

Journal of Multidisciplinary Research

Publication Format Guidelines

YOU ARE RESPONSIBLE FOR ALL SPELLING AND GRAMMAR ACCURACY. PLEASE REVIEW CAREFULLY! THE FINAL ARTICLE MUST BE SCHOLARLY WRITTEN AND WITHOUT ERROR.

GENERAL FORMAT SETUP:

- Justified
- 1.5 spaced
- Times Roman 12-point font
- 1 inch margins on top, bottom, left, and right
- Page size A4
- Headings numbered
- Pages numbered
- Diagrams and images placed appropriately within the text
- The article should be between 5,000 and 8,000 words, including references, figures, and tables. Article should meet the word count requirements.
- Include a title page with the title of your paper, author names, affiliations, contact information, and a brief author bio (100 words maximum) for each author.
- Provide an informative abstract of 250-300 words summarising the main objectives, methods, results, and conclusions of the study. The abstract must encapsulate the principal topics of the paper.
- Include a list of 5-7 keywords that best describe your research Length as specified above, excluding references and appendices when formatted as above. Keywords must be included right after the abstract.
- Portrait oriented pages only
- American Psychological Association (APA) 7th style should be used for referencing
- DOI URLs must be mentioned for each article whenever possible

Article title should be 1 inch from top: title should be centered, bold, 14 pt font, Times New Roman. Each author, with affiliation, should be centered below title, with space between first author and title, and each subsequent author/affiliation, 12 pt font, **bold**, Times New Roman.

HEADINGS

Abstract

The 'Abstract' title must be in boldface, 14pt font size, Times New Roman, Left Justified with 1 line space above and below the heading. This title should not be numbered. (Abstract content should be in 12pt font size, Times new Roman, Justified, and 1.5 line spacing.)

First-Level Heading

1. Introduction

2. Literature Review

First-level headings should be in boldface, italicized, 14 pt Times New Roman, Numbered, Left aligned with 1 line space above and below the heading.

Second-Level Heading

2.1 Social Media Marketing

2.2 Brand Purchase Intention

Second-level headings should be in boldface, italicized, 12 pt Times New Roman, Left-aligned with one space above the heading, and below the heading, increase single indent from left, and should be numbered.

Third-Level Heading

2.1.1 Habit

2.1.2 Informativeness

Third-level headings should be in boldface, italicized, 12 pt Times New Roman, Left-aligned with one space above the heading, and below the heading, increase single indent from left, and should be numbered.

[Please refer to the template for further guidance]

TABLES:

- Ensure that any superscripts or asterisks are shown next to the relevant items and have corresponding explanations displayed as footnotes to the table, figure or plate.
- Use tables to simplify text. A table with 2 or fewer columns and rows should be presented in the text format instead of a table.
- Excessive tables, figures and raw data are discouraged. If needed, but cumbersome, they should be included in an appendix. If an Appendix is included, it should appear after the references.
- Tables must appear in the body of the paper in its appropriate location
- In the text, refer to every table. e.g. As shown in Table 2, the OR (see Table 2).
- Number tables in the order they are first mentioned in the text.
- Be consistent in the formatting and vocabulary of all tables when writing a paper.
- Line spacing - 1.5
- Ensure that your table title is brief but explanatory.
- Table title should be in boldface, centered, 12pt font, and placed above the table. Capitalize each word of the title.
- Source must be indicated below the table, 11pt font, and centered. The term 'Source' must be italicized.
- Standard abbreviations and symbols, such as % or *no.* may be used in headings without further explanation.
- Ensure each column has a heading.
- Capitalize only the first letter of the first word of all headings. If a word is a proper noun, however, be sure to capitalize the first letter anyway.
- If the table is from another source, include a note below the table specifying whether it is from another source or adapted from another source. e.g. "*Note.* From..." OR "*Note.* Adapted from..." OR "*Note.* The data in column 1 are from..."
- Please refer to the example provided on page 6.

FIGURES

- A figure is any type of illustration other than a table (chart, graph, photograph, or drawing).
- Use figures to complement the information in a text or to simplify the text.
- Number figures in the order they are first mentioned in the text.
- Figures should be large enough to read easily (between 8-point and 12-point font with Times New Roman typeface) and convey only essential information.
- Ensure that figures are simple, clear and consistent in presentation.
- Ensure data are plotted accurately and the grid scale is proportioned.
- Place labels close to the identified item.
- Axis labels on graphs should be parallel to their axes.

- Title/caption of the figure must be in boldface, 12pt font, centered, and placed below the figure.
- Source must be indicated below the title, 11pt font, and centered. The term ‘Source’ must be italicized.
- Capitalize each word of the title.
- The figure legend should be positioned within the borders of the figure.
- Please refer to the example provided on page 6.

EQUATIONS:

They should be left justified and numbered. Numbers should appear in parentheses and be right justified (set tab at 6.5 inches). See example below.

$$\Delta \ln S P_{mt} = \varphi_{m10} + \sum_{i=1}^p \varphi_{m1} \Delta \ln S P_{m(t-i)} + \sum_{k=1}^q \varphi_{2} \Delta \ln S P_{n(t-k)} + \rho_{m1} \mu_{m(t-1)} + e_{mt} \quad (1)$$

NOTES/ ENDNOTES:

Notes or Endnotes should be used only if absolutely necessary and must be identified in the text by consecutive numbers, enclosed in square brackets and listed at the end of the article, before the references in 10 pt font. They should be manually numbered using superscript.

CITATIONS:

Every citation in an article should provide specific information in the order specified by the Publication Manual of the American Psychological Association (APA) 7th style.

FINAL TRANSMISSION OF FORMATTED ARTICLE:

Guidelines for article submission are given on the website.

Link: <https://www.nsbm.ac.lk/journal-of-multi-disciplinary-research/>

THE IMPACT OF SOCIAL MEDIA MARKETING ON BRAND PURCHASE INTENTION: A STUDY ON THE E-COMMERCE SECTOR IN SRI LANKA.

PERERA, S¹, PERERA C²

¹ ²Postgraduate Division, Faculty of Business, NSBM Green University, Sri Lanka

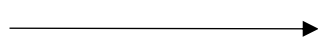
¹bskperera@students.nsbm.ac.lk, ²charitha.withanage@northumbria.ac.uk

Abstract

This is where the abstract would start. Do not use the word Abstract. Do not indent. Leave one space between the abstract and the keywords.

Keywords: Keywords must be separated by commas. Keep one space between the keywords and the body of the paper.

1. Introduction



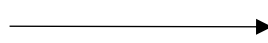
First-level heading

This is where the Introduction would start.

2. Literature Review

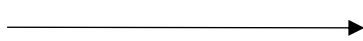
This is where the literature review would start.

2.3 Social Media Marketing



Second-level heading

2.3.1 Habit



Third-level heading

2.3.2 Informativeness

2.4 Brand Purchase Intention

Example: Including a Table within the body of the article

Table 1: Respondents’ Demographic Profile

Demographics	Frequency	Per cent	Demographics	Frequency	Per cent
Gender			Education Level		
Female	228	59.2	High School	32	8.3
Male	157	40.8	Undergraduate	99	25.7
			Graduate	156	40.5
			Postgraduate and above	98	25.5
Age			Level of Employment		
18 – 29	267	69.4	Executive	119	30.9
30 – 39	84	21.8	Junior Management	104	27.0
40 – 49	11	2.9	Top Management	39	10.1
50 – 59	8	4.7	Self-employed	38	9.9
Above 60	5	1.3	Unemployed	65	16.9
			Retired	3	0.8

Source: Survey Data (2021)

Example: Including a Figure within the body of the article

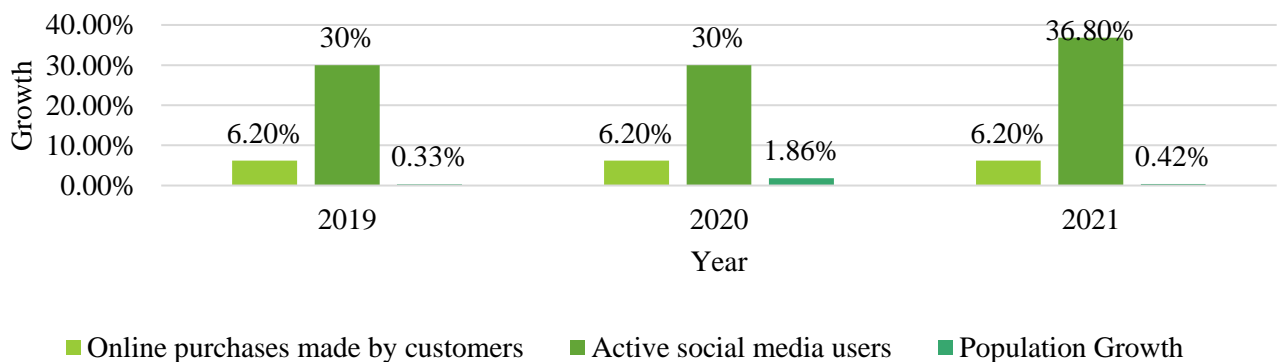


Figure 01: E-commerce Purchases, Population Growth, and Social Media Users

Source: Hootsuite (2021)

Endnotes, references and appendix

ENDNOTES

^{1.} Endnotes appear here.

REFERENCES

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- Arlinghaus, A., & Nachreiner, F. (2014). Health effects of supplemental work from home in the European Union. *Chronobiology International*, 31(10), 1100–1107. <https://doi.org/10.3109/07420528.2014.957297>
- Barker, J. R. (1993). Tightening the iron cage: Concertive control in self managing teams. *Administrative Science Quarterly*, 38(3), 408–437. <https://doi.org/10.2307/2393374>
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- Davis, M.R., Jones, L.K., & English, C.P. (1999, Fall). Directing LBO's in aviation firms. *Journal of Strategic Policy*, 41, 113-127.
- Johnson, B. (1993). *Principles of banking*. New York: John Wiley & Sons, Inc.

APPENDIX

Appendix appears here.