

TITLE OF YOUR PAPER (CENTRED, 14 PT, TIMES NEW ROMAN, UPPERCASE, BOLD)

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Main author^{1♣} (12pt, Times New Roman, Capitalise Each Word, Centred)

University/Institute address (10pt, Times New Roman, Centred)

email (10pt, Times New Roman, Centred)

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Co-author² (12pt, Times New Roman, Capitalise Each Word, Centred)

University/Institute address (10pt, Times New Roman, Centred)

(10 pt blank line)

Co-author³ (12pt, Times New Roman, Capitalise Each Word, Centred)

University/Institute address (10pt, Times New Roman, Centred)

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Abstract: The abstract (no more than 250 words) should briefly describe the background, methods, results and conclusions of your research. It should be written in a single paragraph using single line spacing, Times New Roman, font size 10, justify and A4 format. Do not include reference citations in the abstract.

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Keywords: Keyword1, Keyword2, Keyword3 (maximum of five subject keywords, in alphabetical order, each keyword should not contain more than two compound words)

1. Introduction

1.1. Subheading (11pt, Times New Roman, Italics, Bold)

This is the sample of your paper. All section titles should be First Letter Capitalized with font size 12pt. Subheadings should be set in italics, bold and aligned to the left-hand margin of the column on a separate line. Paper must be prepared on A4 size (210 × 297 mm) with 1 inch margins left, right, top and bottom. Use single spacing with first line of paragraphs should be indented, 11pt Times New Roman throughout the paper. The maximum number of words is 5000, including text, tables, figures and references. It is expected that authors will submit carefully written and proofread material with a similarity index of 20% or below.

2. Tables and Figures Formats

All tables and figures must be centred and title should be on top. Number all tables and figures according to which the tables are first mentioned in text. Use font size 9 pt for contents in tables and figures and 8pt for notes and source. All illustrations (charts, figures and graphs) in the text will be printed in black and white coloured. Table and Figure captions begin with the term Table and Figure in bold type, followed by the table and figure number, also in bold type. Table and Figure captions should be centred above the table. The following is the example for Table 1 and Figure 1.

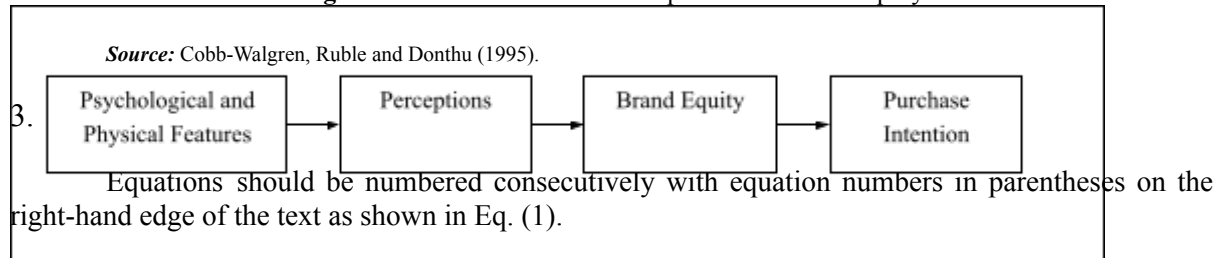
Table 1: Prominent Authors with Highest Total Link Strength

Authors	TLS*	Citations
Tieman, M	7336	190
Verbeke, W	2729	73
Zailani, S	2677	65

Notes: *Total Link Strength

^{1♣} Corresponding author: kindly provide affiliation, full address, and e-mail of the corresponding author at the bottom of the 1st page (Font: 7.5 pt)

Figure 1: Antecedents and Consequences of Brand Equity



$$c^2 = a^2 + b^2 \quad (1)$$

The equation should be one line of space above and one line of space below before the text continues. In Word, use the Math function of Word 2007 or 2010, Math type or Microsoft Editor to create your equations and make sure super- and subscripts are distinguishable. Within equations, number, punctuation, parentheses, common function names, units or mathematical signs are set upright. The variables are set in italics and vectors are set in bold. Digits are used for all numbers larger than ten. Commas are used to separate thousands and decimal point to separate decimals.

4. **Conclusion**

All submissions will be peer-reviewed by at least two reviewers either local or international.

5. **Acknowledgement**

If no acknowledgement is necessary, this section should not appear in the paper.

6. **References**

References should be complete and follow the APA Style 7th edition.