

ISSN: 2529-7902
Vol. 1, No. 2A, Oct. 2017



**Ascendens Asia Journal of
Multidisciplinary Research
Conference Proceedings**

Funded by
SIMP-AAG Joint Multidisciplinary Research Conferences

Available at
www.ascendensasia.com/ojs

Published by
Ascendens Asia Pte. Ltd.

Ascendens Asia Journal of Multidisciplinary Research Conference Proceedings

Volume 1

Number 2A

October 2017

International Conference on Global Business Sustainability Research Proceedings Abstracts



ISSN: 2529-7902

Recommended Citation

(October 2017) "International Conference on Global Business Sustainability Research Proceedings Abstracts," Ascendens Asia Journal of Multidisciplinary Research Conference Proceedings, Vol.1, No.2A. Available at: "<http://ascendensasia.com/ojs>".

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**Global Business Models Arising from the Utilization of ICT as a Means to
Generate Sustainable Livelihood among Communities in
Marginalized and Challenging Environments**

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Abstract

The goal of this research is to examine how Information Communication Technology (ICT) is optimized to spark and strengthen entrepreneurship among communities in challenging environments –geographically isolated and depressed areas (GIDA) and communities displaced by natural calamities and armed conflicts. Specifically, the research would like to examine how ICT gadgets, particularly, android phones as well as social media platforms can transform people from these areas into successful self-reliant enterprise operators. Further, the research will also determine how business operators, corporate foundations, development assistance agencies, governments, civil society and academic institutions should effectively invest on ICT and be an effective means to enable people to succeed in disorganized and challenging environments. The expected users of the resulting reference material include governments, multilateral and bilateral development assistance agencies, corporate foundations, academic institutions and civil society organizations. The research is also expected to contribute in terms of the development of policies and programs that will create and help enterprises to flourish in disorganized and challenging environments through ICT.

Keywords: *Global Business Models, Information Communication Technology, Geographically Isolated and Depressed Areas, Rice-based Agro Forestry*

Efficiency of Reinsurance on Risk Mitigation and Profitability in Nonlife Insurance Company

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Abstract

Insurance is introduced for the protection of the insuring public. It gives protection to an individual or business from a sudden loss or unforeseen event by transferring the risk to the Insurance Company. By paying a small amount of premium, the insured is guaranteed of a large amount of pay for a valid possible claim. There are certain risks that can be harmful to the insurance company's profitability; when accepting a risk, the insurance company also has to protect its welfare through proper underwriting, analyze the said risk and develop and implement a risk management procedure to reduce its exposure from a larger possible loss that may lead to the downfall of the company. Insurance company may use its reinsurance support whether locally or internationally for a jumbo risk so as not to acquire all the burdens when a sudden loss occurred. Reinsurance which is sharing or transferring the risk portfolio by the ceding company to other reinsurers is a way of mitigating risk. The purpose of the study is to determine the level of efficiency by having reinsurance support in risk mitigation and the ability to protect the firm's profitability.

Keywords: *Efficiency, Reinsurance, Risk Mitigation, Profitability*

Marketing Strategies of Local IT Distributors Anchored to the Trends in the Global Business Industry

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Abstract

In today's generation, Information Technology (IT) is as important as gold. Through technology, everything becomes possible, easier and faster. It is undeniable that IT distributors are one of the rising industries in the global and local business environment; they are the ones who deliver all the products to their customers across geographic location according to the specific market they belong to. IT distributor is the base of the IT supply chain, between the technology vendor and the IT reseller. Being an IT distributor, marketing strategies are very crucial yet significant in order to establish a good rapport to both customers, the business, and the manufacturers/principals. It takes a lot of effort to create a strategic way to be prominent in the business industry; that's why most of the IT distributor focuses on the 4Ps; product, price, place and promotion strategy. By using the 4Ps, it's easy for the IT distributors to communicate with the customers, retailers and business. A good local IT distributors perfectly understand how they would get the customers by pricing strategy, understand how the place or the location will affect the business, how they could earn their trust if they keep their products credible and reliable and most of all, how prominent they would be if they have a strategic promotion to anchor to the dynamic trend in the global IT industry.

Keywords: *Information Technology, IT distributors, trend, global IT distributor, local IT distributors.*

**Customer Satisfaction on the Products and Services of
Seven Eleven Stores**

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Abstract

The objective of this study is to see if the customers are satisfied with the products and services provided by 7 eleven stores in the Philippines in terms of fulfillment, loyalty and preference. Furthermore, the researcher wants to know if the customers are aware on the corporate social responsibility programs provided by 7 eleven Philippines and if these affect their buying decision making; however, the main purpose of this research is to know the satisfaction rate of 7 eleven.

Keywords: *Customer Satisfaction, Fulfillment, Preference, Loyalty, Corporate Social Responsibility*

Employee Work Satisfaction and Organizational Commitment in Cargo Shipping Companies in the National Capital Region

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Abstract

The main objective of this study is to gain a better understanding of the determinants of work satisfaction and organizational commitment, and to provide intervention to fine tune employees' performance and organizational productivity. The study specifically aimed to address the following concerns: (1) assess the level of work satisfaction of respondents on the aspects when they are grouped in their profile; (2) assess the respondents' level of organizational commitment on aspects when they are grouped in their profile; and (3) significant difference in the respondents' assessment on work satisfaction and organizational commitment on aspects when they are grouped according to their profile variables. The descriptive-survey method of research was used in this study. Two hundred forty four (244) respondents participated in the survey who were selected through purposive-random sampling, consisting of the regular employees for the assessment and evaluation. Results showed the respondents' assessment on the level of work satisfaction and organizational commitment on the concerns of employees' motivation, high level of performance and productivity associated with affection for job, continuance and sense of obligation. Thus, the following are recommended: Professionalize the Human Resource in the organization; establish a corporate engagement in the structure; adopt a quality work life harmony of the employees; provide employee job security, recognition and advancement; improvement of the existing working condition and modernization package for compensation, benefits and incentives, elevate the level of supervisor support and facilitation of the work itself of the employees.

Keywords: *employee engagement, work satisfaction, organizational commitment, productivity.*

Importance of Fraud Prevention and Awareness in a Business Organization

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Abstract

It is a common knowledge that companies hire good people but sometimes good people do the wrong thing. Fraud occurs every day all over the world and can happen at any level in any department of any business. It is any premeditated act to dispossess another's property or money by cleverness or any other unfair means. According to various forensic studies and researches, the Fraud triangle can enlighten everyone that there are three (3) core factors or elements why fraud occurs. Fraud is a serious threat that deserves serious responsiveness and immediate action. The influence of fraud can be substantial. Aside from the extensive monetary losses, fraud has a great effect on the business' reputation, legal cost and can lead to detention and worst the bankruptcy of the business. Experts say that effective early fraud prevention, early discovery and accurate response mechanisms will play a very important role in the preservation and maintenance of the organizations' interest against these harmful impacts. Fraud is very alarming whether it is big or small, it can lead to the downfall of the whole organization. It is everyone's part and responsibility to guard the assets and the possessions of the company from the top management down to the rank and file of the organization. This study aims to identify how important the fraud awareness and prevention in a business organization. This paper also summarizes and tackles some techniques on how to identify and handle situations concerning fraud in an organization.

Keywords: *fraud, fraud triangle, prevention, awareness, detection*

Hiring Challenges and Competition in the International Food and Beverage Industry

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Abstract

In Human Resources Management, one of the facets considering the bread and butter of success of a business or organization is the “Recruitment and Selection” which is defined as picking up, selecting and hiring best talents for the organization. In this procedure, the Human Resources Professional must be keen on particular qualities and consider these as the outline to make a decision in hiring someone who fits in the job role. Some leading companies invest on human capital. Strengthening the recruitment procedures will easily attract talents considering that competition now is very tight. The Food Industry nowadays keeps on growing so as the demand. As noticed, there are a lot of franchised businesses such as “Fast food, Casual dining, and Fine dine or high end restaurants”. They spread easily like mushrooms, but, there are some restaurants or fast foods that are experiencing the lack of manpower which affects the standards of the company. There are challenges/issues/concerns that establishments encounter such as: poor service, since there are some customers who are very demanding and particular on services, even on the slightest request for condiments; lack of understanding between employees and customers because of poor command in the English language; and shortage of manpower during peak seasons which leads to disappointment on the customers’ part as they usually feel they are not prioritized. In this connection, the purpose of the study is to determine what are the current issues and challenges faced by hiring and deployment.

Keywords: *Human Resources, Challenges, Competition, Recruitment*

Managing Business Organizational Change on Global Perspective

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Abstract

Businesses have been present in the society since man learns how to exchange goods or services to survive the challenges in his everyday life. Times are changing. The simple businesses in the past revolutionized all throughout to a more complex with complicated systems adapted from the recent technological discoveries or inventions. Time has changed everything. As Charles Darwin cited in his evolutionary theory, the “survival of the fittest” which may mean ‘to overpower other species’ to sustain life for the next generation. To survive is inevitable. For the business to last long term, it should survive the changes within and outside its environment. Businesses need to respond to changes outside – its competitors, market share, and customer preferences which extremely influenced how long it will last. The change within the organization is not a common thing as to its culture inculcated for so many years and cannot easily be influenced by a newly hired outsider. The organization needs to consider who will facilitate the change, and the change relationship that should be workable and effective. The types of change and models that show the total system’s overview should be considered. Coping with today’s demands needs managing the change process, monitoring implementation, and sustaining change for feedbacks.

Keywords: *organizational change, change management*

Impact of Sharing Economy to the Sustainability of Global Hotel Industry

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Abstract

Sharing economy is an emerging economic model which is also known to be peer-to-peer rental market. In this model, the asset of an individual is open to be leased or used by another individual (Miller, 2015). One of the known providers of this service is AirBnB. It is an application that started in 2008 and serves as a bridge to the owner of a property to have his property leased by another for a period and price. AirBnB deemed to affect and reduce the revenues of some large hotels. In 2015, the bookings of AirBnB are expected to reach 80 million rooms worldwide. This means that the global hotel industry will lose this number of bookings in the same year (Sommerville, 2015). Indications of its impact are also felt among hotels on other parts of the United States and in Asia. In determining the corporate sustainability of large hotels, the integrated sustainability framework which reflects the management strategies, governance participants, shareholder value creation, social and environmental responsibility was considered (Rezaee, 2017). This paper reviews the studies conducted and related articles written that described the impact of the users of sharing economy model to the hotel industry globally. This paper also includes some challenges of the traditional hospitality provides and sharing economy model, particularly AirBnB.

Keywords: *Sharing Economy, AirBnB, Hotel Industry, Corporate Sustainability, Global Business*

Managing Risks and Challenges of Businesses into International Trade

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Abstract

Globalization and doing business internationally have been great opportunities to entrepreneurs and business owners in expanding their operation. Operating globally will increase the exposure of the business in terms of branding, creating new investment, employment and tie-ups with other foreign companies. It is also an avenue for business owners to expose themselves to products and services that are not available in the country and can be sourced internationally. Likewise, International trade gives an opportunity between countries and business to business in exchanging goods and services. These activities are mostly affected by global proceedings and directly play a role in pricing, demand and supply. Despite these opportunities, there are underlying challenges and risks that need to be identified and addressed. The purpose of the study is to investigate the challenges and risks that are associated with international trading pertaining to international business structure, foreign laws, regulations and political risk, logistics and shipping methods, currency risk and payment methods, as well as cost calculation and pricing strategies. Other researches and secondary data were analyzed to have an in-depth understanding of the implication and how business owners can manage these challenges and risks.

Keywords: *Globalization, International Trade, Risk Management*

Green Accounting and its Impact on International Trade of Selected Utility Companies

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Abstract

This paper aims to focus on the impact of environmental (green) accounting on international trade. Specifically, its effects on management decision-making, company's financial performance and competitive advantage of selected utility companies. Descriptive design as well as synthesis of related literature was used for the study. Reporting of environmental information greatly affects the management's decision-making and competitive advantage of selected utility companies. However, the effect on financial performance is uncertain. Environmental information and indicators should be quantified and presented to the company's annual report.

Keywords: *International Trade, environmental accounting, green accounting*

**Promoting Work-life Balance in the Workplace: A Tool for Attraction,
Productivity and Retention of Employees**

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Abstract

Balancing an employee's personal and professional life is indeed a very challenging thing. Juggling his day to day activities with that of his side duties at home usually lead to life "imbalances". Highlighting his responsibilities as an employee of the company, these imbalances usually affect his mental, emotional, spiritual and financial aspects of life. Because of these, an employee may not be able to perform at his best that also becomes detrimental to organizational success. Efficiency and effectiveness of employees and that of the company per se are the primary concerns of organizational leaders. This is more than a work-schedule concern, additional paid leaves or telecommuting. This is more of giving much emphasis on the things a person believed to be more important for him/her. If companies would support this so-called "employee priority", a win-win result, both for the company and the employee will surely emerge. Supporting the James Clear's assumption on the Four-Burner Theory, the main objective of the study is to prove that promoting work-life balance in the workplace is a tool for attraction, productivity and retention of employees regardless of their gender preferences and age groups.

Keywords: *Work-life Balance, Four Burners, Attraction, Productivity, Retention*

Sustainability of Global Businesses despite Terrorism

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Abstract

Terrorism is now one of the major threats to businesses. These days, it has become worse. More terrorist groups are formed. More countries are being targeted. The businesses or the business premises are being attacked. Terrorists' techniques and technology also advanced, thus, giving more challenges to different business sectors across the globe. Terrorism poses dangers to business operations. Some companies could be destroyed. Some businesses struggle on the reduction of customers' demand, the potential to bring serious difficulties on the value and supply chain, effect of new laws and regulations in response to the terrorists' acts and the challenges on weakening relations that affect international trade. This study focused on how the business, small or large scale, should prepare for the increasing terrorist threats and how to deal with the effects based on the business sectors that were affected and their experiences and response to the effects in order to survive and thrive. Strategies on the sustainability of global businesses despite the increase in threats due to terrorism are emphasized. Diversification of activities across nations or among industries is important. Firms need to have their business continuity plan. In case of direct effects of terrorism, the company should come up with a man-made-disaster recovery plan. The triumph of the company on its combat to the threats and effects of terrorism depends essentially on the formulation and application of these strategies.

Keywords: *Terrorism, Diversification, Business Continuity Plan, Disaster Recovery Plan*

A Study on Retention Strategies and Attrition Analysis in the Business Process Outsourcing Industry and Its Impact to the Global Business Operations

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Abstract

People have witnessed the instantaneous progress of Business Process Outsourcing (BPO) industry worldwide and in the Philippines. The very first Philippine call center was established in 1992 but it was only in 1995 when it started to tremendously expand, servicing not only to the United States but also in Europe, Canada, Australia and even Japan. India is considered the number one outsourcing country globally while the Philippines is the acknowledged leader in customer service worldwide. The main advantage is the Filipinos' ability to converse in the English language which is comprehensible to major countries. The country has the people and the proficiency to cater to various back-office services. What attracts the investors more to the Philippines is the cost of doing business which is significantly low. Though the cost is minimal, the work outputs are greatly extensive. It is of utmost concern to know how this industry is able to retain its staff and the reasons why professionals prefer to work in BPO companies rather than be engaged in a local corporation. Though BPO industry is flourishing, it is likewise evident that there is high attrition rate; hence, there is a necessity to explore the motivations behind jumping from one BPO company to the other. The foremost emphasis of this study is to aid the BPO industry to capitalize on its retention strategies and effectively resolve attrition problem by analyzing the causes to uphold this industry and diminish the adverse impact of such in global business operations.

Keywords: *Business Process Outsourcing, retention, attrition*

The Role of Online Marketing to Small and Medium Enterprises in Global Recognition

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Abstract

In the age of globalization, internet plays a huge part in one's life. It made the world smaller and knowledge is accessible within the tip of the fingers. Industries need to cope with this development to survive and marketing is no exception. Marketing is an integral part of an enterprise that wishes to be recognized and make a profit. Now, to be at par with the technology people have today and with a huge number of people using the internet as their platform of communicating with the world, most businesses opted or shifted to market in the cyberspace. This is an opportunity to business owners to capitalize on the power of the Web in offering products or services with a minimal budget. Small and Medium Enterprises (SMEs) often have a limited budget to marketing. Online marketing or internet marketing is a platform used by most business entities today that wish to have a virtual presence at a cost effective way. Small and Medium Enterprises (SMEs) often resort in maximizing the Web because of its effectiveness, cost efficiency and wider reach. SMEs play a vital part in the economy and are considered as the modern lifeblood of a country's economy due to the huge contribution to the Gross Domestic Product (GDP). This article focuses on the role of online marketing to SMEs for global recognition; the SME's strategy/ies to maximize and utilize the internet to achieve national and global dominance. The advantages and disadvantages of using this kind of development are also analyzed and presented in this study.

Keywords: *Globalization, Online Marketing, Social Media, SMEs*

Global Business Challenges in Internal Control Implementation

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Abstract

Internal control nowadays is becoming a popular option as a solution to the challenges in the business world. Application of internal control varies from one business to another, from one industry to another, and from one domestic operation to international operation. More challenges come from international operations since cultures, languages, people, home country regulations and the like variables may affect the whole firm in its sustainability and financial growth. Given the variety of factors to be considered as challenges, solutions such as evaluation and measurement of internal control applied and innovations of controls can be an option for business growth. This paper presents the research work on general approach in considering the challenges of a global business in the implementation of internal control. The challenges in the enforcement of internal control for global business is the primary objective of this study which pose an important aspect in today's world in terms of global sustainability.

Keywords: *Internal Control, Globalization, Business Challenges, Multinational Enterprise, Corporate Governance, Financial Report*

A Review of the Provisions of R.A. 9178 (BMBE Law) to the Challenges Faced by the Philippines BMBEs

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Abstract

This paper is a review of the incentives and benefits provided by R.A. 9178 (BMBE Law) that is made available by the Philippine government to registered BMBEs. The researcher made an extensive review of related literature and studies to the challenges faced by various Micro, Small and Medium Enterprises (MSMEs). Acknowledging the great contribution of MSMEs in the country's economy, addressing the problems of MSMEs will hasten economic growth and help alleviate poverty in the country by providing employment to the local community. Major problems of MSMEs are linked to their financial capability. If funds are available, MSMEs will have an increase in their profitability through new project investment, product diversification, technological advancement, and better resource management. These problems will be the same problems, may be in a lesser scale, barangay microbusinesses will encounter. The study seeks to find out if the incentives and benefits listed in R.A. 9178 provide solutions to these problems. The paper concludes that strict implementation of the BMBE Law and a review of its provision should be done. This calls for an extensive effort on information dissemination as to the existence of this law together with additional projects of various government agencies to be made available for the registered BMBEs.

Keywords: *BMBE, Barangay Micro Business Enterprises, R.A. 9178*

Customers' Preferences in Malls

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Abstract

The study seeks to determine the customers' preferences in malls. It used the descriptive form of research and targeted mall goers in Quezon City who were residing, working, studying, and doing businesses with the study area. The researcher used the convenient sample technique and distributed questionnaires to the respondents. The statistical tools used were Frequency and Percentage Distributions, Weighted Mean, ANOVA and Ranking. Malls are everywhere --- shopping, toys, dresses, shoes, bags, beautiful amenities, entertainment, foods, movies are normally the words normally said when the word mall is heard. The word may bear any of this and it may carry different meanings to different people, but it definitely means more than these things. Today, malls have become an important aspect of one's daily life. A few years back, if people wanted to buy different stuff from personal things to household items, then eat a good meal and watch a movie after, they need to make a choice what to prioritize during the free season because it is really time consuming to move from one place to another to find and to do all these things. Thanks to the malls, a one stop shop place where one can do these things now at the same time and under one roof.

Keywords: *malls, preferences, mall-goers, like, convenient, life*

Call for Papers

On behalf of the SIMP-AAG JOINT MULTIDISCIPLINARY RESEARCH CONFERENCES' (JMRCs) organizers - the Singapore Institute of Multidisciplinary Professions and the Ascendens Asia Group, the JMRC Research Review Committee is sponsoring a call for papers across multiple disciplines. JMRCs are open to all research conferences to celebrate researchers who continue to strive for excellence in pursuit of knowledge enhancement for world and human development.

The Research Review Committee welcomes papers from any fields of discipline across various themes that contribute to further learning and continuing professional development.

Authors of accepted papers may be invited to present their work either orally or by poster. The conference is open to the public and everyone is invited to submit proposals for papers.

Timetable

Timely submission of the papers is critical to the success of the program. The procedures and timetable enumerated below will apply.

Registration opens

Deadline for abstract submission

Notification of abstract acceptance

Deadline for full paper submission

**Full paper submissions that are completed after deadline for full paper submission may not be included in the Conference Proceedings.*

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depends on scheduled JMRC

depends on scheduled JMRC

depends on scheduled JMRC

depends on scheduled JMRC

Deadline for Submission of Full Research Paper

The Research Review Committee looks forward to receiving full research papers from interested scholars and researchers in response to the call on or before <depends on scheduled JMRC>. The Conference Secretariat is happy to respond to inquiries from interested parties.

Questions may be addressed to JMRC Research Review Committee at JMRC@ascendensasia.com. Your participation in this effort to produce new papers will contribute to the written body of useful knowledge for world and human development!

Publications: About the AAMJR and AAMJRCP

All full research papers are equally given the opportunity to be published at no extra cost in the peer-reviewed "Ascendens Asia Journal of Multidisciplinary Research (AAMJR)." AAMJR is a double-blind peer-reviewed, open access journal, edited by Ascendens Asia Centre for Research. To qualify for full-paper, peer-reviewed publication in the AAMJR, approved papers must pass the 3-Phase test. Phases include:

- A. **PHASE 1:** Papers submitted for poster or oral presentation in any of the JMRCs are screened by the respective Research Review Committee. Abstracts of research papers accepted and presented in JMRCs shall be digitally published in the "Ascendens Asia Journal of Multidisciplinary Research Conference Proceedings (AAMJRCP) | ISSN: 2529-7902."
- B. **PHASE 2:** All full manuscripts of abovementioned accepted and presented researches are then further screened where they must pass the "similarity index test" (using Turnitin, PlagScan, and/or PlagiarismXChecker). Standard acceptable similarity index threshold set for AAMJR is 15%, where papers with more than 15% similarity index are rejected outright.
- C. **PHASE 3:** All full manuscripts that pass *Phase 2* screening are submitted for double-blind peer-review process. Papers that are then endorsed for acceptance without conditions by the peer-reviewers shall be digitally published in the "Ascendens Asia Journal of Multidisciplinary Research (AAMJR)."

E-copies of the conference proceedings shall be made available to the public via <http://ascendensasia.com/ojs>, where output from previous conference/s are also available.

FULL PAPER GUIDELINES

The following points serve only as general guidelines. Full papers must be in English and should be typed in Microsoft Word.doc format, using 11 size Times New Roman fonts, single-spaced on quarto or A4- size paper, 3,500-6,500 words in length. Margin: top: 4 cm; left: 4 cm; bottom: 3 cm; right: 3 cm.

Paragraph alignment: justified.

Title of Paper (except function words, 12 points; max 15 words)

Author 1

Author 1 Affiliation

Author 1 e-mail

Author 2

Author 2 Affiliation

Author 2 e-mail

Abstract

An abstract is a single paragraph, without indentation, that summarizes the key points of the manuscript in 150 to 300 words.

Keywords: writing, template, sixth, edition, self-discipline, good (maximum 6 words)

Introduction

Paragraphs shall be single-spaced with indentation in each paragraph.

Related Literature

Paragraphs shall be single-spaced with indentation in each paragraph.

Research Methods

Paragraphs shall be single-spaced with indentation in each paragraph.

Findings and Discussion

Paragraphs shall be single-spaced with indentation in each paragraph.

Conclusion

Paragraphs shall be single-spaced with indentation in each paragraph.

Recommendation

Paragraphs shall be single-spaced with indentation in each paragraph.

References

Note:

Full paper shall be in APA Style. You may refer to Purdue Online Writing Lab (<https://owl.english.purdue.edu>) for more guidance and information about this format.



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