**THE ABSTRACT TEMPLATE**

**Title (heading 1) font 14; remaining font 12**

Name of the author\* a , Name of the author b , Name of the author c,

Affiliation (author a)

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**Abstract**

Provide an abstract of no more than 200 words; one paragraph (Italic), single-spaced.

**Keywords**: Provide minimum three (3) keywords separated by semicolons (Brand Loyalty; Customer Satisfaction; Switching Cost)