**THE FULL PAPER TEMPLATE**

**Title (heading 1) font 14; remaining font 12**

Name of the author\* a , Name of the author b , Name of the author c ,

Affiliation (author a)

Affiliation (author b)

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**Abstract**

Provide an abstract of no more than 200 words; one paragraph (Italic), single-spaced.

**Keywords**: Provide minimum three (3) keywords separated by semicolons (Brand Loyalty; Customer Satisfaction; Switching Cost)

**Introduction (heading 1)**

Paragraph text / Tables, Figures, etc.

Subheading (if any)

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Paragraph text / Tables Figures etc

**Literature Review (heading 1)**

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**Methodology (heading 1)**

Paragraph text / Tables, Figures, etc.

Subheading (if any)

Subheading (if any)

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**Results / Findings (heading 1)**

Paragraph text / Tables, Figures, etc.

Subheading (if any)

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**Discussion and Conclusions (heading 1)**

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**Acknowledgments**: (If any otherwise delete) This research work is supported by the Project (123456-2018), sponsored by the AFC.

**References** (APA for Social Sciences)

**GENERAL GUIDELINES**

Your entire submission (including references) should be single-spaced using Times New Roman and font size 12 with a margin of 2.5cm. Your submission should contain few and only necessary footnotes or endnotes. Any hypotheses are explicitly identified as such. Constructs and variables are identified in words, not abbreviations.

**CONTENT AND LENGTH OF MANUSCRIPTS**

**Number of words**: The manuscripts language should be English, and where possible the text should be restricted to around 5000 - 8000 words.

**Title of the paper**: The first page of the text should begin with the title, author’s name, and their affiliations, and an abstract of no more than 200 words. The abstract should summarize the whole paper and not the conclusions alone.

**Keywords**: A list of at least three (3) words and at most five keywords, suitable for indexing and abstracting services separated by semicolons.

**Spacing**: Manuscripts should be typed single-spaced

**Figures, tables, and footnotes**: should be placed within the text where it is in the document should be reasonably interpretable without reference to the text. Footnotes should be avoided if possible; where they are used, they should be numbered consecutively with superscript Arabic numerals.