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| **Title Here : A good title predicts the content of the research paper, should be interesting to the reader, reflect the tone of the writing and contain important keywords.** |

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**ABSTRACT**

Abstract should include the following :

**Paper type** : Conceptual / research / case study

**Purpose** : Briefly explain the purpose of this paper

**Design/Methodology/Approach** : Briefly explain the design and methodology used for this paper

**Findings** : Briefly explain the major findings

**Practical Implication** : Briefly explain the importance of this paper to the industry or urrent practices

**Originality / Value :** Brieflyexplain its theoretical significance to the existing body of knowledge.

**Keywords :** Author/s can suggest maximum **FIVE** major keywords.

1. **Section heading**

Sample text inserted for illustration. Replace with article text, including headings where appropriate. Figures and tables can be single-or double-column width as appropriate. During the production process they will be placed at the top or bottom of columns, after they are first cited in the text.

* 1. *Structure*

For this journal, the files must be in MS Word format only and should be formatted for direct printing. Figures and tables should be embedded and not supplied separately.

Please make sure that you use as much as possible normal fonts in your documents. Special fonts, such as fonts used in the Far East (Japanese, Chinese, Korean, etc.) may cause problems during processing.

To avoid unnecessary errors you are strongly advised to use the ‘spellchecker’ function of MS Word. Follow this order when typing manuscripts: Title, Authors, Affiliations, Abstract, Keywords, Main text (including figures and tables), Acknowledgements, References, Appendix. Collate acknowledgements in a separate section at the end of the article and do not include them on the title page, as a footnote to the title or otherwise.

Bulleted lists may be included and should look like this:

* First point
* Second point
* And so on

Please do not alter the formatting and style layouts which have been set up in this template document. As indicated in the template, papers should be prepared in single column format suitable for direct printing onto A4 paper (192mm x 262 mm). Do not number pages on the front, as page numbers will be added separately for the preprints. Leave a line clear between paragraphs.

1. **Tables**

All tables should be numbered with Arabic numerals. Headings should be placed above tables, left justified. Leave one line space between the heading and the table. Only horizontal lines should be used within a table, to distinguish the column headings from the body of the table, and immediately above and below the table. Tables must be embedded into the text and not supplied separately. Below is an example which authors may find useful.

Table 1. An example of a table (Use APA Table format)

|  |  |  |
| --- | --- | --- |
| An example of a column heading | Column A (*t*) | Column B (*T*) |
| And an entry | 1 | 2 |
| And another entry | 3 | 4 |
| And another entry | 5 | 6 |

1. **Construction of references**

References should be added at the end of the paper, and its corresponding citation will be added in the order of their appearance in the text. Authors should ensure that every reference in the text appears in the list of references and vice versa. Indicate references by Clark et al., 1962 or Deal and Grove, 2009 or Fachinger, 2006 in the text. The actual authors can be referred to, but the reference citation(s) must always be given.

Some examples of how your references should be listed are given at the end of this template in the ‘References’ section, which will allow you to assemble your reference list according to the correct format and font size.

* 1. *Section headings*

Section headings should be left justified, with the first letter capitalized and numbered consecutively, starting with the Introduction. Sub-section headings should be in capital and lower-case italic letters, numbered 1.1, 1.2, etc, and left justified, with second and subsequent lines indented. You may need to insert a page break to keep a heading with its text.

* 1. *General guidelines for the preparation of your text*

Avoid hyphenation at the end of a line. Symbols denoting vectors and matrices should be indicated in bold type. Scalar variable names should normally be expressed using italics. Weights and measures should be expressed in SI units.

* 1. *Footnotes*

Footnotes should be avoided if possible. Necessary footnotes should be denoted in the text by consecutive superscript letters. The footnotes should be typed single spaced, and in smaller type size (8pt), at the foot of the page in which they are mentioned, and separated from the main text by a short line extending at the foot of the column. The ‘Els-footnote’ style is available in this template for the text of the footnote.

1. **Author Artwork**

All figures should be numbered with Arabic numerals (1,2,...n). All photographs, schemas, graphs and diagrams are to be referred to as figures. Line drawings should be good quality scans or true electronic output. Low-quality scans are not acceptable. Figures must be embedded into the text and not supplied separately. Lettering and symbols should be clearly defined either in the caption or in a legend provided as part of the figure. Figures should be placed at the top or bottom of a page wherever possible, as close as possible to the first reference to them in the paper.

The figure number and caption should be typed below the illustration in 8pt and left justified. Artwork has no text along the side of it in the main body of the text. However, if two images fit next to each other, these may be placed next to each other to save space, see Fig 1. They must be numbered consecutively, all figures, and all tables respectively.

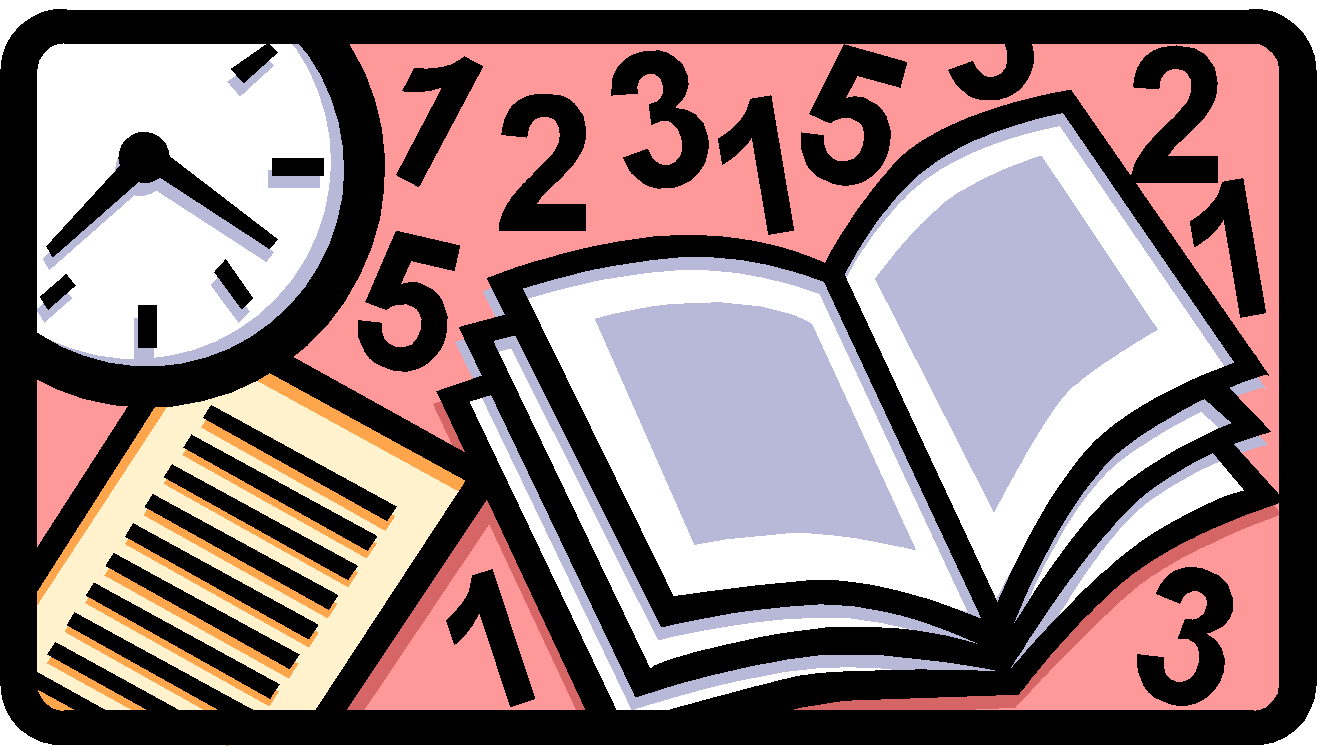


Fig. 1. (a) first picture; (b) second picture

Equations and formulae should be typed and numbered consecutively with Arabic numerals in parentheses on the right hand side of the page (if referred to explicitly in the text),

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*They should also be separated from the surrounding text by one space.*

1. **Conclusion**

The conclusion must remind the reader why the article was written in the first place. The conclusion must reprise the argument that has been made without repeating it ad nauseam. The conclusion must deal with the So What and Now What questions. The conclusion must avoid clichés.

**References**

**For Journal**

Abraham, D. (2021). The role of big data in influencing artificial intelligence (AI) adoption for grocery shops in Malaysia. *International Journal of Behavioral Analytics*, 1(2), 1–18.

Muaz, Muhammad (2021). Impact of service quality on consumer’s purchase intentions: Evidence from convenience stores in Jakarta, Indonesia. *International Journal of Business, Marketing and Communication*, 1(2), 1–14.

Chok, C.K. (2021). A conceptual review on the mediating effect of patient satisfaction towards patient loyalty in the massage practice in Thailand. *International Journal of Behavioral Analytics*, 1(2), 1–16.

Edwin, S., & Andrew, N. V. (2021). Dental practice-related factors and patient loyalty in dental clinics, Laem Chabang, Thailand : The mediating role of patient satisfaction*. International Journal of Behavioral Analytics*, 1(2), 1–17.

**For Book**

Masri, R. (2016). *Al-Ghazali Ethics of Strategic Management* (1st ed., Vol. 1). Kolej Univesiti

Islam Selangor.

Dess, G., McNamara, G., Eisner, A., & Lee, S. (2020). *Strategic Management Text And Cases* (10th ed.). McGraw-Hill Education.

Venkatesan, R., & Lecinski, J. (2021). *The AI Marketing Canvas: A Five-Stage Road Map to Implementing Artificial Intelligence in Marketing* (1st ed.). Stanford Business Books.

**For Website / News**

Writer, S. (2021, September 23). *Taiwan submits bid to join CPTPP trade pact*. Nikkei Asia.

<https://asia.nikkei.com/Economy/Trade/Taiwan-submits-bid-to-join-CPTPP-trade-pact>.

**For Conference Paper / Proceedings**

Norton, M., Moloney, G., Burke, S., Sanson, A., & Louis, W. (2018, September 27-30). *Psychological responses to social threats: From stigma to solidarity* [Paper presentation]. 2018 APS Congress Psychology advancing into a new age, Sydney, NSW, Australia.