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***The purpose of this PhD thesis template is to:***

***(a) Provide a standard template to be used by the students in the writing of a thesis.***

***(b) Provide guidance to supervisors, thus ensuring a consistent viewpoint regarding the writing of a thesis.***

***(c) Briefly describe the concepts that should be in the writing of the thesis.***

***(d) Serve as a guide for writing the thesis, but subject to the respective fields of study.***

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NAME OF STUDENT

A Thesis Submitted to Asia e University in

Fulfilment of the Requirements for the

Degree of Doctor of Philosophy

January 2024

ABSTRACT

A well-prepared abstract can be the most important single paragraph in a thesis. Most people have their first contact with a thesis by seeing just an abstract, usually in comparison with several other abstracts, as they are doing a literature search. Readers frequently decide on the basis of the abstract whether to read the entire thesis, you enhance the user’s ability to find it. (2) A good abstract should be accurate, non-evaluative, coherent and readable, and concise. Henceforth, the abstract of a doctoral thesis should describe: the problem under investigation, in one sentence if possible; the participants, specifying pertinent characteristics such as age, sex, and ethnic and/or racial group; in animal research, specifying genus and species; the essential features of study method – you have a limited number of words so restrict your description to essential and interesting features of the study methodology - particularly those likely to be used in electronic searches; the basics findings, including effect sizes and confidence intervals and/or statistical significance levels; and the conclusions and the implications or applications. (3) At AeU, for the doctoral dissertation, an abstract not exceeding 350 words or 2,450 characters is to be included--approximately one and one-half pages doubled-spaced. (4) If the thesis is written in another language, the abstract in that language must be translated into English language. The English version must appear in a separate page. (5) Maximum 5 keywords.

**Keywords:** Digital marketing, consumer behaviour, customer satisfaction, customer loyalty

APPROVAL

This is to certify that this thesis conforms to acceptable standards of scholarly presentation and is fully adequate, in quality and scope, for the fulfilment of the requirements for the Degree of Doctor of Philosophy.

The student has been supervised by: [**Professor Dr. AAA**] and co-supervised by: [**Professor Dr. BBB**]

The thesis has been examined and endorsed by:

**Professor Dr. CCC**

**Position**

**University**

Examiner 1

**Professor Dr. DDD**

**Position**

**University**

Examiner 2

This thesis was submitted to Asia e University and is accepted as fulfilment of the requirements for the Degree of Doctor of Philosophy.

………………………………

**Professor Dr. EEE**

**Asia e University**

Chairman, Examination Committee

[Date]

DECLARATION

I hereby declare that the thesis submitted in fulfilment of the requirements for the Degree of Doctor of Philosophy is my own work and that all contributions from any other persons or sources are properly and duly cited. I further declare that the material has not been submitted either in whole or in part, for a degree at this or any other university. In making this declaration, I understand and acknowledge any breaches in this declaration constitute academic misconduct, which may result in my expulsion from the programme and/or exclusion from the award of the degree.

Name: Student Name

**Signature of Student**: **Date**: 1 January 2024

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ACKNOWLEDGEMENTS

Usually contain written expressions of appreciation for guidance and assistance from individuals or/and institutions. The acknowledgements should not exceed 250 words.

The acknowledgements should be no indent every paragraph.

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LIST OF ABBREVIATION

AeU Asia e University

# INTRODUCTION

## Background of Study

This thesis template serves as a guide for writing a Master’s or PhD thesis. While some elements are universally applicable, others are optional and may be modified to suit the specific needs of your study. Consult your supervisor(s), as they may have different preferences. However, it is crucial to prioritise **STANDARDIZATION** in your thesis. Ensure consistency in writing style and formatting throughout the document to maintain professionalism and adherence to academic standards.

## Problem Statement

Write your problem statement here. The problem may be a gap in the knowledge, or there is a need to improve something or solve a particular problem. Whatever the problem is, it should be significant enough to warrant investigations in your study through focused research.

“Insert Caption” under the “References” tab and select “Table” in the dropdown list. Click on “Numbering” and tick the “Include chapter number” and select “period (.)” as separator. When done, click “Update Table” to update the List of Tables.

## Research Objectives

The general objectives of this study were (i) AAA, (ii) BBB, (iii) CCC and (iv) DDD. Below were the specific objectives of this study:

1. Write specific objective 1 here.
2. Write specific objective 2 here.
3. Write specific objective 3 here.
4. Write specific objective 4 here and so on….

## Research Qu**estions**

Below were the research questions of this study:

1. Write your first research question here.
2. Write your second research question here
3. Write your third research question here and so on…

## Conceptual Framework

## Significance of the Study

## Operational Definition of Terms

# LITERATURE REVIEW



## Introduction

Introduction start here. This chapter will discuss the materials and methods used in your study. You should include one or two opening paragraphs here Chapter 2.

## Theoretical Framework

### How to Write Quotation

A direct quotation reproduces word-for-word material taken directly from another author’s work, or from your own previously published work.

If the quotation is **fewer than 40 words**, incorporate it into your paragraph and enclose it in double quotation marks. As shown in the paragraph below.

David Copperfield starts with "Whether I shall turn out to be the hero of my own life, or whether that station will be held by anybody else, these pages must show" (Dickens, 1869, p. 1).

If the **quotation comprises 40 or more words**, include it in an indented, freestanding block of text, without quotation marks. Make it **double spaced**.

Whether I shall turn out to be the hero of my own life, or whether that station will be held by anybody else, these pages must show. To begin my life with the beginning of my life, I record that I was born (as I have been informed and believe) on a Friday, at twelve o’clock at night. It was remarked that the clock began to strike, and I began to cry, simultaneously. (Dickens, 1896, p. 1)

### Equation Numbering

Every equation in a chapter must be numbered as follows: -

|  |  |
| --- | --- |
| y= mx + c | (2.1) |

This is the first equation in Chapter 2. To create the equation, first you can insert a table of 1 row and 2 columns. Left Column you need to insert your equation within the body of the text center and Right Column must be caption of equations. Go to “References” menu bar and click “Insert Caption” and choose “Equation” under Label options dropdown list and tick the “Exclude label from caption”. Click on “Numbering” and tick the “Include chapter number” and select “period (.)” as separator.

Highlight the caption of equation and drag into Right Column. Then, click “Borders” under the “Table Design” and select “No Border” to hide the table border lines. Thus, for example, equations in Chapter 2 are numbered sequentially: 2.1, 2.2.

### Table Numbering

Printed within the body of the text at the center of the frame and labeled according to the chapter in which they appear. Thus, for example, tables in Chapter 2 are numbered sequentially: Table 2.1, Table 2.2.

To insert label above a table, go to “References” menu bar and click “Insert Caption” and choose “Table” under Label options dropdown list. Click on “Numbering” and tick the “Include chapter number” and select “period (.)” as separator. When done, click “Update Table” to update the List of Tables.

The label should be placed above the table itself and has the following format.

**Table 2.1: Table Example**

|  |  |
| --- | --- |
| **Heading** | **Heading** |
| Test | Text |
|  |  |

*Note.* From “Title of source…”, by Author, Year, Publisher.

## Review of Research

## Subheading 1

## Subheading 2

## Chapter Summary

# **METHODOLOGY**



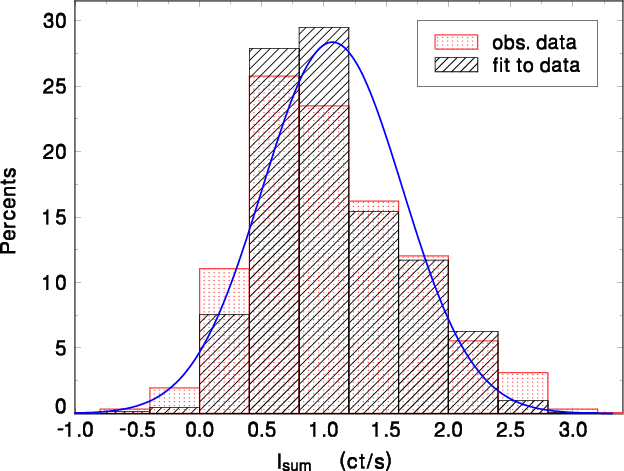
## Introduction

Figures, like tables are printed within the body of the text at the centre of the frame and labelled according to the chapter in which they appear. Thus, for example, figures in Chapter 3 are numbered sequentially: Figure 3.1, Figure 3.2.

Figures, unlike text or tables, contain graphs, illustrations or photographs and their labels are placed at the bottom of the figure rather than at the top (using the same format used for tables). If the figure occupies more than one page, the continued figure on the following page should indicate that it is a continuation: for example: ‘Figure 3.7, continued’. If the figure contains a citation, the source of the reference should be placed at the bottom, after the label.

## Research Design

**Figure 3.1: Bell Curve**



*Note.* From “Title of source…”, by Author, Year, Publisher.

## Research Method

## Data Collection Methods

## Subheading 1

## Subheading 2

## Subheading 3

## Subheading 4

## Chapter Summary

# **RESULTS**



## Introduction

This chapter presents the results of the research studies conducted, which are divided into several sections, each presenting findings related to the research objective. The results are presented clearly and concisely, with tables, charts, and graphs to aid data visualization. In addition, a discussion of the findings is provided.

## Subheading 1

### Sub-Subheading 1

The expert's role is to evaluate and validate the research variables proposed at the initial stage using the Delphi method. The main roles of academics as experts in this research include:

* + 1. Providing Quality Information and Data

Experts can provide high-quality data, facts, and information to support the research process, which, through in-depth analysis, experts help to understand the selection of more informed alternatives such as:

1. …..
2. …..
3. ….
4. Consultation and Discussion

Experts participate in discussions with policymakers to understand governments' needs and challenges, thereby providing deeper insights into discovering more effective solutions.

1. Community Empowerment

Experts help convey information clearly to the public, enabling better participation in decision-making processes.

Through the role of academics as experts in this research, ensuring that research results are based on a better understanding of complex issues to produce more effective and sustainable solutions.

## Subheading 2

## Subheading 3

**To get this landscape**

1. Insert the SECTION BREAK (NEXT PAGE) into previous page and bottom of the page,
2. Then view click on the PAGE LAYOUT -> Orientation -> landscape.
3. Unlink the page number and delete the current page number
4. Insert the page number back by click on the INSERT -> Page Number -> Page Margin -> Large Left
5. Adjust the font to 12pt using TIMES NEW ROMAN
6. Right click and get FORMAT SHAPE -> TEXT BOX and adjust the location of the page and rotate the text
7. Landscape page margin (Top 4 cm, Right, left, and bottom 2.5 cm)

**Pagination**

1. To insert page number simply “Unlink” the page number at DESIGN RIBBON
2. You need to Unlink at 2 places. The page Landscape page itself and the next page of the page
3. Delete the page number at the landscape page
4. Insert the page number back by, go to INSERT -> Page Number -> Page Margins -> Vertical Right -> and adjust accordingly

## Chapter Summary

# DISCUSSION AND CONCLUSION



## Introduction

## Limitations of Research

## Implications of Research

## Contributions of Research

### Theoretical Contributions

### Practical Contributions

### Contribution to Methodology

## Recommendation for Future Research

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**FORMAT FOR IN TEXT CITATION AND LIST OF REFERENCES STRICTLY TO FOLLOW APA FORMAT 7TH EDITION**

APPENDICES

## Appendix A

## Appendix B