**TITLE**

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**ABSTRACT**

*Begin the paper with an abstract of approximately 100 words. The text of the abstract should be italic font. The word ABSTRACT should be typed in upper case letters, bold faced, Times new Roman Size 16 font and centered on the third line following the author(s) and affiliation(s).*

**Keywords:** Please list about 5 words that reveal the author’s reasoning behind the paper or that show up frequently in the paper.

**INTRODUCTION**

First-level headings should be centered, bold faced and in all capital letters. First-level headings are typed in Times New Roman size 16 fonts. The body of the paper should be single spaced and should follow the abstract.

Be sure to use a first level heading of some type after the abstract and before the first paragraph of the body of the paper to clearly separate the two. In addition, the body of the paper should be both left and right justified. Microsoft Word calls this "Justify".

**Second-Level Headings**

Second-level headings should be flush with the left margin, bold faced, and in upper lower-case letters. The second-level headings are in Times New Roman Size 14 font.

**EQUATIONS**

All equations should be placed on separate lines and numbered consecutively, with the equation numbers placed within parentheses and aligned against the left margin. Make sure that they are unique. You may create equations using another software program and import the equations as images.

**APPENDICES**

Appendices should immediately follow the body of the paper and precede the references. The appendices should be

bold faced. The word APPENDIX should be centered above the appendix in Times New Roman Size 16 font, bold,

and upper lowercase. If there is more than one appendix, number each consecutively as “APPENDIX 1, APPENDIX

2,” etc., and change the title “APPENDIX” to “APPENDICIES”.

**FOOTNOTES**

Footnotes will not be used. You may use endnotes instead, put them after references.

**TABLES AND FIGURES**

Exhibits and tables must be typed using Microsoft Word table format. Insert tables as close as possible to the

citations within the context. Headings should be centered in Times New Roman Size 10 font, bold faced and above

the exhibit. For example:

**Table 1: E-commerce sales trend (in millions of US dollars)**

Figures may also be included. However, make sure that you use jpeg or other image formats.. Do NOT

create any figure with Microsoft Word, since Word will distort the figure.

**REFERENCES**