

Title (Font: Times New Romance, size: 14, Bold)**Author(s) Name (Font: Times New Romance, size: 12, 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 & 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*. 13th ed. New York: McGraw-Hill/Irwin.

In case the book with two authors

Cooper, D. R. & Schindler, P. S. (2003). *Business Research Methods*. 8th 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, ...)