

1. FORMAT

Papers must adhere to the following format:

- A4 paper (8.27 inches wide by 11.69 inches long);
- Top and bottom margin of 1 inch;
- Right and left margin of 1.25 inches;
- Font of Times (Times new roman is strongly recommended);
- Font size of 12 points;
- One and a half spaced text;
- Do not indent and leave a blank line between paragraphs;
- Insert page numbers in lower and middle position;

2. STRUCTURE

The cover page of this document is an example of the first page of a full paper. The title of the paper should be centered in **upper case capitals and boldface**. Each author's name must be included centered in **upper case capitals and boldface**.

An abstract must be within **400 - 800 words** Then, **after two blank lines, the main body of the paper starts. The main body is divided in chapters, (optionally) sections, and (optionally) subsections.** Chapters must be numbered and **their title typed in bold capitals** (for example, **1. Introduction**). Sections must be numbered using two digits and their title typed in bold typeface (for example, **2.1 Data Collection**). Subsections must be numbered using three digits (for example, 3.1.2 Model Validation). One blank line must be placed after each chapter title, and before each section/subsection title with the exception of new pages and no blank line should be placed after each section/subsection title. All the text must start at the left margin (that is, new paragraphs are not to be indented) with the exception of listings, which may be indented.

The order of the dissertation is as follows:

- First: Title, authors' information, and the chapters of the main text, which are numbered as indicated above.
- Second: The **Acknowledgements** (**title is centered and in bold capital typeface**) if required.
- Third: The main body comprises of **Introduction, Literature Review, Conceptual Model, Method Selection and Development of Measurements, Research Methodology, Conclusion and Recommendation** (**title is centered and in bold capital typeface**).
- Fourth: The **Bibliography** (**title is centered and in bold capital typeface**)
- Fifth: Appendices if required.

3. EQUATIONS, TABLES AND FIGURES

- **Equations** must be written preferably with the same word processor used for the rest of the text, without hand-written symbols in order to be legible. Equations must be numbered sequentially with their numbers in parenthesis and right justified.

$$U^a(t^a, c^a) = \alpha \sum_i \frac{U_{it}^a(t_i^a)}{\lambda} + \sum_i \int_p^q U_{ic}^a(c_i^a, \omega) d\omega \quad (1)$$

- **Tables** must be numbered sequentially and have a reasonably explanatory title centered **over the table**.

Table 1 Estimation Results of the Models

Variables	Model 1		Model 2		Model 3	
	Parameters	T-statistics	Parameters	T-statistics	Parameters	T-statistics
Travel time	-0.0124	-5.43	-0.0222	-5.99	-0.0113	-2.99
Travel cost	-0.00451	-8.55	-0.00322	-4.33	-0.00201	-9.31
Service frequency	-0.155	-4.88	-0.147	-3.98	-0.221	-1.99
Initial log-likelihood	-1432.11		-1432.11		-1432.11	
Final log-likelihood	-1043.68		-1114.66		-1108.19	
Number of observation	2489		2489		2489	

- **Figures** must be drawn using good quality graphic software; they must be numbered sequentially and have a reasonably informative title centered **under the figure**.

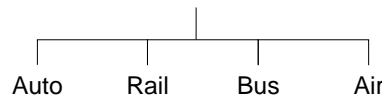


Figure 1 Choice Tree of Inter-Regional Transport Modal Choice

4. REFERENCES

The American Psychological Association System of reference must be used. In the body of the text papers or documents are referred to by the author's surname with the year of publication in parenthesis such as "Greene (1993)"; if the quotation is itself in parenthesis, the year of publication is separated by a comma such as (Dewan and Smith, 2003; Kockelman, 1998). If the reference has more than two authors, only the surname of the first author followed by *et al.* in italics will appear in the body of the text, for example Auerbach *et al.* (1994).

To complete the paper, references must be given alphabetically according to the authors' surnames including: surname(s) and initials of author(s), separated by a comma, year of publication in parenthesis, title of paper, title and volume of the journal in normal typeface, and first and last pages. In the case of books, the title of the book must be in normal typeface and initial capitals; the publisher and the city of publication must be indicated. Do not repeat a reference in the list, and do not use *ibid.*, *idem*, *op. cit.*, or *loc. cit.*.

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University of the Thai Chamber of Commerce
2011

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ABSTRACT

ACKNOWLEDGEMENTS

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CHAPTER 1: INTRODUCTION

Chapter Summary

1.1 Significance of the study

1.2 Statement of Problems

1.3 Objectives of the Study

1.4 Scope of the Study

1.5 Benefits of the Study

1.6 Study Framework

CHAPTER 2:
Literature Review

Chapter Summary

2.1 Theoretical Foundations of Underlying Research Concept 1

2.2 Theoretical Foundations of Underlying Research Concept 2

2.3 Theoretical Foundations of Underlying Research Concept 3

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3.3 Research Tools

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3.5 Description of the Components on the Model

3.6 Discussion

CHAPTER 4:
Method Selection and Development of Measurements

Chapter Summary

4.1 Introduction

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CHAPTER 5
Research Methodology

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5.1 Research Overview

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CHAPTER 6
Conclusion and Recommendation

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APPENDICES

APPENDIX A

Figures, Tables, or Additional Supportive Data

x

APPENDIX B

Details on Research Tools

x

APPENDIX C

Details on Conceptual Development

x



APA Citation Style

This guide provides a basic introduction to the APA citation style. It is based on the 5th edition of the *Publication Manual of the American Psychological Association* published in 2001.

Copies are available at the Vanier Library Reference Desk, in the Webster Library Reference Collection and on 3-hour Reserve (at both libraries). The call number for the handbook is BF 76.7 A46 2001.

The *Publication Manual* is generally used for academic writing in the social sciences. The manual itself covers many aspects of research writing including selecting a topic, evaluating sources, taking notes, plagiarism, the mechanics of writing, the format of the research paper as well as the way to cite sources.

This guide provides basic explanations and examples for the most common types of citations used by students. For additional information and examples, refer to the *Publication Manual*.

Direct quotations of sources

Direct quotations allow you to acknowledge a source within your text by providing a reference to exactly where in that source you found the information. The reader can then follow up on the complete reference in the Reference List page at the end of your paper.

- Quotations of less than 40 words should be incorporated in the text and enclosed with double quotation marks. Provide the author, publication year and a page number.

She stated, "The 'placebo effect,' ...disappeared when behaviors were studied in this manner" (Miele, 1993, p. 276), but he did not clarify which behaviors were studied.

Miele (1993) found that "the 'placebo effect,' which had been verified in previous studies, disappeared when [only the first group's] behaviors were studied in this manner" (p. 276).

- When making a quotation of more than 40 words, use a free-standing "block quotation" on a new line, indented five spaces and omit quotation marks.

Miele (1993) found the following:

The "placebo effect," which had been verified in previous studies, disappeared when behaviors were studied in this manner. Furthermore, the behaviors *were never exhibited*, even when reel [*sic*] drugs were administered. Earlier studies were clearly premature in attributing the results to a placebo effect. (p. 276)

- For electronic sources such as Web pages, provide a reference to the author, the year and the page number (if it is a PDF document), the paragraph number if visible or a heading followed by the paragraph number.

"The current system of managed care and the current approach to defining empirically supported treatments are shortsighted" (Beutler, 2000, Conclusion section, ¶ 1)

Further examples and explanations are available in Section 3.34 of the *Publication Manual*.

Reference citations in the text

When using your own words to refer indirectly to another author's work, you must identify the original source. A complete reference must appear in the Reference List at the end of your paper.

- In most cases, providing the author's last name and the publication year are sufficient:

Smith (1997) compared reaction times...

Within a paragraph, you need not include the year in subsequent references.

Smith (1997) compared reaction times. Smith also found that...

- If there are two or three authors, include the last name of each and the publication year:
 - ...as James and Ryerson (1999) demonstrated...
 - ...as has been shown (James and Ryerson, 1999)...
- If there are three to five authors, cite all authors the first time; in subsequent citations, include only the last name of the first author followed by “et al.” and the year:
 - Williams, Jones, Smith, Bradner, and Torrington (1983) found...
 - Williams et al. (1983) also noticed that...
- The names of groups that serve as authors (e.g. corporations, associations, government agencies, and study groups) are usually spelled out each time they appear in a text citation. If it will not cause confusion for the reader, names may be abbreviated thereafter:
 - First citation: (National Institute of Mental Health [NIMH], 1999)
 - Subsequent citations: (NIMH, 1999)
- To cite a specific part of a source, indicate the page, chapter, figure, table or equation at the appropriate point in the text:
 - (Czapiewski & Ruby, 1995, p. 10)
 - (Wilmarth, 1980, chap. 3)
- For electronic sources that do not provide page numbers, use the paragraph number, if available, preceded by the ¶ symbol or abbreviation para. If neither is visible, cite the heading and the number of the paragraph following it to direct the reader to the quoted material.
 - (Myers, 2000, ¶ 5)
 - (Beutler, 2000, Conclusion section, para. 1)

Further examples and explanations are available in Sections 3.94-3.103 of the *Publication Manual*.

Reference List

The alphabetical list of references that appears at the end of your paper contains more information about all of the sources you have used allowing readers to refer to them, as needed. The main characteristics are:

- The list of references must be on a new page at the end of your text
- The word *References* should be centered at the top of the page
- Entries are arranged alphabetically by the author’s last name or by the title if there is no author
- Titles are *italicized*
- Entries are double-spaced (for the purposes of this handout, single-spacing is used)

Below are some examples of the most common types of sources including online sources (web and databases).

Book with one author

Bernstein, T.M. (1965). *The careful writer: A modern guide to English usage* (2nd ed.). New York: Atheneum.

Book with two to five authors

Beck, C. A. J., & Sales, B. D. (2001). *Family mediation: Facts, myths, and future prospects*. Washington, DC: American Psychological Association.

Two or more books by the same author

Arrange alphabetically by the book’s title

Postman, N. (1985). *Amusing ourselves to death: Public discourse in the age of show business*. New York: Viking.

Postman, N. (1985). *The disappearance of childhood*. New York: Vintage.

Anthology or compilation

Gibbs, J. T., & Huang, L. N. (Eds.). (1991). *Children of color: Psychological interventions with minority youth*. San Francisco: Jossey-Bass.

Work in an anthology or an essay in a book

Bjork, R. A. (1989). Retrieval inhibition as an adaptive mechanism in human memory. In H. L. Roediger III & F. I. M. Craik (Eds.), *Varieties of memory & consciousness* (pp. 309-330). Hillsdale, NJ: Erlbaum.

Book by a corporate author

Associations, corporations, agencies, government departments and organizations are considered authors when there is no single author

American Psychological Association. (1972). *Ethical standards of psychologists*. Washington, DC: American Psychological Association.

Article in a reference book or an entry in an encyclopedia

If the article/entry is signed, include the author's name; if unsigned, begin with the title of the entry

Guignon, C. B. (1998). Existentialism. In E. Craig (Ed.), *Routledge encyclopedia of philosophy* (Vol. 3, pp. 493-502). London: Routledge.

Article in a journal

Mellers, B. A. (2000). Choice and the relative pleasure of consequences. *Psychological Bulletin*, 126, 910-924.

Note: List only the volume number if the periodical uses continuous pagination throughout a particular volume. If each issue begins with page 1, then list the issue number as well.

Klimoski, R., & Palmer, S. (1993). The ADA and the hiring process in organizations. *Consulting Psychology Journal: Practice and Research*, 45(2), 10-36.

Article in a newspaper or magazine

Semenak, S. (1995, December 28). Feeling right at home: Government residence eschews traditional rules. *Montreal Gazette*, p. A4.

Driedger, S. D. (1998, April 20). After divorce. *Maclean's*, 111(16), 38-43.

Television or radio program

MacIntyre, L. (Reporter). (2002, January 23). Scandal of the Century [Television series episode]. In H. Cashore (Producer), *The fifth estate*. Toronto: Canadian Broadcasting Corporation.

Film, videorecording or DVD

Kubrick, S. (Director). (1980). *The Shining* [Motion picture]. United States: Warner Brothers.

Article from a database

Provide the same information as you would for a printed journal article and add a retrieval statement that gives the date of retrieval and the proper name of the database.

Schredl, M., Brenner, C., & Faul, C. (2002). Positive attitude toward dreams: Reliability and stability of ten-item scale. *North American Journal of Psychology*, 4, 343-346. Retrieved December 16, 2004, from Academic Search Premier database.

Dussault, M., & Barnett, B. G. Peer-assisted leadership: Reducing educational managers' professional isolation. *Journal of Educational Administration*, 34(3), 5-14. Retrieved December 16, 2004, from ABI/INFORM Global database.

Non-periodical documents on the Internet

Library and Archives Canada. (2002). *Celebrating Women's Achievements: Women Artists in Canada*. Retrieved December 16, 2004, from <http://www.collectionscanada.ca/women/h12-500-e.html>

Article in an Internet-only journal

Pelling, N. (2002, May). The use of technology in career counseling. *Journal of Technology in Counseling*, 2(2). Retrieved December 16, 2004, from http://jtc.colstate.edu/vol2_2/pelling.htm

Further examples and explanations are available in Chapter 4 of the *Publication Manual*.