**Research Article Title**

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**Abstract**

**Purpose:** (mandatory) Maximum length for the abstract section is 250 words in total. In addition, provide up to six keywords which encapsulate the principal topics of the paper and please categorize your paper. Article files should be provided in Microsoft Word format.

**Design/methodology/approach:** (mandatory)

**Findings:** (mandatory)

**Research limitations/implications:** (if applicable)

**Practical implications:** (if applicable)

**Originality/value:** (mandatory)

**Keywords**: Number One, Number Two, Number Three, Number Four, Number Five, max 6 keywords

**Classification:** Please categorize your paper, choose one of these classifications: Research paper/Conceptual paper/Literature Review/Case study

**1. Introduction**

Articles should be between 6000 and 9000 words in length. This includes all text, for example, the structured abstract, references, all text in tables, and figures and appendices. Any manuscript you submit to this conference should be original. Please use this template for your full paper submission. Article files should be provided in Microsoft Word format. Paragraphs alignment format is justified. Font Times New Roman, size 12 the manuscript. Line spacing option 1.0.

The introduction should be brief and must state clearly the question that you tried to answer in the study. The introduction must not include a review of the literature. Only cite those references that are essential to justify your purposed study.

#

# 2. Literature Review

# To lead the reader to this point, it is necessary to review the relevant literature briefly.

# *2.1 Subheading One*

# *2.1.1*

# *2.1.2*

***2.2 Subheading Two***

***2.3 Research Hypotheses***

H1

H2

H3

H5

H4

ABC

DEF

GHI

ABC

ABC

ABC

ABC

H6a, H6b, H6c, H6d, H6e

Figure 1: Sample Conceptual Framework

All Figures (e.g., models, charts, and diagrams) should be of clear quality, in black and white and numbered consecutively.

**3. Method**

How was this problem studied.

# 4. Findings

Discuss what was found.

Table 1: Sample 1

|  |  |  |  |
| --- | --- | --- | --- |
| **Criteria** | **Category** | **Number** | **Percentage** |
| Gender | Male | 149 | 49% |
| Female | 153 | 51% |
| Age Group | 25-29 | 120 | 40% |
| 30-34 | 77 | 25% |
| 35-39 | 48 | 16% |
| 40-44 | 18 | 6% |
| 45-49 | 24 | 8% |
| 50-54 | 15 | 5% |
| Education Level | Undergraduate | 145 | 48% |
| Master | 125 | 41% |
| PhD | 32 | 11% |

Tables should be typed and included as part of the manuscript. They should not be submitted as graphic elements. Supply succinct and clear captions for all tables, figures and plates. Ensure that any superscripts or asterisks are shown next to the relevant items and have corresponding explanations displayed as footnotes to the table, figure or plate.

**5. Discussion**

Include your discussion here. Discuss what do the findings mean.

**6. Conclusion**

Include your conclusion here.

**Acknowledgement** (if applicable)

**References**

Use APA Style. Please carefully checked for completeness, accuracy and consistency. You should cite publications in the text: (Ali, 2006) using the first named author's name or (Ali and Ahmed, 2006) citing both names of two, or (Ali et al., 2006), when there are three or more authors. At the end of the paper a reference list in alphabetical order should be supplied.

Ahmed, Z., Gull, M. and Rafiq, U. (2015). Factors affecting consumer switching behavior: Mobile phone market in Manchester-United Kingdom, *International Journal of Scientific and Research Publications*, 5(7), 1-7

Bin, H. and Lazim, D.S. (2015). What Factor Persuade Malaysians Consumer To Purchase Smartphone? *Journal of Technology and Operations Management*, 10(2), 38-50.

Byrne, B. M. (1994). *Structural equation modeling with EQS and EQS/Windows*. Thousand Oaks, CA: Sage Publications.

Chen, Y. S., Chen, T. J. and Lin, C. C. (2016). The analyses of purchasing decisions and brand loyalty for Smartphone consumers, *Open Journal of Social Sciences*, 4(7), 108-116.