

## **INTRODUCTION**

Paragraph: use this for the first paragraph in a section, or to continue after an extract.

Do not indent.

New paragraph: create an indent at 12.7 mm when you need to begin a new paragraph.

### ***Secondary Heading: Use this Style for Level Two Headings***

Paragraph: use this for the first paragraph in a section, or to continue after an extract.

Do not indent.

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### ***Tertiary Heading: Use this Style for Level Three Headings***

Paragraph: use this for the first paragraph in a section, or to continue after an extract.

Do not indent.

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*Quaternary heading: create the heading in italics.* Run the text on after a punctuation mark.

## **LITERATURE REVIEW**

Paragraph: use this for the first paragraph in a section, or to continue after an extract.

Do not indent.

New paragraph: create an indent at 12.7 mm when you need to begin a new paragraph.

## **HYPOTHESES**

Paragraph: use this for the first paragraph in a section, or to continue after an extract.

Do not indent.

New paragraph: create an indent at 12.7 mm when you need to begin a new paragraph.

**H1:** Brand recall is higher for extensions of existing brands than for new brands.

## **METHODS**

Paragraph: use this for the first paragraph in a section, or to continue after an extract.

Do not indent.

New paragraph: create an indent at 12.7 mm when you need to begin a new paragraph.

*Sampling*

*Data Collection*

*Measures (or Measurement)*

## **RESULTS**

Paragraph: use this for the first paragraph in a section, or to continue after an extract.

Do not indent.

New paragraph: create an indent at 12.7 mm when you need to begin a new paragraph.

***Descriptive Statistics (or: Preliminary Analysis)***

***Hypothesis testing (or: Inferential Statistics)***

## **DISCUSSION**

Paragraph: use this for the first paragraph in a section, or to continue after an extract.

Do not indent.

New paragraph: create an indent at 12.7 mm when you need to begin a new paragraph.

***Contributions of the Study***

***Managerial Implications***

***Limitations***

***Recommendations for Future Research***

Footnotes <sup>1</sup>

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<sup>1</sup> Footnotes should be used sparingly and positioned at the bottom of the page in a Times New Roman 10-point font.

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