**Service Marketing**

**Body of paper**

**Introduction [1.5 pages]** - Introduction must be well written with adequate parenthetical citations.

* ***Research motivation [.5 page]***
* ***Research questions or purpose or objectives of study***
* 1.
* 2.
* 3.
* 4.

**Review of Relevant Literature [6 pages] -** Thorough Review of Relevant Literature past studies relevant to your research area.

**Research Methodology [1 page]** – For research methodology, we will use an operational research model called analytic hierarchy process (AHP). Please read literature on it. I will be glad to share with you some of my published papers using it. AHP has been used in thousands of thesis/dissertations, academic journal publications, and in governmental agencies. I will guide you on how it is used in an empirical research.

**References**

**Writing Guidelines to use**

* Use double space single column, one-inch margins (1”) all-round (Top, bottom, left, and right.
* References and parenthetical citations should be prepared in accordance with **APA Publication Manual 5th Edition**
* **Use Times New Roman, 12 points**