

# LITERATURE REVIEW PAPER

**Title of the Paper** *Max of 15 Words*

## **Introduction**

*Sub-sections (if required)*

*<<<< Provide a brief overview of the topic, its relevance, scope, and the REVIEW objectives here>>>>>*

## **Review Methodology**

*Sub-sections (if required)*

*<<<< Present an overview about the review methodology followed in the study (e.g., concept centric)>>>>>*

## **Organizing Framework**

*Sub-sections (if required)*

*<<<< Present a short summary of the models/theories (e.g., ELM, advertising models) based on which the literature review conducted has been organized>>>>*

## **Review Discussion**

*Sub-sections (if required)*

*<<<<< Provide a short summary of the review findings here. You can present tables, graphs and figures (if any) in this part>>>>>*

## **Directions for Future Research & Implications**

*<<<< discuss the study directions/postulations and provide a summary of important theoretical and practical implications here>>>>>*

## **Major References**

*<<<<< Follow APA Style guidelines>>>>>>*

**NOTE:** *This 1000 word extended abstract should be prepared as a separate PDF file and submitted through the easy chair account system. This manuscript should be prepared as double spaced, A4 size, Times New Roman font, 12 point size, 1 inch margins on all sides, and APA style in all other aspects. If the authors interested to submit the literature review papers, they can refer the above-mentioned style guidelines. However, the authors are encouraged to follow their own considering the spirit of the systematic literature review paper (e.g., Swani, K., Brown, B. P., & Mudambi, S. M. (2019). The untapped potential of B2B advertising: A literature review and future agenda. Industrial Marketing Management. In Press).*