supplemental Material (Not for Publication)**

Tables or Figure Summary Result of Data (can be data from AMOS, SPSS, ...)