**International Conference on Business Administration (ICBA)**

**Word Template for Paper Submission**

**【Cover Page】**

**Title and authors:**

The paper should not exceed 15 pages, excluding the current page and including the abstract, tables, figures and references.

Title: 12pt Times New Roman in bold at the top of page, initial capitalisation, left align and without text hyphenation.

Author Names: Please provide full name and not just initials. Use 12pt Times New Roman and left align, single-space between author’s name and affiliation and in the paragraph. Multiple authors should appear as:

First Author,

Tile, the department, name of university or institute

Second Author,

Tile, the department, name of university or institute

*\*Please identify which author is correspondence author. All author details will be removed by us before the review process.*

【e.g.】

The influence of corporate social responsibility on corporate competitiveness

Da-Shih, Wu

Associate Professor, Department of Business Administration, National Taipei University.

Yun-Yun, Chang

Ph.D. student, Department of Business Administration, National Taipei University. (Correspondence author)

**Abstract:** A short abstract of your contribution may be inserted here. It should have less than 300 words. Format your paper in Times New Roman 12 pt throughout, justified, flush left, single line spacing.

【e.g.】Aside from providing unforgettable service experience hoping to build good relationships with customers, corporate social responsibility (CSR) has become a new trend for business organizations to maintain their competitive advantages through participating in social care. This study used convenience sampling method to collected 465 questionnaires through online survey from customers of Starbucks. The results show that (1) CSR holds a greater impact on satisfaction and trust than relationship investment does, (2) trust is the key factor to trigger CCB, (3) satisfaction influences CCB only through the mediation of trust. In other words, corporates obtain more consumer “likings” and generate more CCB when they allocate resources on CSR rather than on relationship investment. Accordingly, this study provides theoretical and managerial implications.

**Keywords:** Include up to 5 keywords or key phrases here in Times New Roman 12pt bold.

【e.g.】Corporate social responsibility (CSR), Relationship investment, Customer satisfaction, Customer trust, Competitive advantages

References and citations must follow the APA (American Psychological Association) Referencing Guide and APA Citation Format.

**1. Sections**

The heading of a section should be in 12pt Times New Roman in all capitalised, left align, single-spacing, and 0.5 paragraph spacing. Sections and subsequent sub-sections should be numbered and left aligned.

1.1. Subsections/1.1.1. First Level Sub Heading/Subsection and 1.1.1.1. Second level of sub-heading/subsection

The heading of subsections should be in 12pt Times New Roman with initial capitalisation, single spacing and left align.

**2. In conclusion**

The paper should be presented to general and academic audience. These guidelines would help to achieve this goal, and you help the conference organisers tremendously in ensuring impressive presentation of your paper and we thank you for your co-operation.

**References**

References should then be listed at the end of the paper in alphabetical order as per the following examples. Do not number references or use bullet points.

Anaza, N. A., & Zhao, J. (2013). Encounter-based antecedents of e-customer citizenship behaviors. *Journal of Services Marketing, 27*(2), 130–140.

Rosenthal, R. (1987). *Meta-analytic procedures for social research* (2nd ed.). Newbury Park, CA: Sage.