**[INSERT YOUR TOPIC HERE]**

**[INSERT AUTHOR’S NAME HERE. IF THERE ARE MORE THAN ONE AUTHOR, PLEASE INDICATE THE NAMES AS SHOWN BELOW]**

**PERERA, S¹, PERERA C²**[*Insert authors’ affiliations and contact information here. Please refer to the example below*]

¹ 2*Postgraduate Division*, *Faculty of Business*, *NSBM Green University, Sri Lanka* 1bskperera@students.nsbm.ac.lk, ²charitha.w@nsbm.ac.lk

***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.

# Introduction

[This is where the Introduction would start.]

# Literature Review

[This is where the literature review would start.]

## Second-level Heading 1

[Write the content related to second-level heading 1 here]

### Third-level Heading 1

[Write the content related to third-level heading 1 here]

### Third-level Heading 2

[Write the content related to third-level heading 2 here]

### Third-level Heading 3

[Write the content related to third-level heading 2 here]

## Second-level Heading 2

[Write the content related to second-level heading 2 here]

### Third-level Heading 1 under Second-level Heading 2

[Write the content here]

[Please add headings as required using the appropriate heading format]

**Example: Including a Table within the body of the article**

**Table 1: Respondents’ Demographic Profile**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Demographics** | **Frequency** | **Percent** | **Demographics** | **Frequency** | **Percent** |
| 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 |  |  |  |  |  |
| 18 – 29 | 267 | 69.4 | Level of Employment |  |  |
| 30 – 39 | 84 | 21.8 | Executive | 119 | 30.9 |
| 40 – 49 | 11 | 2.9 | Junior Management | 104 | 27.0 |
| Above 60 | 5 | 1.3 | Self-employed | 38 | 9.9 |
|  |  |  | Unemployed | 65 | 16.9 |
|  |  |  | Retired | 3 | 0.8 |

*Source*: Survey Data (2021)

**Example: Including a Figure within the body of the article**

40.00%

30%

30%

36.80%

6.20%

0.33%

6.20%

0.42%

6.20%

1.86%

30.00%

Growth

20.00%

10.00%

0.00%

2019 2020 2021

Year

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

*Source*: Hootsuite (2021)

# Methodology

[This is where the methodology would start.]

## Second-level Heading 1

## Second-level Heading 2

# Findings and Discussion

[This is where the findings and discussion would start.]

# Limitations and Recommendations for Future Researchers

[This is where the limitations and recommendations for future researchers would start.]

# Conclusion

[This is where the conclusion would start.]

***ENDNOTES***

1. Endnotes appear here.

***REFERENCES***

[When listing references, organize them in alphabetical order. Adopt a hanging indent format for each reference, as illustrated in the example below.]

Example:

Anicich, E. M., Swaab, R. I., & Galinsky, A. D. (2015). Hierarchical cultural values predict success and mortality in high-stakes teams. PNAS, 1338–1343.

**APPENDIX**

The appendix appears here.