

Paper Title

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Abstract

Please note that the Proceedings would directly produce your paper that you submitted. Hence, please follow this style guild and instruction carefully. Your papers should be prepared in conformity with this instruction sheet, and use standard A4 paper size for your submission. No matter abstracts (1-2 pages) or full papers (no more than 25 pages) are all welcome. The main content should be in ten-point type and the Times New Roman font.

Keywords: Instruction, Style Guild for Authors, Paper Submission

1. Instruction

To facilitate our double-blind review process, each submission must enter the paper information and abstract online. You must upload the file your abstract or full paper in PDF or MS word DOC format. Your abstract or full paper must NOT contain any author information. Therefore, the above author information should not appear in your submission. Upon the acceptance, the above author information should appear in your final submission (final version).

The format instructions are introduced in the following subsections.

1.1 Margin

The top and bottom margins for the text should be set at 1 inch (2.54 centimeters). Those for left and right are 1 inch (2.54 centimeters).

1.2 Title

The title of your paper should be in bold face, single-spaced, and centered across the top of both columns of the first page at the font size of 14, as shown in the above.

1.3 Authors

The name of author(s), affiliation(s), department(s), city(s), country(s) and e-mail address should be centered with initial caps.

1.4 Headings

All headings should be in bold face. First-level headings should be centered at the font size of 12. Second-level subheadings should be set flush left with initial caps at font size of 10. Please do not use headings other than these two types. At least a one-line space should separate these headings from the preceding text.

2. Other Guideline

All submissions, in MS-Word's DOC format only, must be submitted via the "Online Submission" hyperlink option available at the conference website.

2.1 Abstract

Introduce the paper with an abstract of approximately 200-400 words. Begin in the left column with centered heading "Abstract" set above the single-spaced abstract text. The abstract should properly describe the findings or arguments presented in the paper.

2.2 Body

Follow the abstract with a first-level heading that introduces the body of the paper. All paragraphs should begin flush left and right justified. Single-space the body of the paper.

2.3 The Elements of Full Paper

The research paper elements consist of:

2.3.1 Introduction (theoretical review)

2.3.2 Methods

2.3.3 Results

2.3.4 Discussion

2.3.5 Conclusions

2.3.6 References

For the theoretical review paper, use a suitable format based on the full paper's contains.

3. Figures and Tables

Figures and tables should be placed as close as possible to where they are cited. First-level headings state the table or figure number and may be followed by second-level subheadings.

4. References and More

Bracketed numbers, i.e. [1] or [2, p.10] should be used in the body of the text to call references. If more than one reference is to be called at once, the following format should be used: [4] [6] [11, p.5]. Notably, only those references cited in this paper could be listed. Therefore, it should be referred to as "References". References should be listed at the end of the paper. Entries should be numbered in the order of appearance and should be with the numbers placed in brackets.

4.1 Footnotes

The use of footnotes is discouraged.

4.2 Equations

All equations should be placed on separate lines and numbered consecutively, with the equation numbers placed within parentheses and aligned against the right margin.

$$T_i = f(x) \quad (1)$$

4.3 Appendices

The appendix should immediately follow the body of the paper and precede the references. If there is more than one appendix, number each consecutively.

5. Conclusions

The above instruction is for full papers. When you are submitting the abstract, you only need to take care the title (as instructed in 1.2), authors (as instructed in 1.3), and your abstract (as described in 2.1) with keywords (as shown in the beginning page) as well as the below references (if you like to show them). In contrast to abstracts, you need to take care of all (including the references) when submitting full papers.

References

- [1] Plummer, J. T. (1974). The concept and application of life style segmentation, *Journal of Marketing*, 38(1), pp. 33-37.
- [2] Neimeyer, R. A. and Neimeyer, G. J. (2002). *Advances in Personal Construct Psychology* (Fifth version), New York, NY: Praeger
- [3] Novak, T. P. and MacEvoy, B. (1990). "On Comparing Alternative Segmentation Schemes: The List of Values (LOV) and Values and Life Styles (VALS)", *Journal of Consumer Research*, 17(1), pp. 105-109.