

ARSFCM 2025

FACULTY OF COMMERCE AND MANAGEMENT, EASTERN UNIVERSITY, SRI LANKA

**AUTHOR GUIDELINES**

**INTRODUCTION**

These guidelines are provided in order to facilitate the submission of high-quality extended research abstracts in a professional and impressive manner. All extended abstracts should be based on original work and plagiarism constitutes grounds for disqualification. Accepted abstracts will be published in the conference proceedings provided at least one of the authors will register and present the paper.

**GENERAL GUIDELINES**

* + The extended abstract should be a self-contained original document that describes your research.
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# EXTENDED ABSTRACT HEADINGS

Only the major headings given below should be presented (Abstract, Introduction, objectives, etc.). Headings should be left aligned and displayed in capital letters with bold font on a dedicated line.

**Abstract**

The abstract should provide a concise summary of the entire paper, including the research

problem, methodology, key findings, and conclusions. It should be written clearly and

briefly to help readers quickly grasp the essence of the study.

**Introduction**

The introduction usually contains a background and/or a motivation for the research including a comparison to related research. It should present (1) the background of the study and its significance (2) the nature of the research problem/gap (3) a brief review of the pertinent literature and (4) the scope and limitation of the study.

**Aims/Objectives**

The aims/objectives of the research paper summarize what is to be achieved by the research study.

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A brief description of the theoretical foundations, research framework, etc. with justification for the suitability of the research problems should be presented.

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This section should describe what was done to answer the research questions/achieve research objectives, describe how it was done, justify the research design, and explain how the analytical tools/techniques were used. Further, it should highlight why the chosen method(s) are suited to the problems. The methodology must be clearly stated and described in sufficient detail with sufficient references.

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**Conclusion and Implications**

The conclusion should include (1) the principles and generalizations inferred from the results, (2) any exceptions, problems, or limitations of the work, and (3) theoretical and/or practical implications of the work and recommendations.

***Keywords:*** Include only up to 5 keywords in alphabetical order.

## Funding Acknowledgement

Author/s must declare all the sources of research funding in the extended abstract (where relevant) if needed.

**References Style**

Include references in alphabetical order using The American Psychological Association (APA) referencing style (7th edition). Ensure that the references are accurate as per the formatting guidelines.

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| *Criteria* | *Formatting* |
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