

APMRC Guidelines for Author

Please prepare your manuscript before submission, using the following guidelines.

Format – Manuscript should be in Microsoft Word format. PDF as a sole file type is not accepted.

Title – Title that is approximately eight words is preferable. Shortened the title that exceeds two lines.

Abstract – The maximum is 250 words in total (including keywords).

Full-paper length – Manuscript should be a maximum of 20 pages. This includes all text including references and appendices. Use Times New Roman, 12-point font and double space. Detailed specifications are shown in APMRC Template.

APMRC Template – Please remove this for your final full paper
Draft your manuscript on this template which already set the margin, format and style.

Times New Roman, Bold-face, 16-point and center

First Author* (**Bold-face, 12-point and center**)
Department, Institute (Italic, 12-point and center)
Second Author (**Bold-face, 12-point and center**)
Department, Institute (Italic, 12-point and center)

*corresponding author

Abstract (HEADING in capital and Bold-face, 12-point font.)

Abstract started here. Write down the objective of the study, the methodology, the findings, and a brief explanation on the contribution of the study. One paragraph only, 12-point font, single space. Do not exceed 250 words.

Keywords (HEADING in capital and Bold-face, 10-point font.) (10-point font.)

1. Introduction (Bold-face, 12-point. Capitalize Each Word)

Use this format for your manuscript. The background of the study started here. Justify text and use double-space margin. Do not add space between paragraph. Use 12-point font throughout the manuscript. One column only.

Use this format for your manuscript. The background of the study started here. Justify text and use double-space margin. Do not add space between paragraph. Use 12-point font throughout the manuscript. One column only.

Use this format for your manuscript. The background of the study started here. Justify text and use double-space margin. Do not add space between paragraph. Use 12-point font throughout the manuscript. One column only.

2. Subsequent Heading

Use the same style and format as previous section. If you need a sub heading, use the style below. Right margins should always be justified, not ragged.

2.1 Sub heading (Bold-face, 12-point, Italic. Capitalize the first word and use sentence case)

Table 1. Table Caption should be Placed above the Table

Use as minimum as 10-point font for table content. Single or double space is allowed.

A	B	C	D	E
fff	ggg	hhh	iii	jjj

Figure's captions should be centered beneath the image or figure. Use bold-face, 12-point font for the caption.

References

- Fitzsimmons, J. A., Fitzsimmons, M. J., and Bordoloi, S. (2008). *Service Management: Operations, Strategy, and information Technology*. New York, NY: McGraw-Hill.
- Parasuraman, A., Zeithaml, V. A., and Berry, L. L. (1988). SERVQUAL: A multiple-item scale for measuring consumer perceptions of service quality. *Journal of Retailing*, 64(1), 12-40.
- Parasuraman, A., Berry, L. L., and Zeithaml, V. A. (1993). More on improving service quality measurement. *Journal of Retailing*, 69(1), 140-147.