

# **APJIE Word Template**

## **; Times New Roman, Bold-face, 16-point and centre**

**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)*

**Draft your manuscript on this template which already set the margin, format and style.**

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

**Purpose (HEADING in capital and Bold-face, 10-point font.)** - The template is originally designed for APJIE. In this paper, we describe the formatting guidelines for APJIE Journal Submission. (10-point font.)

**Design/methodology/approach (HEADING in capital and Bold-face, 10-point font.)** - Simply download this template from the web, and insert your information where applicable. These guidelines and template streamline the production process, promote uniformity of appearance, improve overall esthetics, and will enhance the interactive and functional aspects of the CD-ROM version. By conforming to the specs of this template, your paper will reflect the look of this document. (10-point font.)

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

**Originality/value (HEADING in capital and Bold-face, 10-point font.)** - (10-point font.)

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

**Paper type (HEADING in capital and Bold-face, 10-point font.)** (10-point font.)

## 1. Introduction

We ask that authors follow some simple guidelines. In essence, we ask you to make your paper look exactly like this document. The easiest way to do this is simply to download the template, and replace the content with your own material.

## 2. Normal or Body Text

Please use a 10-point Times Roman font, or other Roman font with serifs, as close as possible in appearance to Times Roman in which these guidelines have been set. The goal is to have a 10-point text, as you see here. Please use sans-serif or non-proportional fonts only for special purposes, such as distinguishing source code text. If Times Roman is not available, try the font named Computer Modern Roman. On a Macintosh, use the font named Times. Right margins should be justified, not ragged.

### 2.1. Subsequent Pages

For pages other than the first page, start at the top of the page, and continue in double-column format. The two columns on the last page should be as close to equal length as possible.

**[Table 1] Table captions should be placed above the table**

<b>Graphics</b>	<b>Top</b>	<b>In-between</b>	<b>Bottom</b>
Tables	End	Last	First
Figures	Good	Similar	Very well

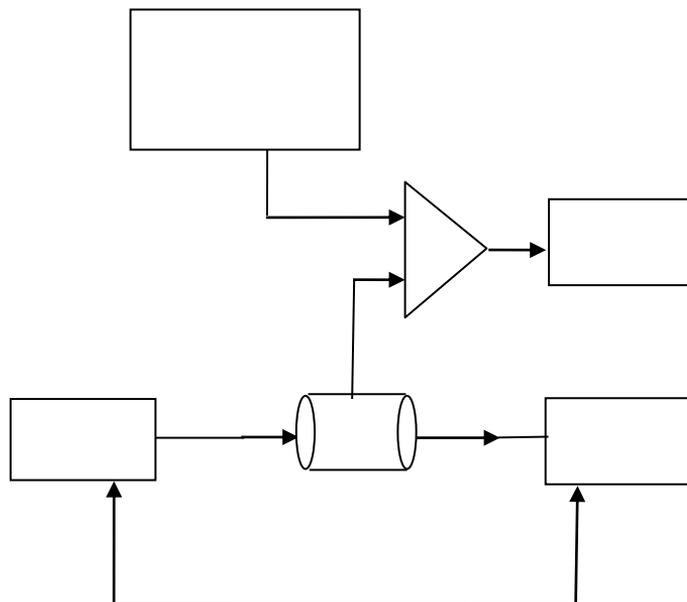
### 3. Page Numbering, Headers and Footers

Do not include headers, footers or page numbers in your submission. These will be added when the publications are assembled.

#### 3.1. FIGURES/CAPTIONS

Place Tables/Figures/Images in text as close to the reference as possible (see Figure 1).

Captions should be Times New Roman 9-point bold. They should be numbered (e.g., “Table 1” or “Figure 2”), please note that the word for Table and Figure are spelled out. Figure’s captions should be centered beneath the image or picture, and Table captions should be centered above the table body. When calculating your word count please allow 280 words for each table and figure



**Fig 1: Times New Roman 9-point bold**

## 4. Sections

The heading of a section should be in Times New Roman 12-point bold in all-capitals flush left with an additional 6-points of white space above the section head. Sections and subsequent sub- sections should be numbered and flush left.

### 4.1. Subsections

The heading of subsections should be in Times New Roman 12-point bold with only the initial letters capitalized. (Note: For subsections and subsubsections, a word like *the* or *a* is not capitalized unless it is the first word of the header.)

#### 4.1.1 Subsection

The heading for subsubsections should be in Times New Roman 11-point italic with initial letters capitalized.

##### 4.1.1.1 Equation

The Equations are to be numbered consecutively from Eq. 1 to the end of the paper including any appendices. Use the equation number when referring to equations (Eq. 1, Eqs. 5~7,...). Please take care to type equations accurately. Equations should be left-justified. Enclose equation numbers in parentheses and place flush right with right-hand margin of the column.

$$F(x, y, z; t) = (A_x x^2 + B_y y^3 + Cz) \cdot \exp(k_x x + \omega t) \quad (1)$$

## References

**Articles should follow the Harvard referencing style, see examples below:**

- Ahn, J. H., Han, S. P., and Lee, Y. S. (2006), “Customer Churn Analysis: Churn Determinants and Mediation Effects of Partial Defection in the Korean Mobile Telecommunications Service Industry”, *Telecommunications Policy*, 30(10-11), 552-568.
- Anderson, E. W., and Sullivan, M. W. (1993), “The Antecedents and Consequences of Customer Satisfaction for Firms”, *Marketing Science*, 12(2), 125-143.
- Berry, L. L and Parasuraman, A. (1997), “Listening to the Customer — The Concept of a Service-Quality Information System”, *Sloan Management Review*, 38(3), 65-76.
- Blasco-Arcas, L., Aznar-Baranda, J. I., Hernandez-Ortega, B., and Ruiz-Mas, J. (2011), “IPTV as a Services Distribution Channel: The Importance of Interactivity and Personalization in the Purchasing of News-on-Demand Packages”, *Industrial Management & Data Systems*, 111(9), 1381-1398.
- Blasco-Arcas, L., Hernandez-Ortega, B., and Jimenez-Martinez, J. (2012), “How to Achieve Customer Participation and Involvement in IP Television”, *The 12th International Research Conference in Service Management*.
- Bouwman, H., Zhengjia, M., Van der Duin, P., and Limonard, S. (2008), “A Business Model for IPTV Service: A Dynamic Framework”, *info*, 10(3), 22-38.
- Byun, H. S. (2009), “The Impact of Positive and Negative Switching Barrier on Customer Retention and Customer Loyalty”, *Journal of Industrial Economics and Business*, 23(4), 1959-1973 (In Korean).
- Choi, H., Kim, Y., and Kim, J. (2010), “An Acceptance Model for an Internet Protocol Television Service in Korea with Prior Experience as a Moderator”, *The Service Industries Journal*, 30(11), 1883-1901.
- Coussement, K., and De Bock, K. W. (2013), “Customer Churn Prediction in the Online Gambling Industry: The Beneficial Effect of Ensemble Learning”, *Journal of Business Review*, 66(9), 1629-1636.