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Abstract: The International Journal of Applied and Creative Arts (IJACA) is a platform for both local and international academicians to have their original works published. IJACA also serves as a platform for scholars and researchers to establish networks and strengthen their professional relationship with art enthusiasts, art agencies, creative industry players, non-governmental organizations, and higher educational institutions abroad.

Keywords: International Journal; Applied and Creative Arts; Conference; Guideline

1. INTRODUCTION

1.1. Each Word in the Subheadings Should be Capitalized

Your introduction should include a definition of your paper's topic and an explanation of its relevance to the International Journal of Applied and Creative Arts' (IJACA) theme. The introduction should clearly reflect the central concern of your paper or the main argument of the paper.

2. BACKGROUND

Submission of papers should relate to the topics or issues on; Improved knowledge of creativity, skills, and talent. Issues, challenges, opportunities, and new ideas in the field of Applied Arts and the creative industries. Maintenance, revitalizing, and sustaining traditional arts, crafts and culture. Innovation, activities, and strategies in the arts and cultural enhancement. Development projects and knowledge transfer which improve the lives of communities. Research and development for community awareness. Intellectual property and copyrights. Creative efforts through branding, marketing, and management. Cultural, arts and heritage management and event management.



Figure 1. IJACA Logo Design

2. DEVELOPMENT OF HYPOTHESIS

2.1. Each Word in the Subheadings Should be Capitalized

The International Journal of Applied and Creative Arts (IJACA) is a journal published under the Faculty of Applied and Creative Arts (FACA), Universiti Malaysia Sarawak (UNIMAS). This journal is a platform for both local and international academicians to have their original works published. IJACA also serves as a platform for scholars and researchers to establish networks and strengthen their professional relationship with art enthusiasts, art agencies, creative industry players, non-governmental organizations, and with higher education institutions abroad. The Faculty is proud to have published the first IJACA in June of 2018.

Hypothesis 1: There is a significant positive relationship between art enthusiasts and human behavior

2.2. Each Word in the Subheadings Should be Capitalized

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3. METHODOLOGY, VARIABLES AND DATA

The paper should include: title, author's name(s), affiliation and present address, acknowledgement, abstract (200 words maximum), an introduction, content, a conclusion, and a reference section. Acknowledgement and information on grant received should be given before the references. Important formulae (displayed), figures and tables should be numbered consecutively throughout the manuscript. **Fonts** Use font type Arial. Use font size 18 bold for the title. Use font size 10 bold for the author's and font size 10 italic for affiliation names and font size 10 for corresponding author email address. Use font size 10 for the text which include abstract, body, references and acknowledgement. **Headings** Use capital letters. Subheadings should be set in italics, bold and aligned to the left-hand margin of the column on a separate line using font size 10. **Tables and Figures** Use font size 10. The charts and graphs must be centered and title should be at the top. Number all

tables and figures in the order in which the tables are first mentioned in text. The illustrations and photographs must be centered. Capitalize captions. Use single spacing and font size 10 **References** References should be complete and follow the **APA Style**.

4. EMPIRICAL RESULTS AND ANALYSIS

4.1. Each Word in the Subheadings Should be Capitalized

Table 1 reports descriptive statistics for selected firm characteristics, including mean, standard deviation, minimum, maximum, skewness and kurtosis for all variables used in the main analysis.

Table 1: Correlations among the Five Factors of Perception

Factors	Complexity	Importance	Appearance	Experience	Interest
Complexity	1				
Importance	0.21	1			
Appearance	-0.43	0.36	1		
Experience	0.46	-0.26	-0.38	1	
Interest	-0.26	0.53	0.91	-0.40	1

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5. DISCUSSION AND CONCLUSION

To share insights, discoveries, and new explorations in aspects of research, work process, management and marketing of various genres of art through the journal. To continue FACA's efforts as an arts school which shows her continued support for art practices through scholarly research as well as publications of quality.

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