**Template for the Short Abstract and Full Paper - 9th Annual International Research Conference- 2020, FMC, SEUSL**

**Place your title here. Maximum 20 words in the title**

**Format the title:** Capitalize first letter for each word except preposition and articles,

font style: Times New Roman, Bold, Font Size 16, alignment: center

First Authora, Second Authorb, and Third Authorc (Font size 12)

aFirst author affiliation, E-mail, country (font size 12)

bSecond author affiliation, E-mail, country (font size 12)

cThird author affiliation, E-mail, country (font size 12)

*Corresponding Author*: e-mail address

# *Abstract*: (Write a short abstract in the below given sub heading between 150-200 words, Font style- Times New Roman, Font size - 12pts, spacing- single)

**Purpose:** Despite the conceptual, empirical, and theoretical advances in alignment – performance relationship, limited research on the alignment dimensions and organizational performance measures.

**Design/methodology/approach:** The collected 161 senior IT and business managers’ paired responses from Sri Lanka analyzed by using structural equation modeling technique.

**Findings:** The relationships in the research model are supported. Accordingly, the ………………….

**Practical implications:** This study suggests that the business-IT alignment can be dimensioned to better combine business strategy and IT strategy for decision making.

**Originality/value:** Findings suggest guidance for formulating combined business and IT strategic alignment.

***Keywords****: Write 4-6 keywords* (Capitalize first letter for each word, separate keywords by using semicolon)

# Introduction (All the Major Heading Should be Bold, Numbered, Font Size - 12, Font Style - Times New Roman)

This sections covers introducing the research theme, research problem, research gap, research objective/s, and summery of the research contribution.

**Formatting for the** introduction sections: Paper size - A4 paper, font size- 12 for normal text, font style - Times New Roman, spacing- one, margins- all sides one inch (2.54cm).

# Background of the Study / Literature Review

It includes background of the research study with relevant and sufficient number of literature sources. This section may include supportive theory/s which are relevant for your research.

# Research model and hypotheses

This section covers the research model and related hypotheses for the variables in the model. A sufficient number of supportive arguments / points should be given for each hypotheses.

# Research Method / Methodology

This section must include the method/s employed to carry out your research. The data collection methods, sample, research design, data analysis method, measurement development, …etc.

Inside the manuscript, the table and figure should be placed the table number with title and figure number with caption as follows.

Table 1. Sample table formatting.

|  |  |  |  |
| --- | --- | --- | --- |
| Description | Column 1 | Column 2 | Column 3 |
| 1st Record | 1 | 2 | 4 |
| 2nd Record | 3 | 4 | 5 |
| 3rd Record | 5 | 6 | 2 |

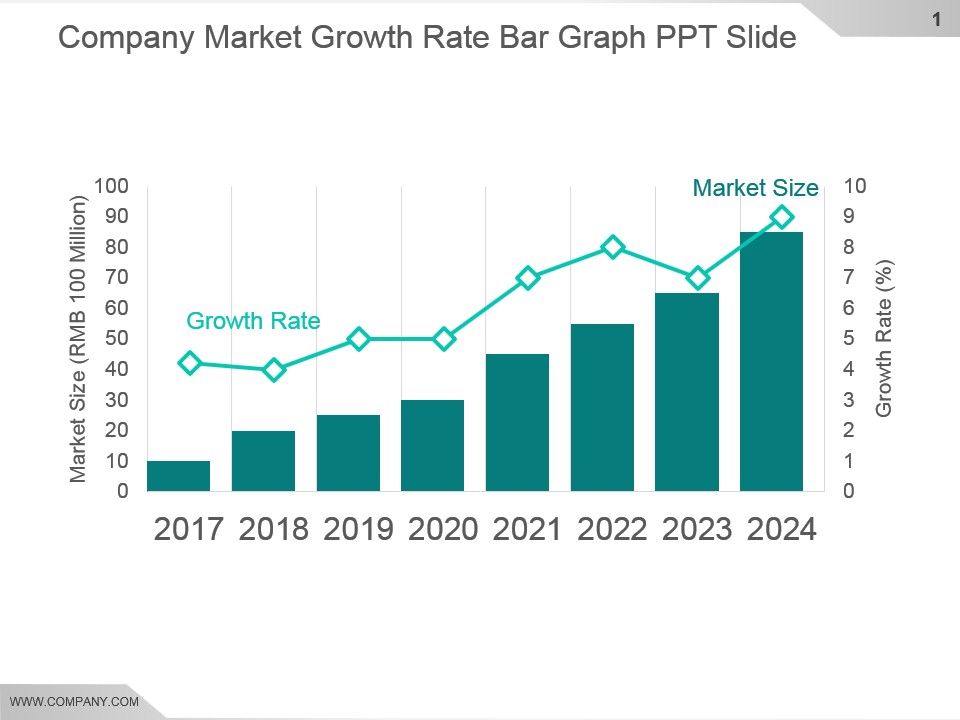


Fig. 1: Sample Figure for Market Growth

# Results and Discussions

This section covers the results of the study by including the tables, statistics and the findings. The discussion must include the adequate points to clearly discuss the findings of the current study and compare with the prior study/s findings.

# Implication and Conclusion

The research implications can be written in terms of theoretical, managerial, and practical context. The conclusion section should summarize the entire research study into more precise format.

# Acknowledgements

The author can acknowledge all those who have contributed for this research study.

# References

References should be in the APA 6th referencing style.

Refer the following link:

<https://www.phdfood2019.it/wp-content/uploads/2019/05/APA_Guide_2017.pdf>