# *Research Paper*

**Please insert the title here**

**Authorship Name1\*, Authorship Name2, and Authorship Name3**

*1Affiliation (Department, Organization, Country)*

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\* Corresponding author: email address

# Abstract

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| Please insert the abstract here. The abstract should be between 150-200 words in length. |

**Keywords:** Please insert up to six keywords here. Please capitalize the first letter of each word and use comma (,) to differentiate each keyword.

# Introduction

This is where your main text is. This is the first paragraph. The paragraph should be using 12-point Times New Roman, Justified, Single line spacing. The Page Setup should be with Margins Top and Bottom at 1” while Left and Right at 1.25”. Gutter is at 0” with gutter position to the left. Do not number the pages, as page numbers will be modified separately for the preprints. Indentation from the left and right margin is at 0”. Spacing before and after paragraph is set at 0pt; however, there should be one empty single line between headlines and paragraphs.

This is the second paragraph. The following sections should be separated by main headings, secondary headings, and sub-headings under secondary headings. Main headings should be in 14-point Times New Roman, Bold, Center aligned, Single line spacing. Secondary headings should be 12-point Times New Roman, Bold, Justified, Single line spacing. The sub-headings under secondary headings should be 12-point Times New Roman, Bold, Italic, Justified, Single line spacing. There should be 2 empty single lines between the previous section and the main heading. There should be one empty single line between the previous section and the secondary headings and sub-headings.

# Literature Review

This is where your main text is. This is the first paragraph.

## Secondary Heading (12-point Times New Roman, Bold, Justified)

This is the first paragraph under the secondary heading.

### Sub-heading under Secondary Heading (12-point Times New Roman, Bold, Italic, Justified)

This is the first paragraph under the sub-heading.

**H1** This is how hypothesis is written when necessary Hypothesis should be presented in a hanging indentation by 0.5”.

**H2** An empty single line should be added between each hypothesis.

# Methodology

This is the first paragraph under the main heading.

This is the second paragraph.

## Secondary Heading (12-point Times New Roman, Bold, Justified)

This is the first paragraph under the secondary heading.

# Results

This section shall discuss about the data collected and data analysis. Figures and tables can be used to present the results wisely. All figures and tables should be shown in the text.

Tables should be self-explanatory and clearly organized. Tables must be inserted in the correct position in the manuscript, must include a clear title and numbered in Arabic numerals (e.g. Table 1; Table 2; ….). For table text, use 11-point Times New Roman. For table title, use 11-point Times New Roman, Bold, Center aligned. For table note, use 10-point Times New Roman, Justified. Table(s) should be formatted per the following style. Use grey color 15% (Hex code #D9D9D9) for table shading. There should be 2 empty single lines between the main text and the table.

**Table 1: This is how a table should be presented (11-point Times New Roman, Bold)**

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| --- | --- | --- | --- |
| Header 1 | Header 2 | Header 3 | Header 4 |
| 1 | A | Aa | Aaa |
| 2 | B | Bb | Bbb |
| 3 | C | Cc | Ccc |
| 4 | D | Dd | Ddd |

Note: Use note here whenever necessary (10-point Times New Roman)

Figures may include photographs, illustrations, graphs, and flowcharts in black and white color. All figures must be inserted in the appropriate position in the manuscript. Authors should number figures consecutively based on their appearance in the main text (e.g. Figure 1; Figure 2; ….). Figure caption and description should be inserted above the figure body. Figures should be high resolution (200 dpi, minimum). For Figure caption, use 11-point Times New Roman, Bold, Center aligned. There should be 2 empty single lines between the main text and the figures.

**Figure 1: This is how a figure should be presented (11-point Times New Roman, Bold)**

# Discussion

This is the first paragraph under the main heading.

## Secondary Heading (12-point Times New Roman, Bold, Justified)

This is the first paragraph under the secondary heading.

# Practical Implications for Asian Business

This is the first paragraph under the main heading.

# References

**For books:** surname, initials, (year), *title of book in italics*, publisher, place of publication, e.g.

**For book chapters:** surname, initials, (year), “chapter title”, editors’ surname, initials, *title of book in italics*, publisher, place of publication, pages, e.g.

**For journals:** surname, initials, (year), “title of article”, *journal name in italics*, volume, number, pages, e.g.

**For electronic sources:** if available online the full URL should be supplied at the end of the reference including the date it was extracted.

**For example:**

De Run, E., Fam, L. and Insch, A., (2009), “Sales promotion in Confucian societies” in Fam, K.S., Yang, Z. and Hyman, M. (Eds.), *Confucian/Chopsticks Marketing*, Asia Business Research Corporation Press, Wellington, pp. 2859.

Fam, K.S. and Jozsa, L., (2009), *When is a Goodbye a Good Buy*, Asia Business Research Corporation Press, Wellington.

Holdsworth, D., (2009), “Plants have flowers”, *Journal of Plants and Flowers*, vol. 56, no. 2, pp. 820.

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