TITLE: Template for Short Story (Font 14 points, Times New Roman, Bold, Align Text Left, Paragraph Spacing 1)

# First Author\*1, Second Author2 and Third Author3 (Times New Roman, 12 points, Align Text Left)

1 Author’s Name, Organisation, Country

2 Author’s Name, Organisation, Country

3 Author’s Name, Organisation, Country

\*correspondence E-mail: [firstauthorsname@aaaa.bbb](mailto:firstauthorsname@aaaa.bbb)

**Keywords:** One; Two; Three; Four; Five (up to 5 words arranged in alphabetical order)

# SHORT STORY

The story should be between **700-1.000 words** (excluding acknowledgements and references).

However, these are the possible items of the story for your reference:

1. Background of the story
2. Who are the key stakeholders involved.
3. What has happened?
4. How is the present situation. For example, success case(s).
5. Challenges and the ways forward.
6. Acknowledgement if any.
7. Hyperlinked References (Maximum 5)

**Figure 1:** This is How a Figure is Presented. (Times New Roman, 11 points)



# REFERENCES

\*The authors are required to follow APA (American Psychological Association) referencing style. Sort the reference list according to the alphabetical order. Use hanging indent-1 cm, 11 points.

*For Journal:*

Pérez, A., & Rodriguez del Bosque, I. (2015). Corporate social responsibility and customer loyalty: exploring the role of identification, satisfaction and type of company. *Journal of Services Marketing*, *29*(1), 15-25.

*For Book:*

Calfee, R. C., & Valencia, R. R. (1991). *APA guide to preparing manuscripts for journal publication*. Washington, DC: American Psychological Association.

*For Online Source:*

Bernstein, M. (2002). 10 tips on writing the living web. *A List Apart: For People Who Make Websites, 149*. Retrieved from <http://www.alistapart.com/articles/writeliving>