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Author Names\*

Department, & Affliation

E-mails

\*Corresponding Author: E-mail

Abstract

It should be noted that YOUR PAPER for the Proceedings would be reproduced directly from the pages that you submitted. Please follow these format directions carefully. Papers should be prepared in conformity with this instruction sheet. They should be sized as this page. You should use standard A4 paper size for your submission. The main content should be in 12-point type and the Times New Roman font. Please refer to the sample document. The submission should be done *via* website <https://iam2025s.conf-online.org>. The registration fee is included 12 or less pages and US$10 per additional page.

Format Instructions

Header and Footer

Each page should include a header and footer. Top margin for the header should be 1 centimeter, and the bottom margin for the footer should be 1.5 centimeter. The header is the name(s) of the author(s). The footer should be ‘*International Conference on Innovation and Management, Penang, Malaysia, July 8-11, 2025.*’ Both the header and the footer should be in *Italic* 10-point font. Please use this page as the reference.

Margin

The top and bottom margins for the text should be set at 2.54 centimeters. Those for left and right are 2.54 centimeters.

Title

The title of your paper should be in bold face, capitalizing, single-spaced, and centered of the first page at the font size of 14.

Authors

The name of author(s), affiliation(s), and e-mail address(es) should be centered with initial Caps. Try not to use titles such as Dr., Professor, etc.

Headings

All headings should be in bold face. First-level headings should be centered at the font size of 14. Second-level subheadings should be set flush left with initial Caps at font size of 12. Please do not use headings other than these two types.

Abstract

Introduce the paper with an abstract of within 500 words. Begin with centered heading “Abstract” set above the single-spaced abstract text. The abstract should properly describe the findings or arguments presented in the paper.

Body

Follow the abstract with a first-level heading that introduces the body of the paper. All paragraphs should begin flush left and right justified and single-space.

Figures and Tables

Figures and tables should be placed as close as possible to where they are cited.

Like the title of the paper itself, each figure and table must have a clear and concise title and the style use second-level heading of body.

Footnotes

Footnotes are discouraged.

Equations

All equations should be placed on separate lines and numbered consecutively, with the equation numbers placed within parentheses and aligned against the right margin.

Ri = f(Xi)+ f(Yi)+ f(Zi) (1)

Appendices

The appendix should immediately follow the body of the paper and precede the references. If there is more than one appendix, number each consecutively.

References

In bibliography, it should include only those references cited in the text of this paper. Therefore, it should be referred to as “References”. References should be listed at the end of the paper.

Arndt, J. (1967). Role of product-related conversations in the diffusion of a new product. *Journal of Marketing Research*, *4*(1), 291-295.

Mowday, R. T., Porter, L. W., & Street, R. M. (1982). *Employee-organization linkages: The psychology of commitment*. New York, NY: Academic Press.

O'Neil, J. M., & Egan, J. (1992). Men's and women's gender role journeys: Metaphor for healing, transition, and transformation. In B. R. Wainrib (Ed.), *Gender issues across the life cycle* (pp. 107-123). New York, NY: Springer.