**THE TITLE GOES HERE WITH EACH LETTER CAPITALIZED**

**First Author’s Name[1], Second Author's Name[2] and Third Author's Name[3]**

*[1,2]Replace this text with corresponding author’s affiliations (use complete addresses)*

*[3]If more than one affiliation is needed, they should be indicated by superscript*

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**Abstract (Capital Letter, Times New Roman 12, Bold)**

*Contents of abstract (Times New Roman 12, Italic, 1.5 space) Abstract must be between 150-200 words only. For those who writing in other language, need to write abstract in English too. The abstract must state the purpose, procedures and conclusions of the study. Example: Understanding customer experience and the customer journey over time is critical for firms. Customers now interact with firms through myriad touch points in multiple channels and media, and customer experiences are more social in nature. These changes require firms to integrate multiple business functions, and even external partners, in creating and delivering positive customer experiences. In this article, the authors aim to develop a stronger understanding of customer experience and the customer journey in this era of increasingly complex customer behavior. To achieve this goal, they examine existing definitions and conceptualizations of customer experience as a construct and provide ahistorical perspective of the roots of customer experience within marketing. Next, they attempt to bring together what is currently known about customer experience, customer journeys, and customer experience management. Finally, they identify critical areas for future research on this important topic.*

**Keywords:** Enter Keywords here, Enter Keywords here, Enter Keywords here. (About four keywords or phrases in alphabetical order, separated by commas)

**TAJUK KAJIAN DALAM BAHASA MALAYSIA**

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**ABSTRAK**

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**Kata kunci**: Kata kunci 1, kata kunci 2, kata kunci 3 (Anggaran empat kata kunci atau frasa dalam susunan abjad, dipisahkan dengan koma)