

INSERT TITLE IN CAPITAL LETTERS – A4 PAPER SIZE ONE COLUMN FORMAT

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ABSTRACT

The heading Abstract should be typed in bold 11-point Arial and capital letters. The body of the abstract should be typed in normal 10-point Arial in a single paragraph two spaces below the heading. The text should be set to 1 line spacing. The abstract are justified and should not exceed 200 words.

Keywords: The heading Keywords should be typed in bold in 10-point Arial. The body of the keywords should be typed in normal 10-point Arial. It should contain at least three keywords and no more than five keywords, separated by comma alphabetically. Use capital letter in the beginning of each word. Use words other than the title is better.

E.g.: College Health, Service Learning, Social Norms Marketing.

PAGE LAYOUT

Use A4 (210 x 297 mm) paper size and adjust the margins to those shown in Table 1. Do not add any page numbers. The paper should be between 8 – 10 pages long.

Table 1. Setting Word's margins.

Margin	<i>mm</i>
Top	25
Bottom	20
Left	20
Right	20

Formatting the Title

The title is set in bold 14-point Arial, in capital letters, and centered. Make sure the it is set to 1 line spacing.

Formatting Author Names and Affiliations

The style for the names is First Names then Last Name, all of which are typed in bold 11-point Arial, with a comma after all except the last author, which is separated by comma + “and”. Do not use academic titles. Affiliations of authors should be typed in normal 10-point Arial. They should be preceded by a numerical superscript corresponding to the same superscript after the name of the author concerned. Please ensure that affiliations are as full and complete as possible and include the city.

Formatting the Text

The text of your manuscript should be under the following criteria: (1) 11-point Arial, (2) the text should be set to single line spacing, (3) paragraphs should be justified and not be indented, (4) there should be one space between the heading and the text and also in between paragraphs, and (5) the beginning of a paragraph should not be indented. The use of sections to divide the text of the paper is optional and left as a decision for the author. Where the author wishes to divide the paper into sections the formatting shown in Table 2 should be used.

Table 2. Formatting sections, subsections, and subsubsections

	Font
Section	11-point ARIAL BOLD
Subsection	11-point Arial Bold
Subsubsection	11-point <i>Arial Bold Italic</i>

FIGURES AND TABLES

Figures and tables, as originals of good quality and well contrasted, are to be in their final form, ready for reproduction, pasted in the appropriate place in the text. Try to ensure that the size of the text in your figures is approximately the same size as the main text (10 point). Try to ensure that lines are no thinner than 0.25 point.

Captions/numbering

Captions should be typed in 10-point Arial. They should be aligned left above the tables and aligned left beneath the figures.

Positioning

Place the figure as close as possible after the point where it is referenced in the text. If there is a large number of figures and tables, it might be necessary to place some before their text citation.

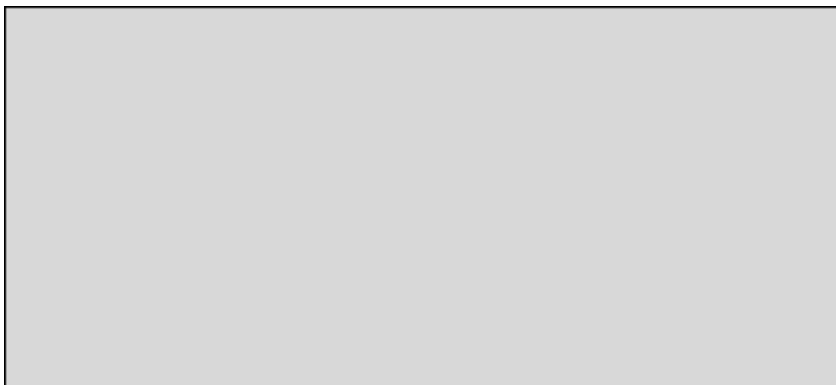


Figure 1. Caption of Figure 1. Below the figure.

Colour Illustrations

You are free to use colour illustrations for the online version of the proceedings but any print version will be printed in black and white unless special arrangements have been made with the conference organiser. Please check whether or not this is the case. If the print version will be black and white only, you should check your figure captions carefully and remove any reference to colour in the illustration and text. In addition, some colour figures will degrade or suffer loss of information when converted to black and white, and this should be taken into account when preparing them.

INTRODUCTION

This section aims to entice the reader to the core compelling aspects of the research undertaken. State the motivation of the research by highlighting key managerial and/or theoretical context being

addressed in the study. By avoiding a detailed literature survey or summarized results of the study, a good introduction should:

- States broad theme or topic of the study
- Highlights academic and practical importance
- Cites most important prior studies relevant to the current research
- Emphasizes most important knowledge gaps, inconsistencies, and/or controversies being addressed by the current research
- Indicates the research problem/questions, specific objectives, and the context of the current research
- Provides an outline pertaining to the structure of the remaining content in the article

LITERATURE REVIEW

This section represents the theoretical underpinnings of the current research. First of all, the theory section should extend, not repeat, those that have been introduced as a background of the study. Secondly, the results of the literature survey provide the readers with: (1) a background of the selected theories and/or concepts relevant to the current research, (2) a summary (i.e. critical evaluations, organization, and synthesis) of relevant but pertinent previous studies, (3) a critical inquiry (agreement or disagreement with the previous theoretical positioning and/or research findings) of the summary, (4) framework of thinking, and (5) research hypothesis.

METHODOLOGY

This section provides sufficient details pertaining to the design and execution of the current research as well as the justification for the use of specific research methods. The details allow both the readers and independent researchers for evaluating the reliability and validity of the findings as well for replicating the current research. The following sub-sections are typical in the writing of methods:

- Description of Population and Sample
- Operational Definition of Variables
- Data Analysis Technique

ANALYSIS AND DISCUSSION

Analysis

Results should be clear and concise, which provides interpretations of the data analysis summary (descriptive and inferential). Sufficient details must cover the use and justification of certain statistical analysis as well as description and interpretation of results, the latter of which cover both the confirmed or rejected hypotheses of the current research.

Discussion

Discussion section is perhaps the most important section of a scientific article. It elaborates the significance of the results for both the current and prior relevant research. State the summary of findings (often linked with theoretical contributions) that is resulted and the managerial implications of the findings.

CONCLUSIONS AND RECOMMENDATIONS

A conclusion section should be brief. State the conclusion of the research, the limitations that occurred in this research, and directions suggested for future research. The length of this section should be 100 – 300 words.

REFERENCES

References begin on their own page and are listed in alphabetical order by the first author's last name. Only references cited within the text are included. All references should be in 10-point font and single-spaced. For both the submitted and accepted-for-publication, IJFIS uses the American Psychological Association (APA) style in the 6th edition of the APA Publication Manual.