**Short Paper Instructions**

The content of your submission should be written as a short paper. It should contain a brief introduction that sets the stage for the research, brief overview of the literature used, short description of the methodology, major results and implications, and conclusions, limitations, future research and references.

Please use these instructions and paper template to meet the formatting requirements for submitting your short paper to the ARBS Conference. Papers accepted for presentation at the ARBS conferencewill be published in a proceedings; therefore, author(s) are asked to use this template so that all papers published in the proceedings are consistent in appearance. Please note limitations on length: (1) your paper should be at least 750 and no more than 2000 words, excluding paper titles, author(s) information, and references.

Please note the following formatting requirements, as relevant to formatting using Microsoft Word: The entire paper should be written using Times New Roman font. The ARBS heading and paper title should be written in all caps using 16 point font, and the author(s) information and remainder of the paper should be written using 12 point font. Page size should be Letter (8.5 x 11), with one-inch margins all around. Margins should be justified (right margin should not be ragged). Any tables and figures should be placed close to the text where they are being referenced. Tables and figures should have captions and be numbered sequentially, for example:

|  |  |  |
| --- | --- | --- |
|  | **Column 1 Heading** | **Column 2 Heading** |
| **Row 1 Heading** |  |  |
| **Row 2 Heading** |  |  |

**Table 1. Place Caption Here**

This paper template should be used for both the initial submission as well as the camera-ready version. **In your initial submission, include author(s) information on the cover sheet only.** Author(s) information should be included in the main paper on the final camera-ready version which will be published in the proceedings. Authors invited to present their work at the conference will receive feedback from reviewers and should incorporate author(s) names into the main paper before submitting their final version for inclusion in the proceedings.

**Title (INCLUDE AUTHOR(S) INFORMATION)**

King, Kristen L.

Department of Management, Marketing, and International Business

College of Business & Technology

Eastern Kentucky University

521 Lancaster Avenue

Richmond, KY 40475

[weilng.zhuang@eku.edu](mailto:weilng.zhuang@eku.edu)

859.622.1363 (Contact Author)

Rochelle, Carolyn F.

Department of Economics and Finance

College of Business and Technology

East Tennessee State University

227 Sam-Wilson Hall | PO Box 70686

Johnson City, TN 37614

rochelle@etsu.edu

423.439.4202

Key words (3-5):

Price, perceived value, satisfaction, loyalty, buying intention

**Title (INCLUDE AUTHORS’ INFORMATION ONLY ON CAMERA READY VERSION)**

**Introduction**

The introduction should briefly set the stage for the research, describing the research problem and stating the research question(s).

**Literature Overview**

Include a brief overview of the literature consulted in the development of the research. The literature review should identify the major pieces of work used and should identify the main points gleaned from the literature.

**Methodology**

The methodology section should describe the research approach, such as quantitative or qualitative, and describe the method used – case study, survey, experiment, etc. A description of the study’s setting, participants, and data collected should be provided, as well as the data analysis technique.

**Results and Implications**

The results section should provide a brief statement of the major findings of the study. This section should also describe the research and/or practical implications of the study.

**Conclusion**

The conclusion should provide the implications of the study, describe any limitations, and offer suggestions for future research.

**References**

*References and citations should be formatted using APA style. In the text, cite by authors’ last names followed by the year of publication – list all authors’ last names for the first time, then use “et al.” for subsequent citations if there are more than two authors. If multiple articles are cited at the same time, order them alphabetically by the first author’s last name and separate the citations by semicolons. References should be formatted as follows.*

Ajzen, I. (1988) Attitudes, personality, and behavior, The Dorsey Press, Chicago.

Ghani, J. A., Supnick, R. and Rooney, P. (1991) The experience of flow in computer-mediated and in face-to-face groups, in Janice DeGross, Izak Benbasat, Gerardine DeSanctis and Cynthia Mathis Beath (Eds.) Proceedings of the Twelfth International Conference on Information Systems, December 16-18, New York, NY, USA, University of Minnesota, 229 - 237.

Ha, I. (2007). Recreational demand for a gulf coast tourism destination. Journal of economics and economic education research, 8(1), 51.

Rochelle, C. F., & Dotterweich, D. (2007). Student success in business statistics. Journal of Economics and Finance Education, 6(1), 19-24.

Tractinsky, N. (1997) Aesthetics and apparent usability: Empirically assessing cultural and methodological issues, in Steve Pemberton (Ed.) Proceedings of the SIGCHI conference on Human factors in computing systems (CHI 97), March 22 – 27, Atlanta, GA, USA, ACM Press, 115-122.

Vannoy, S. A., & Salam, A. F. (2010). Managerial interpretations of the role of information systems in competitive actions and firm performance: A grounded theory investigation. Information Systems Research, 21(3), 496-515.

Zhuang, Weiling, Kristen King, and Lana Carnes (2015). Studying abroad: Understanding the relationships among beliefs, perceived value, and behavioral intentions. Journal of Teaching in International Business 26(1), 32-45.