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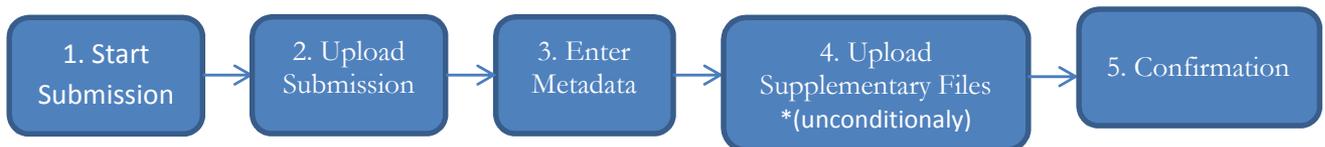
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The title should simply and clearly summarize the main idea, typed in uppercase and lowercase letters, centered between the left and right margin; the recommended length of title is no more than 15 words

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Third Author

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This section consists of approaches taken by the author, whether qualitative or quantitative approach. This section also includes a sample description (respondent/case profile), sampling method, sampling size, error level, data collection method, variable operationalization, and analysis method.

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This section consists of the results of validity and reliability tests and analysis of the results. Furthermore this section discusses the results of the current study and how they relate to the hypothesis presented. The discussion section also explains possible reasons for why a certain hypothesis is rejected or accepted and how they relate to previous research. Furthermore, the author should show how the current result supports or contradicts previous studies, limitation of the study, and implication of the study (both managerial and scientific implications). This section also discusses the recommendation(s) for future research based on the limitation of the study.

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Hermann, A., Xia, L., Monroe, K.B. & Huber F. (2007). The influence of price fairness on customer satisfaction: an empirical test in the context of automobile purchases. *Journal of Product & Brand Management*, 16(1), 49-58.

- Hwang, H., Ho, M. R., & Lee, J. (2010). Generalized structured component analysis with latent interactions. *Psychometrika*, 75(2), 228-242.
- Islam, Md. M., Islam, M. M., Azim, A. Y. M. A., Anwar, Md. R. & Uddin, Md. M. (2014). Customer perceptions in buying decision towards Bangladeshi local apparel products. *European Scientific Journal*, 10(7), 482-497.
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- Malik, S.A., Jaswal, L.H., Malik, S.A. & Awan, T.M. (2013): Measuring service quality perceptions of the customers of restaurant in Pakistan. *International Journal for Quality Research*, 7(2), 187-200.
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- Pride, W. M. & Ferrell, O.C. (2010). *Marketing fifteenth Edition*. Canada: South Western International Edition.
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- Ryu, K., & Han, H. (2010). Influence on the quality of food, service, and physical environment on customer satisfaction and behavioral intention in quick-casual restaurants: moderating role of perceived price. *Journal of Hospitality and Tourism Research*, 34(3), 310-329.
- Sabir, R.I., Ghafoor, O., Hafeez, I., Akhtar, N., & Rehman, A.U. (2014). Factors affecting customers satisfaction in restaurant industry in Pakistan. *International Review of Management and Business Research*, 3(2):869-876.

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Author last name, Author First Initial. Author Second Initial. (Publication Year). Title of article. *Title of Journal*. *volume(issue)* (if issue numbered), pages. doi: *number*

Stankus, T. (2008, September). Turning meat, poultry, eggs, and dairy products into nutraceuticals through increasing their conjugated linoleic acid levels, part one: Reviewing the literature of benefits claimed for conjugated linoleic acids in human health. *Journal of Agricultural & Food Information*, *9*(3), 229-255. doi:10.1080/10496500802286152

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Turner, L., Hunt, S., DiBrezzo, R., & Jones, C. (2004, June). Design and implementation of an osteoporosis prevention program using the health belief model. *American Journal of Health Studies*, *19*(2), 115-121. Retrieved from Academic Search Premier data base.

Article in a Popular Magazine

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Author last name, Author First Initial. Author Second Initial. (Publication Year, Month Day). Title of article. *Title of Magazine*, *volume*, pages.

Holloway, M. (2005, August). When extinct isn't. *Scientific American*, *293*, 22-23.

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Horowitz, M. and J. Krebs. (2005) [Review of the motion picture *Crash*]. *Sound & Vision*, 70(9), 106.

b) Electronic - with DOI

Reviewer Last Name, Reviewer First Initial. Reviewer Second Initial. (Publication year). Title of Review (if separately titled). [If needed - add - Review of the book/motion picture/play *Title of Work being reviewed*]. *Journal or Magazine Name*, volume, pages. doi: number

Heinze, J. (1996). The ants revisited. [Review of *Social Evolution in Ants*.] *Nature* 380: 682. doi:10.1038/380682a0

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Atkinson, M. (2005, May 3). [Review of the motion picture *Crash*]. *Village Voice Online*. Retrieved from http://www.villagevoice.com/film/0518_atkinson2,63638,20.html

Entire Book

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Author last name, Author First Initial. Author Second Initial. (Publication Year). *Title of book*. Place: Publisher.

Cochran, R. (1996). *Our own sweet sounds: A celebration of popular music in Arkansas*. Fayetteville, AR: University of Arkansas Press.

(ii) multiple authors or edited work:

First Author last name, First Author First Initial., First Author Second Initial. & Second Last Name, Second Author First Initial. Second Author Second Initial.(Eds.). (Publication Year). *Title of book*. Place: Publisher.

Donovan, T., Gatewood, W., & Whayne, J. (Eds.). (1995). *The governors of Arkansas*. (2nd ed.). Fayetteville, AR: University of Arkansas Press.

b) Electronic - with DOI

Author last name, Author First Initial. Author Second Initial. (Publication Year). *Title of book*. [Electronic version]. doi: number

Rhoads, Robert A. & Howard, J.P.F. (1998) *Academic service learning : a pedagogy of action and reflection*. [Electronic version from Wiley Interscience]. doi:10.1002/tl.7300

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Author last name, Author First Initial. Author Second Initial. (Publication Year). *Title of book*. [Electronic version]. Retrieved from (database name or URL).

Paludi, M. A., & Barickman, R. (1991) *Academic and workplace sexual harassment: A resource manual*. [Electronic version]. Retrieved from netLibrary.

Book Chapter

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Author last name, Author First Initial. Author Second Initial. (Publication Year). Title of chapter. In Editor First Initial. Editor Second Initial. Editor Last Name (Ed.), *Title of book* (pages of chapter). Place: Publisher.

West, E. (1997) The Exhausted west: a last look at landscape. In J.P. Rhonda (Ed.), *Thomas Jefferson and the changing West: from conquest to conservation* (pp. 240-64). Albuquerque, NM: University of New Mexico Press.

b) Electronic - with DOI

Author last name, Author First Initial. Author Second Initial. (Publication Year). Title of chapter. In Editor First Initial. Editor Second Initial. Editor Last Name (Ed.), *Title of book* (pages of chapter). [Electronic version]. doi: *number*

Gonzales, K.P., Jovel, J.E., & Stoner, C. (2004) Latinas: The new Latino majority in college. In Anna Ortiz (Ed.), *Addressing the unique needs of Latino American students* (pp. 17-27). doi: 10.1002/ss.113

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Author last name, Author First Initial. Author Second Initial. (Publication Year). Title of chapter. In Editor First Initial. Editor Second Initial. Editor Last Name (Ed.), *Title of book* (pages of chapter). [Electronic version]. Retrieved from (database name or URL).

Arnold, E. T. (1995) Donald Harington. In J. Giles & W. Giles (Eds.), *Dictionary of literary biography, volume 152: American novelists since World War II, fourth series* (pp. 82-91). [Electronic version]. Retrieved from Gale Literature Resource Center.

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"Ivory-billed woodpecker." (2002). In *The new encyclopædia britannica*. (Vol. 5, p.). 15th ed. Chicago, IL: Encyclopædia Britannica.

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Author Last Name, Author First Initial. Author Second Initial. (if there is no author move entry title to first position) (Publication year). Title of article or entry. In *Work title*. Retrieved from (database name or URL).

Ivory-billed woodpecker. (2006). In *Encyclopædia britannica online*. Retrieved from <http://search.eb.com/eb/article-9043081>

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Author last name, Author First Initial. Author Second Initial. (Publication Year). Title of the paper. In Editor First Initial. Editor Second Initial. Editor Last Name (Ed.), *Title of Conference Proceedings* (pp. pages). Place: Publisher.

Woods, R. B. (2000). The Rhetoric of Dissent: J. William Fulbright, Vietnam, and the Crisis of International Liberalism. In M.J. Medhurst. & H.W. Brands (Eds.), *Presidential rhetoric: Critical reflections on the Cold War linking rhetoric and history, 4th Annual Conference, 1988* (pp. 187-298). College Station, TX: Texas A&M University Press.

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Author last name, Author First Initial. Author Second Initial. (Publication Year). Title of the paper. In Editor First Initial. Editor Second Initial. Editor Last Name (Ed.), *Title of Conference Proceedings* (pp. pages). doi: *number*

Chongqiang, W. Daneshmand, M. (2008). On object identification reliability using RFID. In *Third International Conference on Communications and Networking in China, 2008. ChinaCom 2008.* (pp. 768 - 773). doi: 10.1109/CHINACOM.2008.4685137

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United States. Executive Office of the President. (2006). *The Federal response to Hurricane Katrina: Lessons learned.* (PREX 1.2:K 15). Washington DC: GPO.

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United States. Congress. House. Committee on Energy and Commerce. (2007). *Renewable fuels infrastructure.* (H. Rpt. 110-306, pt. 1, Y1.1/8:110306/PT.1.). Retrieved from: <http://purl.access.gpo.gov/GPO/LPS85462>

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Linn, J.A. (2003). Active or avoidant: Two methods of resisting persuasion. (Doctoral dissertation). University of Arkansas, Fayetteville. Available from ProQuest Dissertations and Theses database. (UMI No. 31-2381)

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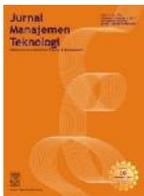
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