

# Transdisciplinary Journal of Research and Development (TJRD)

## Publication Format Guidelines

**YOU ARE RESPONSIBLE FOR ALL SPELLING AND GRAMMAR ACCURACY. PLEASE REVIEW CAREFULLY! FINAL MANUSCRIPTS MUST BE SCHOLARLY WRITTEN AND WITHOUT ERROR.**

### GENERAL FORMAT SETUP:

- Justified
- 1.5 spaced
- Times Roman 11-point font
- 1 inch margins on top, bottom, left, and right
- Page size A4
- Headings numbered
- Pages numbered
- Diagrams and images placed appropriately within the text
- Abstract should be a single paragraph of 150 – 200 words
- 3-6 keywords should be used
- Length as specified above, excluding references and appendices when formatted as above
- Portrait oriented pages only
- Manuscript should meet the word count requirements
- American Psychological Association (APA) 7th style should be used for referencing
- DOI URLs must be mentioned for each article whenever possible

Article title should be 2.5 inches from top: title should be centered, bold, 14 pt font, Times New Roman. Each author, with affiliation, should be centered below title, with space between first author and title, and each subsequent author/affiliation, 12 pt font, **bold**, Times New Roman.

Abstract of no more than **200 words**. Abstract is in *italics*, 11 pt font, with no indentation.

After the abstract are keywords, *italics*, 11 pt font, with no indentation.

## **HEADINGS:**

### **First Level Heading**

#### **1. Introduction**

First level headings should be bold, 12 pt Times New Roman, Numbered, Left Justified with 1 line space above and below the heading.

### **Second Level Heading**

#### **1.1 Introduction**

Second level headings should be bold, 11 pt Times New Roman, Left Justified with one space above the heading, and below the heading, increase single indent from left, and should be numbered.

### **Third Level Heading**

#### ***1.1.1 Introduction***

Third level headings should be bold, italic, 11 pt Times New Roman, increase single indent from left, Left Justified with one space above the heading, none below, using capitals as in a title.

## **TABLES and FIGURES:**

Each table and figure should be numbered according to their order. They should be centered along with the headings being centered, 11 pt font, and appear in the body of the paper in its appropriate location. Excessive tables, figures and raw data are discouraged. They should directly aid in the reading of the article. If needed, but cumbersome, they should be included in an appendix. If an Appendix is included, it should appear after the references. Portrait orientated pages are encouraged throughout.

## **EQUATIONS:**

They should be left justified and numbered. Numbers should appear in parentheses and be right justified (set tab at 6.5 inches). See example below.

$$\Delta \ln S P_{mt} = \varphi_{m10} + \sum_{i=1}^p \varphi_{m1} \Delta \ln S P_{m(t-i)} + \sum_{k=1}^q \varphi_2 \Delta \ln S P_{n(t-k)} + \rho_{m1} \mu_{m(t-1)} + e_{mt} \quad (1)$$

**ENDNOTES:**

Only use if necessary. They should be manually numbered using superscript and then listed after the body of the paper and before the references in 10 pt font.

**CITATIONS:**

Every citation in an article should provide specific information in the order specified by the Publication Manual of the American Psychological Association (APA) 7th style.

# **Role of Social media marketing on Purchase intention; A case study of Horizon Campus**

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## **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: Leave one space between the keywords and the body of the paper.*

## **1. Introduction**

This is where the Introduction would start.

### **1.1 Introduction**

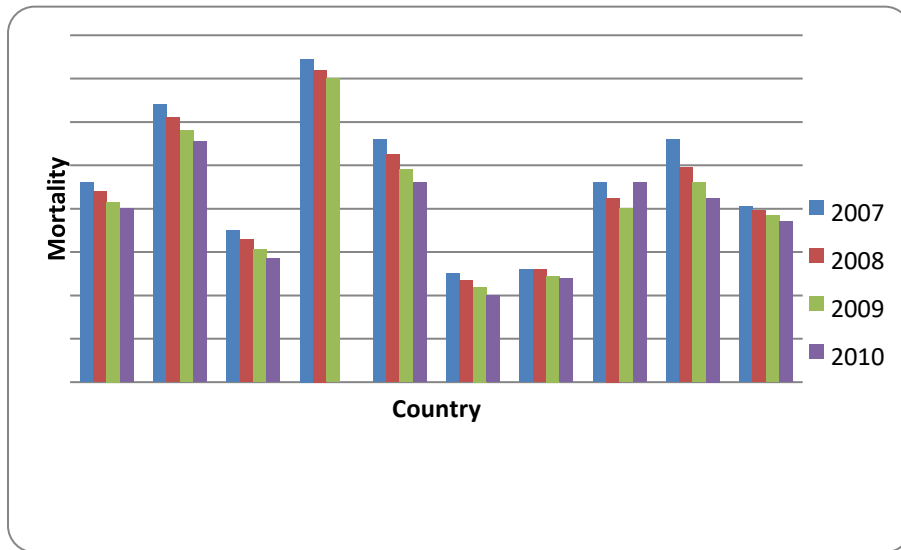
This is where the Second Level Heading would start.

#### **1.1.1 Introduction**

This is where the Third Level Heading would start.

Table 1: Table Heading


Figure 1: Bar Chart



**ENDNOTES**

<sup>1</sup> Endnotes appear here.

## REFERENCES

- Anicich, E. M., Swaab, R. I., & Galinsky, A. D. (2015). Hierarchical cultural values predict success and mortality in high-stakes teams. *PNAS*, 1338–1343.
- Arlinghaus, A., & Nachreiner, F. (2014). Health effects of supplemental work from home in the European Union. *Chronobiology International*, 31(10), 1100–1107. <https://doi.org/10.3109/07420528.2014.957297>
- Barker, J. R. (1993). Tightening the iron cage: Concertive control in self managing teams. *Administrative Science Quarterly*, 38(3), 408–437. <https://doi.org/10.2307/2393374>
- Alan, B.P. (1981). Management directed buyouts. *Journal of Management*, 27(3), 23-34.
- Bank, R.L., & Wheelwright, S.C. (1983). *Operation versus strategy: Trading tomorrow for today*. New York: John Wiley.
- Davis, M.R., Jones, L.K., & English, C.P. (1999, Fall). Directing LBO's in aviation firms. *Journal of Strategic Policy*, 41, 113-127.
- Johnson, B. (1993). *Principles of banking*. New York: John Wiley & Sons, Inc.

## APPENDIX

Appendix appears here.