

## Authors Guidelines

Maximum, 4 authors have been allowed for each manuscript. More than 4 author(s) are not acceptable for the publication process.

### PAGE FORMATTING:

1. The top, bottom and right margins should be “1” (one inch).and left margin should be “2” (two inches).
2. No-space after every line in the title, headings, footnotes, quotations, references, and figure captions. The entire manuscript should be double spaced except in tables or figure.
3. No extra space between paragraphs or sections.
4. First line of each paragraph is indented ½-inch including (a) the abstract, (b) starting of every paragraph.
5. Sub headings of each chapter should be *Italic* not **bold**.
6. Arabic page numbers (i.e. 1, 2, 3) should begin on title page, top-right.
7. A running head top-left on every page (omitting the words “Running head” on 2nd and subsequent pages).
8. Font size should be 12-point, Times New Roman.

### RUNNING HEAD:

1. The running head is an abbreviated title that is printed at the top of the pages of a manuscript or published article to identify the article for readers.
2. The running head should be a maximum of 50 characters, counting letters, punctuation, and spaces between words.
3. It should appear flush left in all uppercase letters at the top of the title page and all subsequent pages.

### TITLE PAGE:

1. The title page includes five elements: title, running head, institutional affiliation, and author note.
2. The running head is written in all capital letters. The running head should either be identical to the paper’s title, or a shortened form of the title that conveys the same idea. However, running heads should not exceed 50 characters (including spaces and punctuation).
3. Authors’ names should appear in order of their contribution to the manuscript.
4. Identify the title page with the page number.

### ABSTRACT:

1. Immediately after the title page and should be numbered as page 2.
2. Abstract heading (with **bold**) centered at the top of page (format is double-spaced with 0 space before and after paragraph).
3. Abstracts should be between 200 to 300 words.
4. Running head (but the phrase “Running head:” should not appear after the title page).
5. Paragraph text on the line below the title should have no indentation.

### **TEXT:**

1. Start on a separate page, numbered page 3.
2. Commas should be used between words in a series of three or more items. For example, use commas to separate the following spies: James, Jason and Gadget.
3. Make sure to put a comma before the word “and” or the word “or” when connecting three or more words/phrases.
4. Use one space after a period at the end of a sentence unless an instructor or publisher dictates otherwise.
5. Use quotation marks around linguistic examples rather than highlighting these examples with italics. For example, one might write that a computer user should press the “F” key, rather than press the F key. Similarly, one might write about study participants who have to choose between the choices “agree,” “disagree,” and “other,” rather than the choices agree, disagree, and other.
6. Proper nouns should be capitalized.
7. Number of words must be 6000 to 8000.

### **Bias-Free Language:**

8. Use “person-first” language whenever possible. For instance, “a man with epilepsy” is generally preferable to “an epileptic” or “an epileptic man.”
9. Similarly, avoid using adjectives as nouns to describe groups of people (a la “the Asians” or “drug users”). Instead, use these adjectives to describe specific nouns or use descriptive noun phrases (a la “Asian people” or “people who use drugs”).
10. Use specific labels rather than general ones when possible. For example, “cisgender men” is more specific than “men.” Similarly, “Korean Americans” is more specific than “Asian Americans” or “Asians.”
11. When describing differences between groups of people, focus on the qualities that are relevant to the situation at hand. For example, in a study of sex chromosome-linked illnesses, study participants’ biological sexes are probably relevant, while participants’ sexual orientations are probably not.
12. In general, respect the language that people use to refer to themselves, and understand that the language used to refer to certain groups of people can and does change over time. Recognize also that group members may not always express total agreement about this language.

### **Writing Style and Grammar:**

13. APA Manual endorses the use of “they” as a singular pronoun. The manual advises writers to use “they” for a person whose gender is unknown or irrelevant.

For instance, rather than writing "I don't know who wrote this note, but he or she has good handwriting," you might write something like "I don't know who wrote this note, but they have good handwriting."

14. Additionally, “they” should be used for a person who uses “they” as their personal pronoun. In both cases, derivatives of “they,” like “them,” “their,” “themselves,” and so on should also be used accordingly. Plural verbs should be used when “they” is referring to a single person or entity (e.g., use “they are a kind friend” rather than “they is a kind friend”).

- The manual also advises against anthropomorphizing language. Thus, non-human relative pronouns like “that,” and “which” are recommended for animals and inanimate objects, rather than “who.”

**In-Text Citations:**

- Regardless of the medium of the source, all sources with three authors or more are now attributed using the name of the first author followed by “et al.”

The only exception to this occurs when doing so would create ambiguity (e.g., if two papers have first-listed authors with the same name). In these cases, list as many names as needed to differentiate the papers, followed by “et al.”

Example: Fannon, Chan, Ramirez, Johnson, and Grimsdottir (2019) and Fannon, Chan, Montego, Daniels, and Miller (2019) can be cited as (Fannon, Chan, Ramirez, et al., 2019) and (Fannon, Chan, Montego, et al., 2019), respectively.

**HEADINGS:**

APA uses five levels of headings, each with its own particular formatting style.

APA Headings	
Level	Format
1	<b>Centered, Boldface, Title Case Heading</b> Text starts a new paragraph.
2	<b>Flush left, Boldface, Title Case Heading</b> Text starts a new paragraph.
3	<i>Flush Left, Boldface Italic, Title Case Heading</i> Text starts a new paragraph.
4	<b>Indented, Boldface Title Case Heading Ending With a Period.</b> Paragraph text continues on the same line as the same paragraph.
5	<i>Indented, Boldface Italic, Title Case Heading Ending With a Period.</i> Paragraph text continues on the same line as the same paragraph.

**REFERENCE PAGE:**

- References (start on a separate page).
- The reference page should consist of all the sources referred to throughout the document.
- APA style uses the author-date format for citing references, which distinguishes it from other editorial styles used in the humanities or other disciplines outside the scientific community.
- Hanging indents should be applied to the second line of all references.
- The most common types of sources cited in the reference section include dissertations, books, and chapters of books, podcasts, book reviews, journal articles or conference proceedings.
- Digital object identifiers (DOIs) and URLs are now both presented as hyperlinks for electronic sources.
- The label “DOI:” is no longer used for entries that include a DOI.

**TABLES**

1. Tables and figures are now formatted in parallel—in other words, they use consistent rules for titles, notes, and numbering.
2. Tables and figures may now be presented either in the text of the document or after the reference list on separate pages.
3. Tables should be formatted as per below example table.

<b>ANOVA<sup>a</sup></b>	
Model	Sum of Squares
Regression	56.493
Residual	101.496
<b>Total</b>	<b>157.990</b>

a. Dependent Variable: BL

b. Predictors: (Constant), CS, BI, PQ, AD, PP, SPPP, SQ, H, DQ, MI, BA

<b>Variables</b>	Standardized Factor Loading (CFA-AMOS)	<b>Construct Reliability</b>		<b>Convergent Validity</b> Average Variance Extracted (AVE)	<b>Construct Validity</b>	
		Cronbach's alpha	Composite Reliability (CR)		<b>Discriminant Validity</b> Maximum Shared Variance (MSV)	Average Shared Variance (ASV)
<b>Product Quality</b>						
PQ1	.727	0.760	0.775	0.536	0.454	0.371
PQ2	.792					
PQ3	.673					
<b>Service Quality</b>						
SQ1	.772	0.855	0.857	0.600	0.439	0.368
SQ2	.774					
SQ3	.809					
SQ4	.741					
<b>Distribution Quality</b>						
DQ1	.827	0.816	0.816	0.689	0.423	0.319
DQ2	.833					
<b>Advertisement style</b>						
AD1	.794	0.747	0.759	0.516	0.398	0.338
AD 2	.750					
AD3	.596					
<b>BI</b>						
BI1	.823	0.786	0.787	0.554	0.352	0.311
BI2	.759					
BI3	.639					
<b>Manufacturing image</b>						
		0.740	0.640	0.471	0.412	0.351

**APPENDICES:**

Appendices (start each on a separate page).