title of the paper

(Title of the paper: Font 16 pt, all caps, alignment centered, space after 24 pt; Style “Main Title”)

Times New Roman font should be used everywhere in your paper. No other font should be used anywhere in the paper.

The review process is double blind. Therefore, papers submitted for review MUST NOT contain any information on the author(s)!!! Papers submitted for review not being anonymous will be rejected without review.

In case of acceptance, place here the author information for the final version as illustrated below. Style for authors: Font 12 pt, hanging 0.5 cm, alignment left; Style "Authors".

Chih-Ping Wei, Institute of Service Science, National Tsing Hua University, Hsinchu, Taiwan, R.O.C., cpwei@mx.nthu.edu.tw

Han Zhang, College of Management, Georgia Institute of Technology, Atlanta, GA, USA, han.zhang@mgt.gatech.edu

Patrick Y. K. Chau, School of Business, The University of Hong Kong, Hong Kong, pchau@business.hku.hk

Abstract

Abstract heading: Font 14 pt, space before 18 and after 6 pt, keep with next, alignment left; Style “Subtitle”.

The paper should include an abstract. The abstract should be understandable by the general reader outside the context of the study. The abstract should be formatted like this paragraph, and may be up to 200 words in length.

Abstract text (including keywords): Font 11 pt, italic, alignment justified, single spacing, space before 6 pt; Style “Abstract”.

Keywords: One, Two, Three, Four.

Only the paper title, author information and the abstract should appear on the title page (first page) and all text below this point should follow on the succeeding pages. NOTE: Only the final papers should contain the authors' names, affiliations, and email addresses, placed between the main title and the abstract.

# Section heading

Section headings (first-level headings): Font 14 pt, boldface, all caps, hanging 1.5 cm, numbered, keep with next, alignment left; Style “Heading 1”.

## **Subsection Heading**

Subsection headings (second-level heading): Font 11 pt, boldface, hanging 1.5 cm, numbered, keep with next, alignment left; Style “Heading 2”.

### Sub-subsection Heading

Sub-subsection headings (third-level heading): Font 11 pt, italic, hanging 1.5 cm, numbered, keep with next, alignment left; Style “Heading 3”. However, third-level headings are discouraged.

------------

## **Normal text**

This is a normal text paragraph. Style for normal text paragraphs: Font 11 pt, alignment justified, single spacing, space before 6 pt; Style “Basic Text”. Here is a footnote[[1]](#footnote-3).

## **Figures and Tables**

Figures and tables should be formatted as shown below. The style "Figure title" is also used for the titles of figures and tables.



Figure . Figure title: Font 11 pt, italic, alignment left, hanging 2.5 cm, space after 6 pt; Style “Figure Title”. The title should always be placed below the figure. Style for the figure: Space before 12 pt, keep with next, alignment left; Style “Figure”.

<One blank line of basic text is needed here!>

|  |  |  |
| --- | --- | --- |
| Question | Average 1992 | Average 1999 |
| 1 How do you regard... | 3.4 | 3.7 |
| 2 How do you... | 2.7 | 3.4 |
| 3 How do you... | 3.9 | 3.6 |

Table . Table title: Font 11 pt, italic, alignment left, hanging 2.5 cm, space after 6 pt; Style “Figure Title”. The title should always be placed below the table. The table may not extend the margins. Style for the text in table cells: Font 10 pt, alignment left, space before 0 pt; Style “Table”. Some cells may need special alignment.

## **Bulleted lists**

Here are examples of bulleted lists:

* First-level bulleted list: Font 11 pt, bulleted, hanging 0.5 cm, space before 0; Style “Bullet”. In the following you can find an example of a second level list:
  + Second-level bulleted list: Font 11 pt, bulleted, left indent 0.5 cm, hanging 0.5 cm, space before 0; Style “Bullet 2”.
  + Second-level bulleted list: Font 11 pt, bulleted, left indent 0.5 cm, hanging 0.5 cm, space before 0; Style “Bullet 2”.
* First-level bulleted list: Font 11 pt, bulleted, hanging 0.5 cm, space before 0; Style “Bullet”.

## **Citing the work of others**

Citation format in the text uses the authors’ names followed by the year of publication in parentheses. If a cited reference has more than two authors, the corresponding citation should appear as the first author followed by ‘et al.”. Here are some examples showing how citations in the text should be used:

* Nowadays almost everything is end-user computing (Smith 2002).
* However, many counter-arguments exist (Jörgenssen 1999; Lee & Li 2000).
* Reponen (1995), Sin and Powell (2001), and Smythe et al. (1993) all agree that ...

## **References**

References heading: Font 14 pt, space before 18 and after 6 pt, keep with next, alignment left; Style “Subtitle”

References: Font 11 pt, hanging 0.5 cm, alignment left; Style “Reference list”. References are listed alphabetically at the end of your paper. Some examples of references are as follows:

References

Markus, M.L. and Robey, D. (1988). Information technology and organizational change: Causal structure in theory and research. *Management Science*, 34 (5), 583-598.

Avison, D.E. and Fitzgerald, G. (1995). *Information Systems Development: Methodologies, Techniques and Tools.* 2nd Edition. McGraw-Hill, London.

Kautz, K. and McMaster, T. (1994). The failure to introduce systems development methods: A factor-based analysis. In *Proceedings of the IFIP TC8 Working Conference on Diffusion, Transfer and Implementation of Information Technology* (Levine, L. Ed.), p. 275, IFIP Transactions A-45, North-Holland, Amsterdam.

1. Style for footnotes: Font 9 pt, alignment left; Style “Footnote Text”. Footnotes are not recommended. If you must use them, place them at the bottom of the page on which they are referenced. [↑](#footnote-ref-3)