**Title of the Extended Abstract**

**Keywords:** keyword1; keyword2; keyword3; keyword4.

**INTRODUCTION**

Set paper margins as follows: A4, top to 2.54 cm (1 inch), bottom to 2.29 cm (0.9 inches), left and right to 3.17 cm (1.25 inches). Extended abstracts should contain 1,000-1,500 words in the main text. This limit excludes figures, tables, and references. Use Times New Roman font, black color, single-spaced and 12-point font size for the main text. Do not indent the first line of the first paragraph under section titles. For the paragraphs that follow use a 1.27 cm (0.5 inch) first-line indent. Do not use extra spacing between paragraphs.

Provide a concise and descriptive title (max 15 words) that reflects the research focus and key contribution of your extended abstract. Use 20-point font, bold, centered, with 54-point spacing before and 54-point spacing after the title. Capitalize the first letter of each major word.

Do not include authors’ names in the paper. List all authors in the EasyChair submission system in accordance with their contributions. Indicate each co-author’s affiliation, as well as the corresponding author.

Provide 4–6 specific keywords that capture the core themes, methods, or concepts of your research. Separate with semicolons, use left-alignment, no indentation, 42-point spacing after.

The extended abstract should be structured into the following major sections (Heading 1): INTRODUCTION, BACKGROUND, METHODOLOGY, RESULTS AND DISCUSSION, CONCLUSIONS and IMPLICATIONS FOR THEORY AND PRACTICE. Heading 1 should be bold, uppercase, left-aligned, with 12-point spacing before and 6-point spacing after.

Secondary headings (Heading 2) should be bold, left-aligned, with 12-point spacing before. Capitalize the first letter of the first word. If tertiary headings (Heading 3) are used, they should be italicized, centered, with 6-point spacing before. Capitalize the first letter of the first word. The paper should contain no more than three levels of headings.

All figures and tables should be presented in a clear, legible format.

Refer to Table 1 for a summary of the headings. Tables and figures should be numbered consecutively (e.g., Table 1, Table 2; Fig. 1; Fig. 2), all included in the body of the text, and cited in sequential order. Table captions are placed above the table, and figure captions below the illustration. For tables and figures with a source or reproduces, list the corresponding source as the last item in the caption. If Notes are provided for a table or figure, use 9-point font with 12-point spacing after.

Authors are responsible for obtaining written permission and covering the costs of permissions for excerpts from copyrighted works (including from copyrighted websites) such as illustrations, tables, animations, or text quotations that are included in their paper.

**Table 1.** Place the table captions above the table

|  |  |  |
| --- | --- | --- |
| Heading level | Example | Font size and style |
| Title | Title of the Extended Abstract | 20-point font, bold, centered, with 54-point spacing before and 54-point spacing after the title; capitalize each major word |
| Heading 1 | INTRODUCTION | 12-point font, bold, uppercase, left-aligned, with 12-point spacing before and 6-point spacing after |
| Heading 2 | Data Collection | 12-point font, bold, left-aligned, with 12-point spacing before. Capitalize the first letter of each major word. |
| Heading 3 | Measurement model assessment | 12-point font, italicized, centered, with 6-point spacing before. Capitalize only the first letter of the first word. |
| Bibliography | References | 12-point font, bold, left-aligned, with 18-point spacing before and 6-point spacing after. Capitalize only the first letter. |

*Notes:* Use 11-point font for table captions, with 12-point spacing before and 6-point spacing after and center the table caption. Data and information in the table should be provided in 10-point font and the table design should follow academic styling.

**Instructions for the introduction section**

In the Introduction section (150–200 words), introduce the research problem, its significance, and the primary objective(s) of the study. Clearly state the research question(s) and briefly outline the contribution to existing literature or practice.

**BACKGROUND**

In 200–400 words, provide a concise review of the theoretical, empirical, or methodological foundation of your study. Summarize key literature, identify gaps or unresolved issues, and position your research within the broader academic context. If submitting a methodological paper, highlight existing methodological approaches, their limitations, and the contribution of your proposed method. Use this section to justify the need for your investigation.

**METHODOLOGY**

In 150–200 words, describe the research design, including the methodology (e.g., quantitative, qualitative, mixed methods), data sources, sample size, and analytical techniques. Specify how the approach addresses the research question(s) and ensures rigor and validity.

**RESULTS AND DISCUSSION**

In 300–500 words, present the key findings of your study and interpret their significance. Highlight patterns, relationships, or outcomes, and discuss their alignment with or deviation from existing literature.

**CONCLUSIONS AND IMPLICATIONS FOR THEORY AND PRACTICE**

In 150–200 words, summarize the main conclusions drawn from your findings. Explain how your research advances theoretical understanding and/or informs practical applications.

Provide actionable insights or recommendations for researchers, practitioners, policymakers, or managers derived from your findings. Emphasize the relevance and feasibility within the context of your study’s focus.

Avoid introducing new results in this section; focus on key findings and stress their impact.

**Acknowledgements**

If appliable, indicate acknowledgements and research funding.

**References**

A list of references is required at the end of the paper. “References Available Upon Request” or similar phrases are not acceptable. The references must be alphabetized by the first author’s surname and provide complete publication details, including DOIs where available. Ensure that all in-text citations correspond to an entry in the reference list, and vice versa.

For formatting use a 10-point font, full justification, single spacing with 6-point spacing after. Do not indent and do not use numbering.

Use the APA (American Psychological Association) referencing style throughout the manuscript. <https://apastyle.apa.org/style-grammar-guidelines>

**APA Referencing style examples**

***Journal article***

Liengaard, B., Sharma, P. N., Hult, G. T. M., Jensen, M. B., Sarstedt, M., Hair, J. F., & Ringle, C. M. (2021). Prediction: Coveted, yet forsaken? Introducing a cross-validated predictive ability test in partial least squares path modeling. *Decision Sciences*, *52*(2), 362-392. <https://doi.org/10.1111/deci.12445>

Sarstedt, M., Hair, J. F., Pick, M., Liengaard, B. D., Radomir, L., & Ringle, C. M. (2022). Progress in partial least squares structural equation modeling use in marketing in the last decade. *Psychology & Marketing*, *39*(5), 1035-1064. <https://doi.org/10.1002/mar.21640>

***Books***

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). *A primer on partial least squares structural equation modeling (PLS-SEM)* (3rd ed.). Thousand Oaks, CA: Sage.

Hair, J. F., Sarstedt, M., Ringle, C. M., & Gudergan, S. P. (2018). *Advanced issues in partial least squares structural equation modeling (PLS-SEM)* (1st ed.). Thousand Oaks, CA: Sage.

***Articles in edited volumes***

Avkiran N. K. (2018). Rise of the partial least squares structural equation modeling: An application in banking. In N. Avkiran & C. M. Ringle (Eds.), *Partial least squares structural equation modeling* (pp. 1-29). Cham: Springer.

Sarstedt, M., Ringle, C. M., & Hair, J. F. (2017). Treating unobserved heterogeneity in PLS-SEM: A multi-method approach. In H. Latan & R. Noonan (Eds.), *Partial least squares path modeling. Basic concepts, methodological issues and applications* (pp. 197-217). Berlin: Springer.