# Authors, keywords, and abstracts SHOULD NOT BE in the file that contains the body of the paper -- they are added during the submissions process in PCS (Precision Conference System).

TunAISia-Pre-MCIS 2025

Paper Submission Title

*Indicate Submission Type:* *Research Full-length paper, Research-in-Progress paper*

# Abstract

In this document we describe the formatting requirements for the Proceedings of the TunAISia-Pre-MCIS Conference 2025. Please review this document carefully. You can use this document as a template and copy/paste your paper content here (this might be the best or easiest way). Please be sure to adhere to the formatting requirements. Submission must be made in PDF format. Abstracts should be no more than 150 words, as the abstract will also be used for the conference program.

## Keywords (Required)

Please list five keywords that best represent your research paper.

# Introduction

Please format your paper using this template. The simplest approach is to replace the placeholder text with your own content. The template includes predefined styles (e.g., Normal, Heading, Bullet, References, Title, Author, Affiliation) to help streamline the formatting process and ensure consistency in your final submission.

# Page Size

On each page, your material (not including the header and footer) should fit within a rectangle of 18 x 23.5 cm (7 x 9.25 in.), centered on a US letter page, beginning 1.9 cm (.75 in.) from the top of the page. Please adhere to the US letter size only (hopefully Word or other word processors can help you with it). If you cannot do so, please contact the review coordinator for assistance. All final publications will be formatted and displayed in US letter size. Right margins should be justified, not ragged. All margins must measure 1” (2.5 cm) around. Beware, especially when using this template on a Macintosh, Word may change these dimensions in unexpected ways.

# Length

Submission must not exceed a total of 10 pages (Maximum 5,000 words, including author names, abstract, figures, tables, references, appendices).

**Title**

Your paper’s title should be in Georgia 20-point bold. Ensure proper capitalization within your title (i.e.

“"Digital Transformation Unpacked: Key Challenges and Strategic Responses"” versus “digital transformation unpacked: key challenges and strategic responses"

## Normal or Body Text

Use a 10-point Georgia font, which is more reader-friendly on digital devices.

# Sections

The heading of a section should be Georgia 13-point bold, left justified (Heading 1 Style in this template file). Sections should not be numbered.

## Subsections

Headings of subsections should be in Georgia 11-point bold italics with initial letters capitalized (Heading 2). (Note: for sub-sections and sub-subsections, words like ‘the’, ‘of’, ‘a’, ‘an’ are not capitalized unless it is the first word of the heading.)

### Sub-subsections

Headings for sub-subsections should be in Georgia 10-point bold with initial letters capitalized (Heading 3). Please do not go any further into another layer/level.

# Figures, Tables & Captions

Place figures and tables close to the relevant text (or where they are referenced in the text).

Captions should be Georgia 10-point bold (Caption Style in this template file). They should be numbered (e.g., “Table 1” or “Figure 2”), centered and placed beneath the figure or table. Please note that the words “Figure” and “Table” should be spelled out (e.g., “Figure” rather than “Fig.”) wherever they occur. The proceedings will be made available online, thus color figures are possible.

# Language, Style, and Content

With regard to spelling and punctuation, please pay attention to the following:

* Write in a straightforward style.
* Try to avoid long or complex sentence structures.
* Briefly define or explain all technical terms that may be unfamiliar to readers.
* Explain all acronyms the first time they are used in your text – e.g., “Digital Library (DL)”.
* Explain local references (e.g., not everyone knows all city names in a particular country).
* Be careful with the use of gender-specific pronouns (*he*, *she*) and other gendered words (*chairman*, *manpower*, *man-months*). Use inclusive language that is gender-neutral (e.g., *they*, *chair*, *staff*, *staff-hours*, *person-years*).

# Conclusion

It is important that you write for a general audience. It is also important that your work is presented in a professional fashion. This guideline is intended to help you achieve that goal.

# Acknowledgements (Optional)

Please do *not* add acknowledgements to your original submission because it may identify authors. Add any acknowledgements to the revised, camera-ready version of your paper.

## References and Citations

References are to be formatted using the **new** *MIS Quarterly* style (<https://misq.umn.edu/formatting-your-manuscript>). References should be listed alphabetically by author name at the end of the paper and formatted in conformance with [APA 7th edition](https://apastyle.apa.org/products/publication-manual-7th-edition). References must be complete, i.e., include, as appropriate, volume, number, month, publisher, city and state, editors, last name and initials of all authors, page numbers, etc. If you use EndNote, be aware that different versions of the software change the styles, creating some inconsistencies. Your references should comprise only published materials accessible to the public. Proprietary information may not be cited.

# REFERENCES (Ensure that all references are complete and accurate)

Ackoff, R. L. (1961). Management misinformation systems. Management Science, 14(4), 147-156.

Benbasat, I., & Zmud, R. W. (2003). The identity crisis within the IS discipline: Defining and communicating the discipline’s core properties. MIS Quarterly, 27(2), 183-194.

Bonini, C. P. (1963). Simulation of Information and Decision Systems in the Firm. Prentice-Hall.

Broadbent, M., Weill, P., O’Brien, T., & Neo, B. S. (1996). Firm context and patterns of IT infrastructure capability. Proceedings of the 14th International Conference on Information Systems, 174-194.