Submission Guidelines & Article Template

Authors can directly edit this file as their paper and follow the step-by-step screenshots to set correct formatting in MS Word.

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11 **A detailed Youtube Video**

-A step-by-step visual guide

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➢ Submission Process

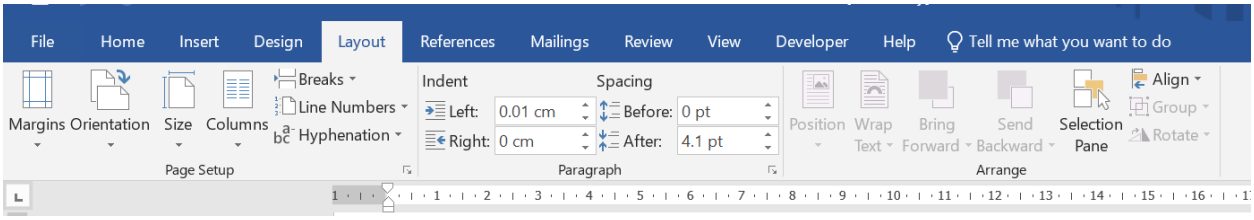
1. Prepare your manuscript using this template.
2. Ensure all author names, affiliations, and email IDs are correctly mentioned.
3. Check formatting using the Final Checklist section.
4. Submit the final file through the conference's online submission system.

➢ Page Setup and Basic Formatting (MS Word – A4 Size)

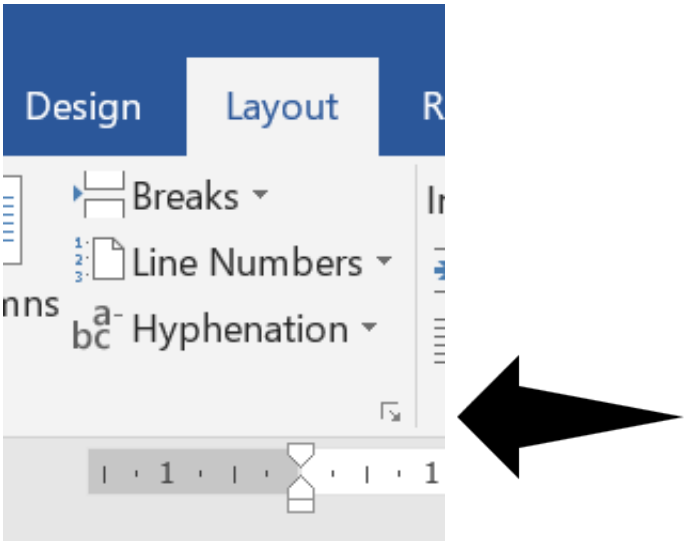
1. Page size: A4
2. Margins – Top: 0.75", Bottom: 0.42", Left: 0.42", Right: 0.42"
3. Font: Times New Roman, 12 pt throughout the paper (except title and headings)
4. Line spacing: Single (1.0), with 12 pt space Before and After each paragraph.

Screenshots – How to set A4 page size and margins:

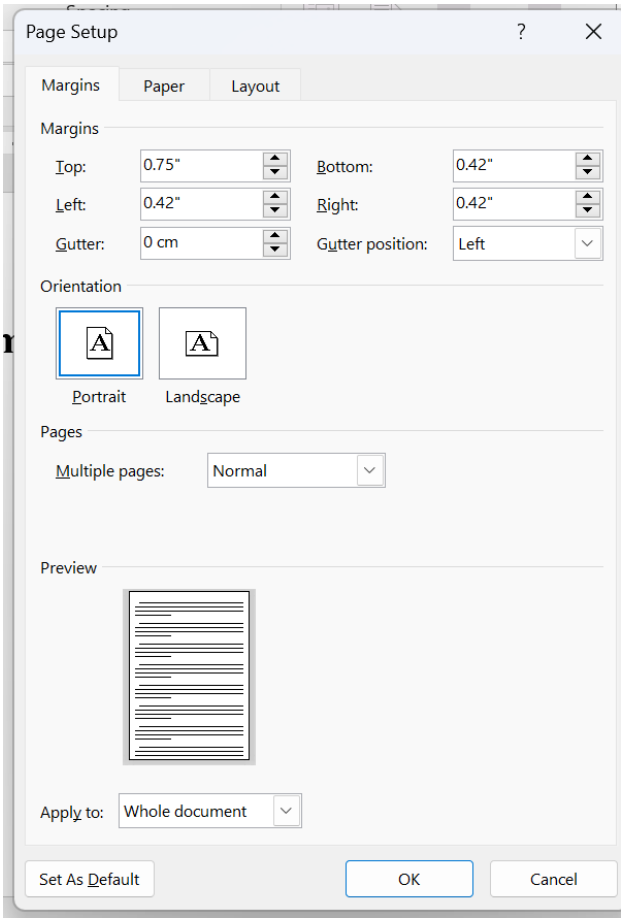
1.Click on Layout Tab



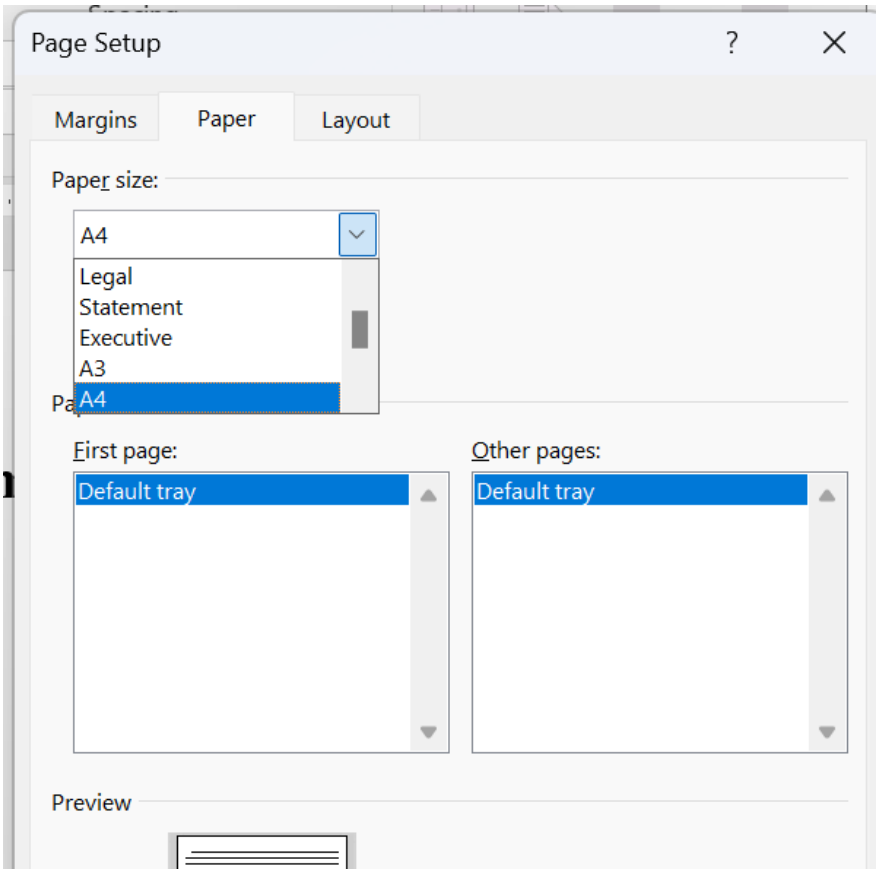
2.Then Click on this Icon



3.Set Top to 0.75" and (Left,Bottom,Right) to 0.42" and press Enter



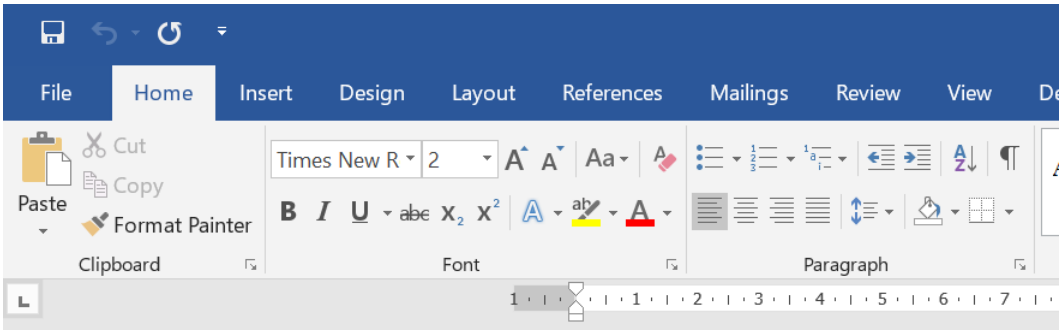
4.Then go to paper and select A4



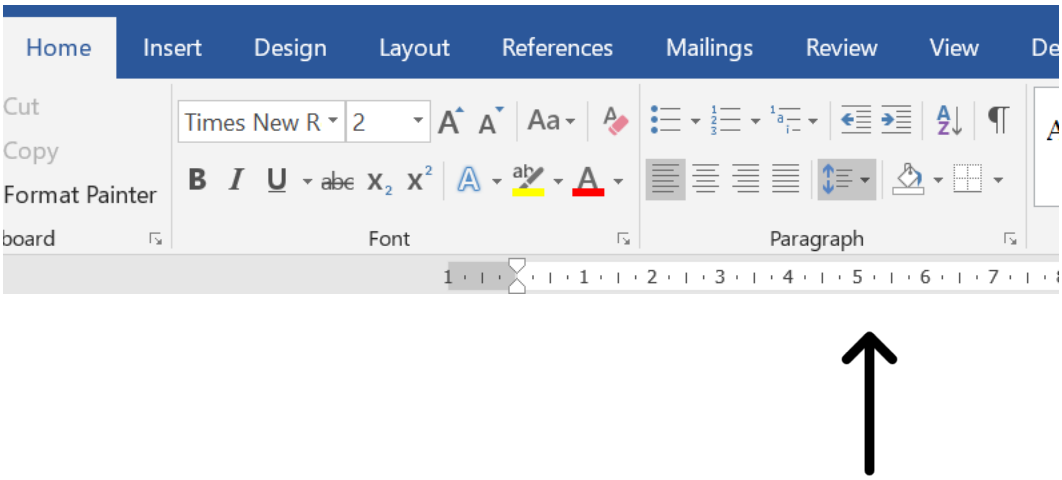
5.Click on OK. Page setup Completed.

How to apply font & line spacing to the whole document (Home → Select All → Line Spacing):

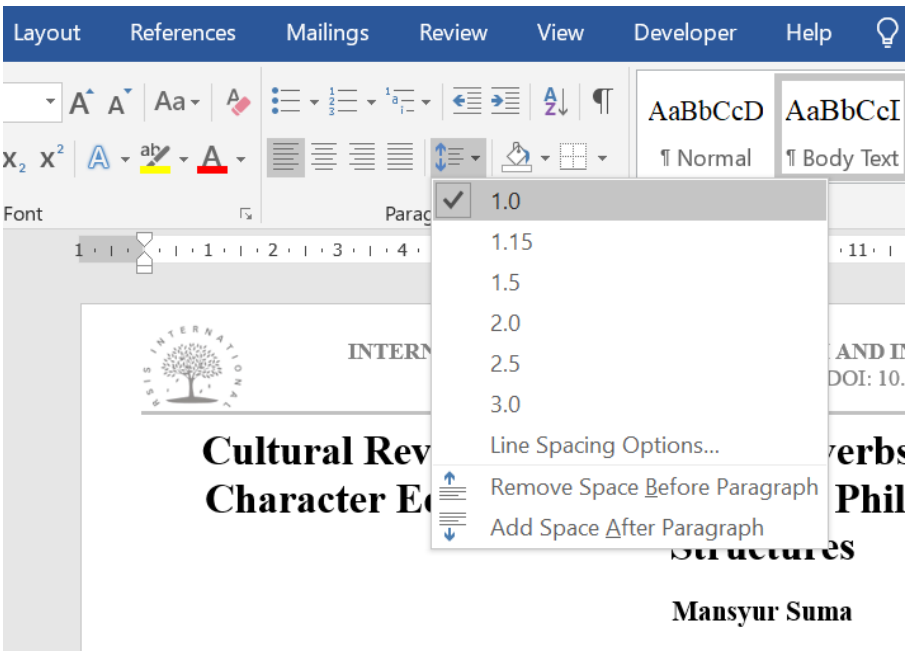
1.Go To HOME Tab and Press (CTRL+A)



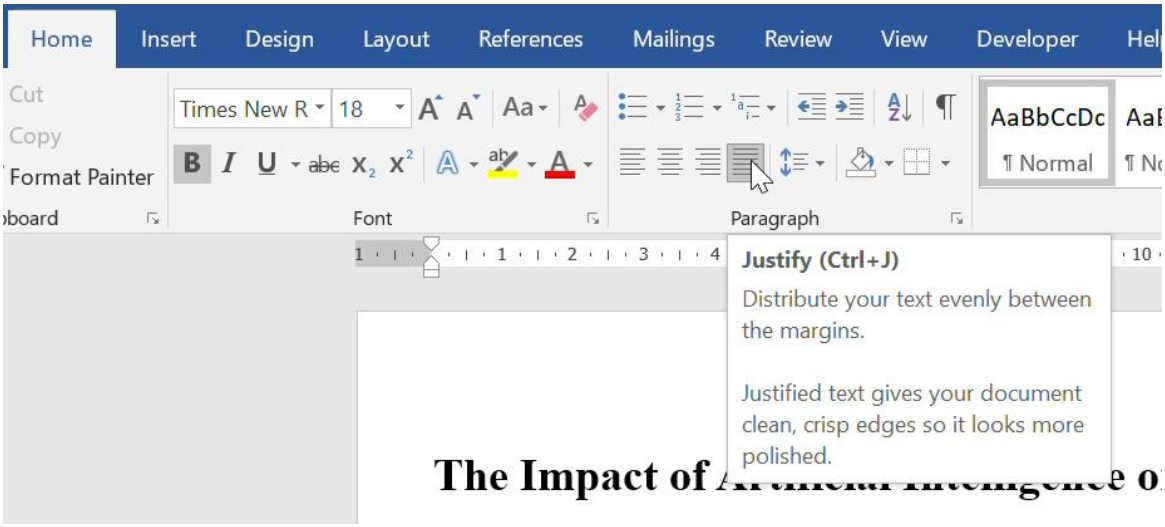
2.Click Here to Apply Formatting on Whole Document



3.Set it to 1.0



4.Set Justify content by clicking here.

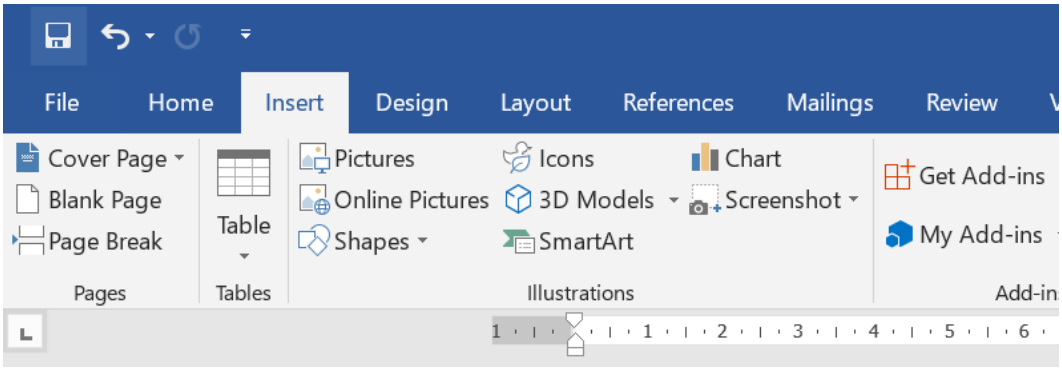


➢ 3. Header and Footer Settings

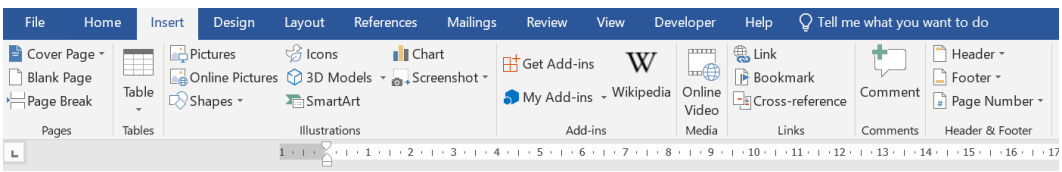
1. Header from Top: 0.24 inches
2. Footer from Bottom: 0.28 inches
3. Do NOT type anything in the header or footer.

Steps (Insert Tab → Header → Edit Header → Header & Footer Tools):

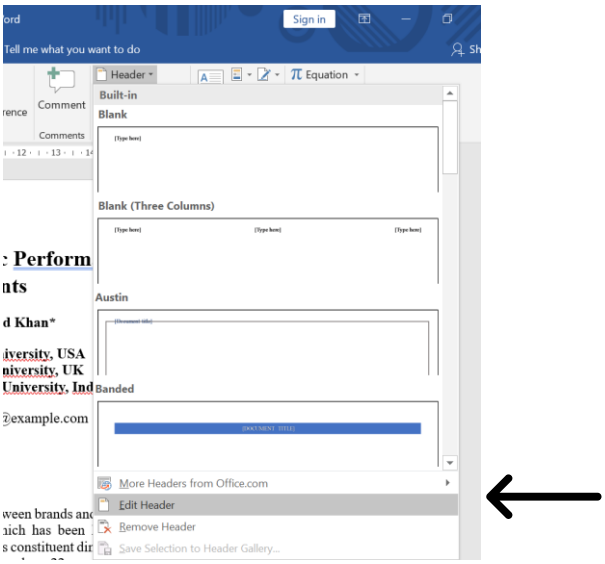
1.Go to Insert Tab



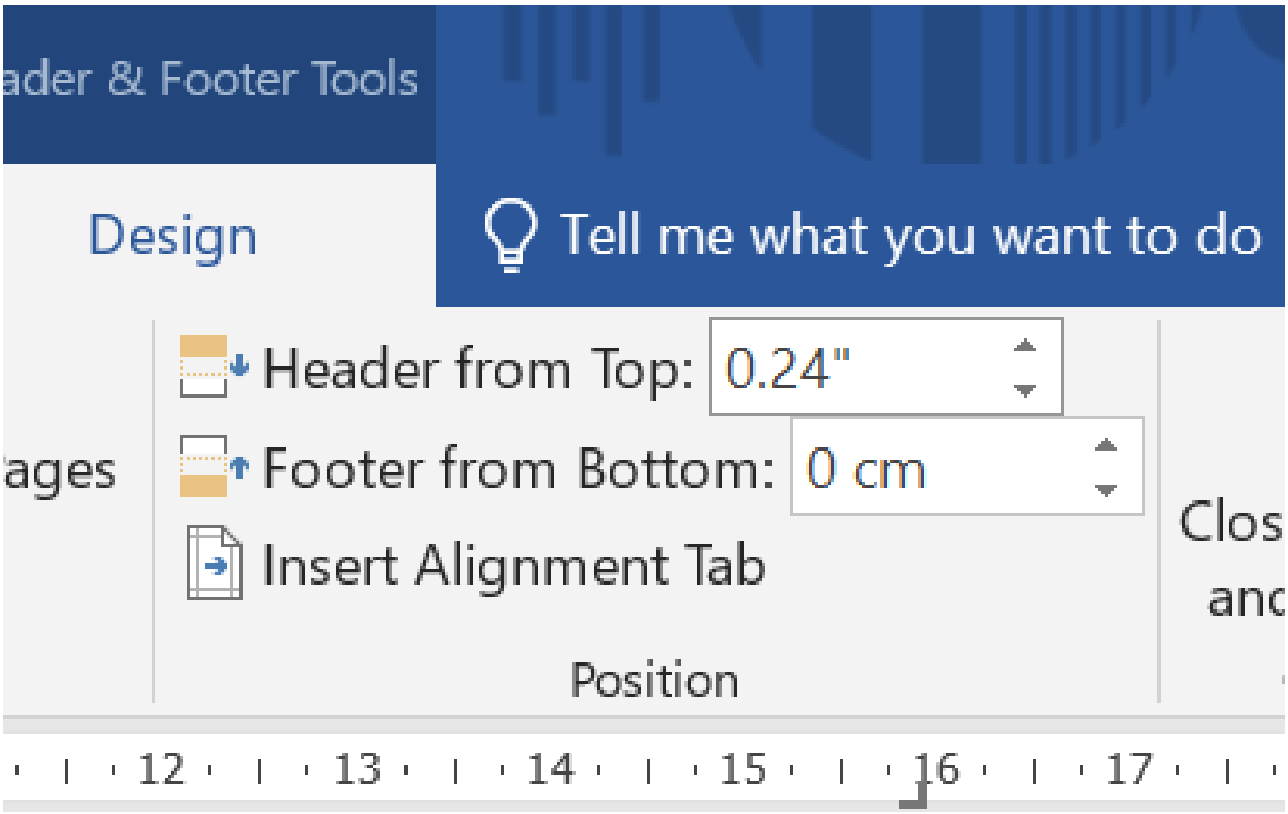
2.Click on Header



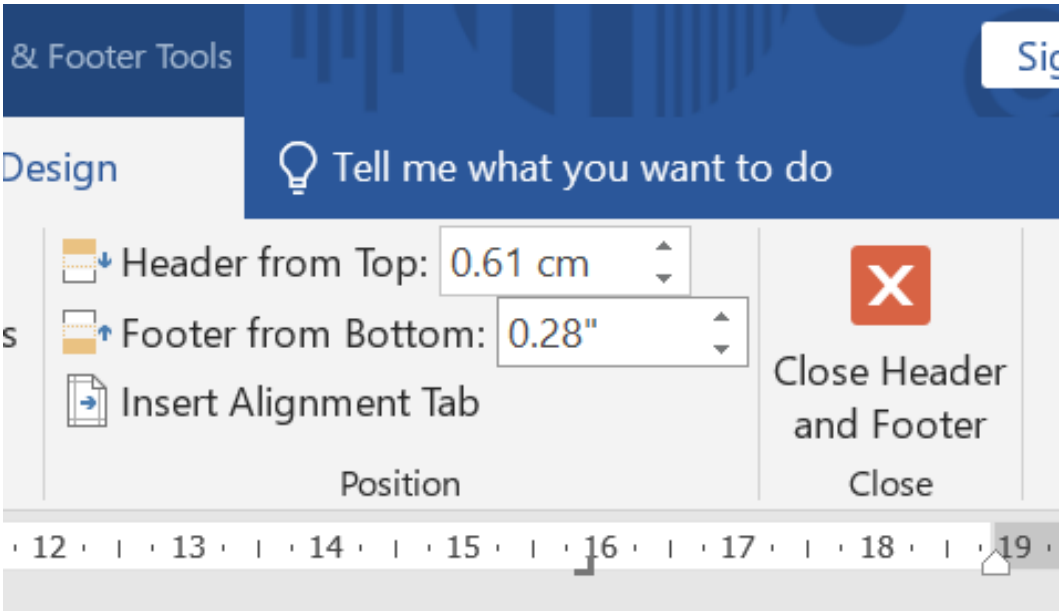
3.Go to Edit Header



4.Set Header from Top →0.24" and Press ENTER



5.Set Footer from Bottom→0.28" and Press ENTER



6. Click On Close Header and Footer.

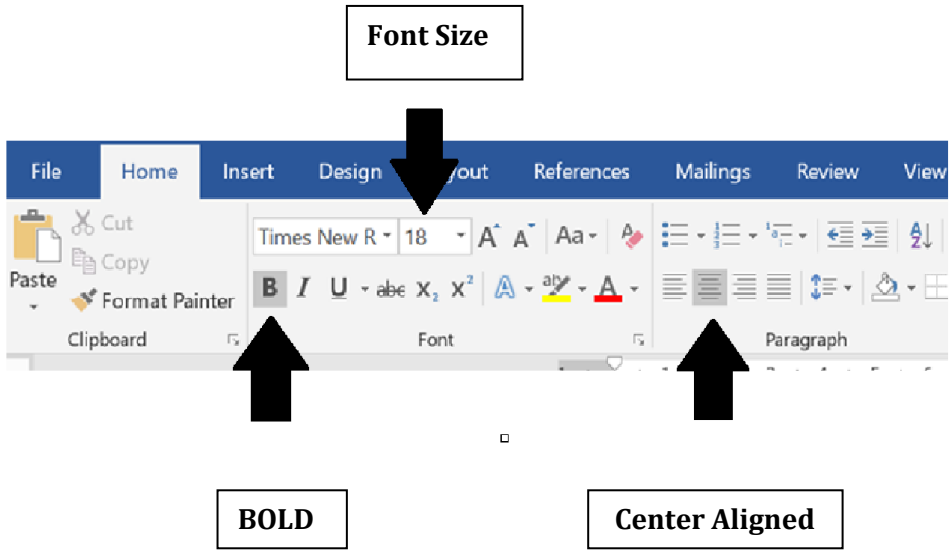
Header and Footer Set Perfectly

➢ First Page Format

The first page should contain, in this order:

1. Article title – 18 pt, bold, centered.
2. Author name(s) – 12 pt, bold, centered.
3. Affiliation(s) – department, institute, city, country (centered).

After this, start the Abstract.



The Impact of Social Media on Academic Performance

Author_name[1], Author_name[2],Author_name[3]

[1]Affiliation1
[2]Affiliation2
*corresponding author:Author_name3

➢ Abstract and Keywords

Abstract:

1. 250–300 words.
2. Briefly mention background, objective, methodology, key results and conclusion.
3. Heading: "ABSTRACT" – 14 pt, bold, left aligned.

Keywords:

1. 3–5 words/phrases.
2. Write "Keywords:" in bold, followed by comma-separated keywords.

➢ Main Text Format

Main section headings (INTRODUCTION, METHODOLOGY, RESULTS, DISCUSSION, CONCLUSION, ACKNOWLEDGEMENTS, REFERENCES):

1. 14 pt, bold, uppercase, left aligned.
2. Do NOT number the headings (no "1. INTRODUCTION").

Sub-headings inside sections:

1. 12 pt, bold, sentence case, left aligned.

Body text:

1. Times New Roman, 12 pt, single line spacing, 12 pt space Before and After.
2. Text should be justified.

Example – Correct vs Incorrect method of writing headings:

CORRECT METHOD ✓

INTRODUCTION

The rapid rise of social media platforms has transformed communication, information sharing, and academic collaboration among university students. While social media provides opportunities for knowledge exchange, it also poses challenges in terms of distraction, time management, and academic focus.

Incorrect Method ✕

1.INTRODUCTION

The rapid rise of social media platforms has transformed communication, information sharing, and academic collaboration among university students. While social media provides opportunities for knowledge exchange, it also poses challenges in terms of distraction, time management, and academic focus.

➢ Figures and Tables

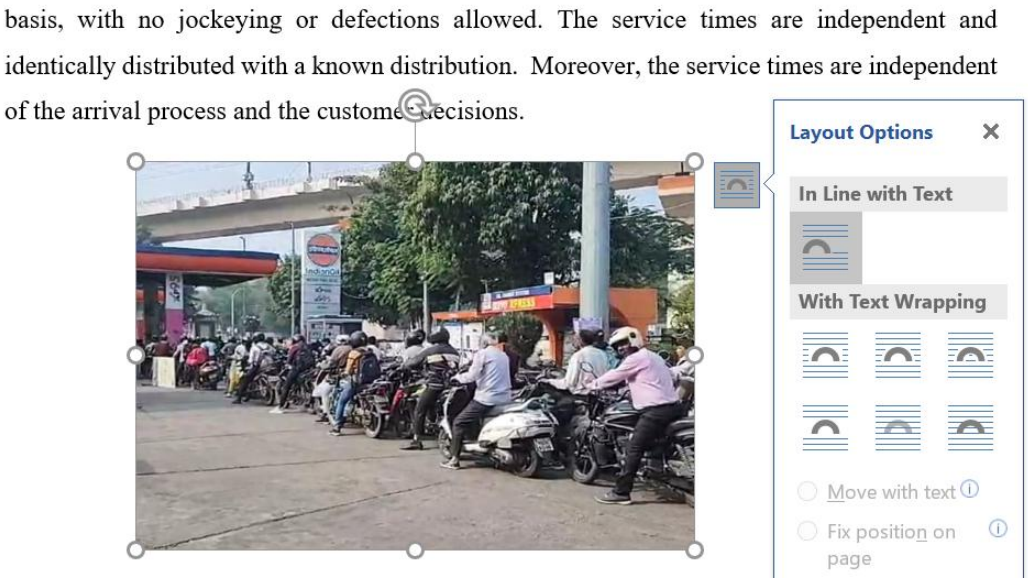
1. Place figures and tables close to where they are first cited in the text.
2. Use clear, high-resolution images only.
3. Each figure and table must have a proper caption (Figure 1: …, Table 1: …).
4. Keep Layout as "Inline with Text" and Text Wrapping: None.
5. For tables, use left alignment and keep Text Wrapping = None.

Screenshots – How to set figures as In-line with Text:

1.Click on Figure

2.You will get this Icon, Click on this Icon

3.Select Inline with Text option and Keep wrapping None



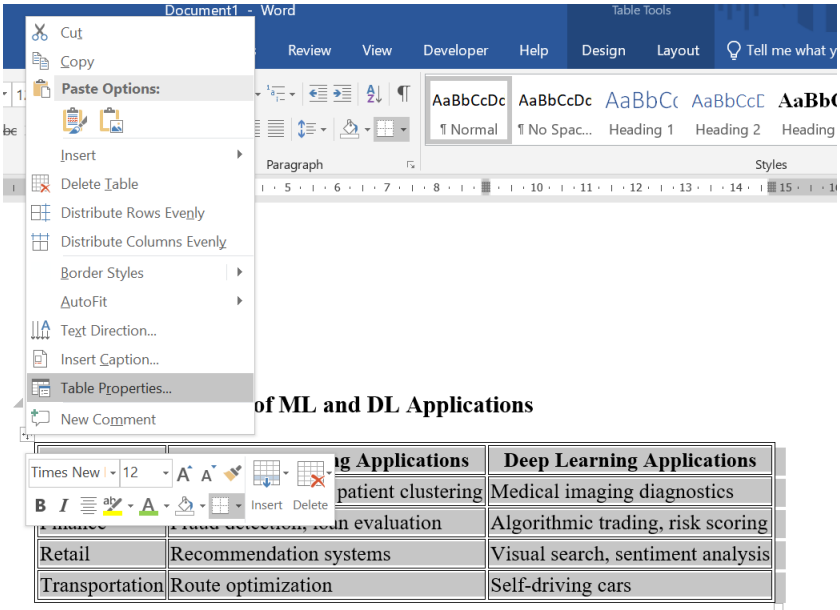
How to set Table as Inline with Text using Table properties:

1.Select Table and Then Right Click on this Icon

Table 1. Comparison of ML and DL Applications

Domain	Machine Learning Applications	Deep Learning Applications
Healthcare	Disease prediction, patient clustering	Medical imaging diagnostics
Finance	Fraud detection, loan evaluation	Algorithmic trading, risk scoring
Retail	Recommendation systems	Visual search, sentiment analysis
Transportation	Route optimization	Self-driving cars

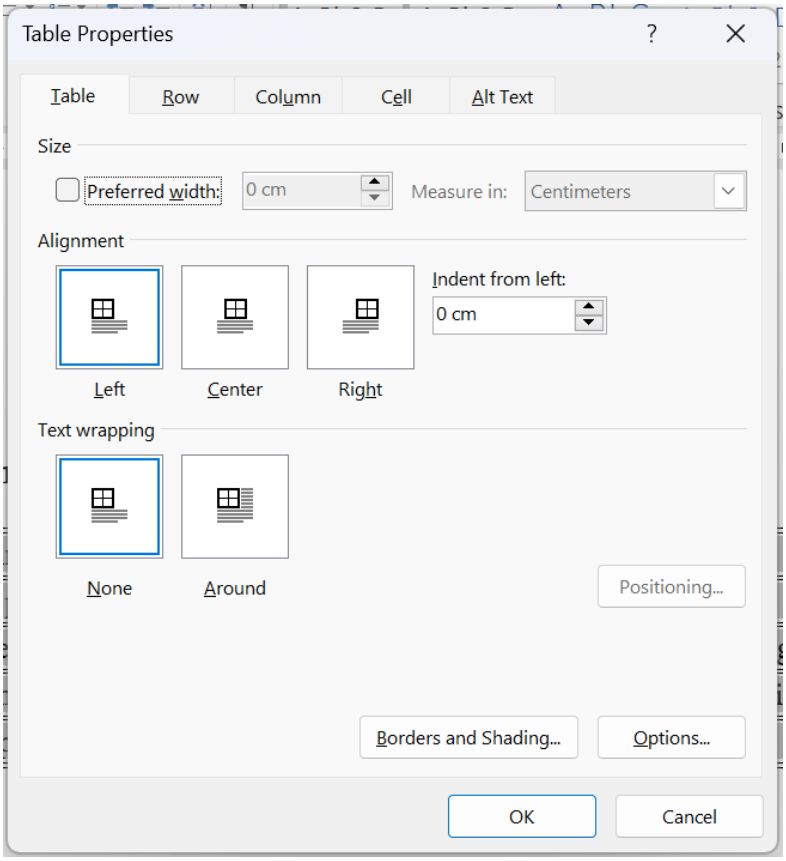
2.Select Table Properties



of ML and DL Applications

		Deep Learning Applications
	patient clustering	Medical imaging diagnostics
	n evaluation	Algorithmic trading, risk scoring
Retail	Recommendation systems	Visual search, sentiment analysis
Transportation	Route optimization	Self-driving cars

3.Select Left Alignment and keep Text wrapping None and Click OK.



➢ References

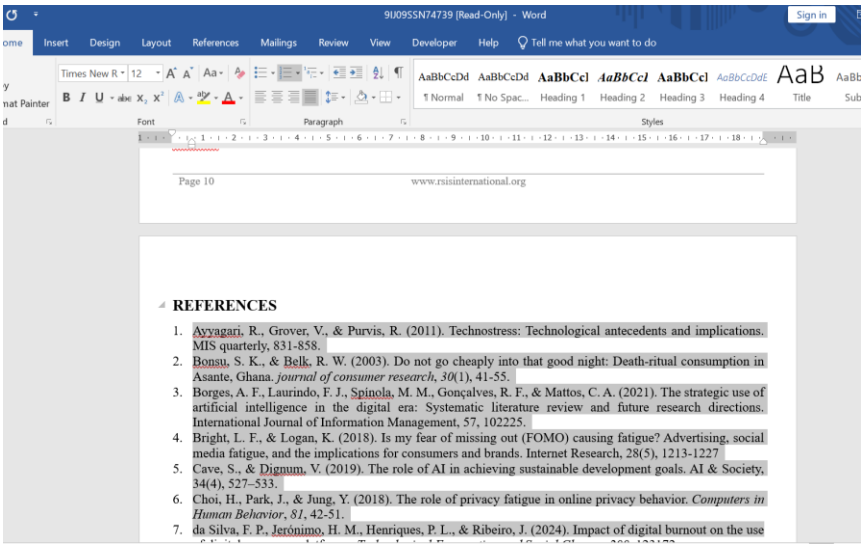
1. Use numbered references in the list (1., 2., 3., …).
2. Arrange references alphabetically by first author's last name.
3. Include full details (authors, year, title, conference/book, volume, pages).
4. Add DOI link where available (https://doi.org/xxxx).
5. Align reference list to the right as per conference requirement.

Screenshots – How to align the References section to the right in MS Word:

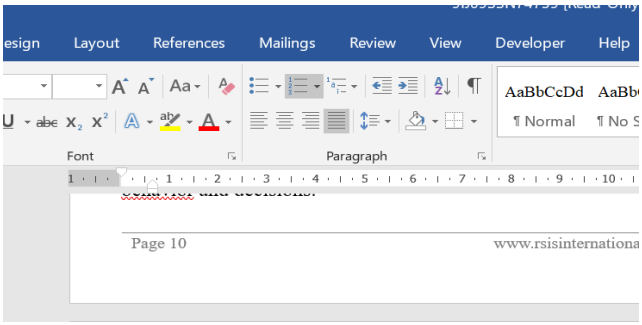
REFERENCES

1. Ayyagari, R., Grover, V., & Purvis, R. (2011). Technostress: Technological antecedents and implications. MIS quarterly, 831-858.
2. Bonsu, S. K., & Belk, R. W. (2003). Do not go cheaply into that good night: Death-ritual consumption in Asante, Ghana. *journal of consumer research*, *30*(1), 41-55.
3. Borges, A. F., Laurindo, F. J., Spínola, M. M., Gonçalves, R. F., & Mattos, C. A. (2021). The strategic use of artificial intelligence in the digital era: Systematic literature review and future research directions. International Journal of Information Management, 57, 102225.
4. Bright, L. F., & Logan, K. (2018). Is my fear of missing out (FOMO) causing fatigue? Advertising, social media fatigue, and the implications for consumers and brands. Internet Research, 28(5), 1213-1227
5. Cave, S., & Dignum, V. (2019). The role of AI in achieving sustainable development goals. AI & Society, 34(4), 527–533.
6. Choi, H., Park, J., & Jung, Y. (2018). The role of privacy fatigue in online privacy behavior. *Computers in Human Behavior*, *81*, 42-51.
7. da Silva, F. P., Jerónimo, H. M., Henriques, P. L., & Ribeiro, J. (2024). Impact of digital burnout on the use of digital consumer platforms. *Technological Forecasting and Social Change*, *200*, 123172.
8. Dabbish, L. A., & Kraut, R. E. (2006). Email overload at work: An analysis of factors associated with email

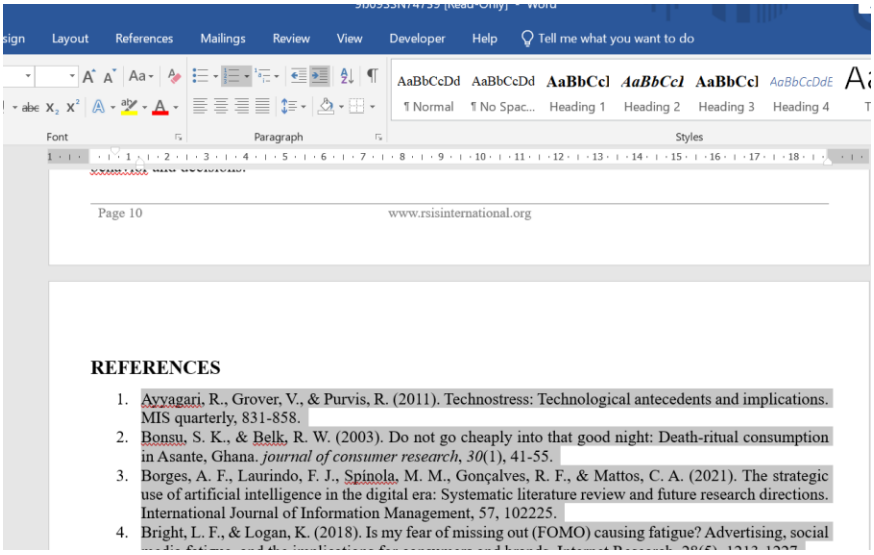
1.Selct the Whole Content of References as shown below .



2.Click here (as shown)



3.Then click here for shifting the content to Right.



4.Reference Alignment Done.

REFERENCES

1. Ayyagari, R., Grover, V., & Purvis, R. (2011). Technostress: Technological antecedents and implications. MIS quarterly, 831-858.
2. Bonsu, S. K., & Belk, R. W. (2003). Do not go cheaply into that good night: Death-ritual consumption in Asante, Ghana. *journal of consumer research*, *30*(1), 41-55.
3. Borges, A. F., Laurindo, F. J., Spínola, M. M., Gonçalves, R. F., & Mattos, C. A. (2021). The strategic use of artificial intelligence in the digital era: Systematic literature review and future research directions. International Journal of Information Management, 57, 102225.
4. Bright, L. F., & Logan, K. (2018). Is my fear of missing out (FOMO) causing fatigue? Advertising, social media fatigue, and the implications for consumers and brands. Internet Research, 28(5), 1213-1227
5. Cave, S., & Dignum, V. (2019). The role of AI in achieving sustainable development goals. AI & Society, 34(4), 527–533.
6. Choi, H., Park, J., & Jung, Y. (2018). The role of privacy fatigue in online privacy behavior. *Computers in Human Behavior*, *81*, 42-51.
7. da Silva, F. P., Jerónimo, H. M., Henriques, P. L., & Ribeiro, J. (2024). Impact of digital burnout on the use of digital consumer platforms. *Technological Forecasting and Social Change*, *200*, 123172.
8. Dabbish, L. A., & Kraut, R. E. (2006). Email overload at work: An analysis of factors associated with email strain. *Proceedings of the 2006 20th Anniversary Conference on Computer Supported Cooperative Work*, 431-440.
9. Delacroix, É., Jolibert, A., Monnot, E., Jourdan, P. (2021). Marketing Research: Méthodes de recherche et d'études en marketing. France: Dunod.
10. Evrard, Y., Pras, B., & Roux, E. (2009). *Market : Fondements et méthodes des recherches en marketing* (4e éd.). Paris : Dunod. 704 pages

➢ Final Technical Checklist

Before submission, please confirm:

1. The whole paper uses Times New Roman font.
2. All headings follow the size and style mentioned above.
3. Page size, margins, spacing, header and footer are correctly set.
4. No extra text appears in header or footer.
5. All figures and tables are inside page margins, inline with text and properly captioned.
6. References are complete, numbered, alphabetically ordered and aligned to the right.

➢ Sample Paper & Figure Example (Optional Reference)

It shows a sample formatted research paper page and an example of a figure inside the article.

Advances in Machine Learning and Deep Learning: Applications, Challenges, and Future Directions

AuthorName
Department of Computer Science and Engineering, XYZ University, India

ABSTRACT

Machine Learning (ML) and Deep Learning (DL) have transformed modern computational systems by enabling machines to learn patterns, make predictions, and perform complex tasks without explicit programming. This paper provides a comprehensive overview of ML and DL, their real-world applications, challenges, and future research directions. The study includes comparative analysis, conceptual diagrams, and structured tables to support understanding.

INTRODUCTION

Artificial Intelligence (AI), Machine Learning (ML), and Deep Learning (DL) are at the core of today's intelligent technologies. ML enables systems to learn from data, while DL, a subset of ML, utilizes neural networks to learn complex patterns. The increasing availability of data and computational power has accelerated the adoption of ML and DL across industries.

The objective of this paper is to explain key ML and DL concepts, illustrate their applications, and highlight the challenges that remain in adopting these technologies at scale.

Machine Learning Overview

Machine Learning refers to computational techniques that allow systems to learn from historical data and improve over time. It primarily involves three categories:

Supervised Learning

In supervised learning, the model is trained using labelled data. Examples include classification and regression.

Unsupervised Learning

This category deals with unlabelled data and focuses on clustering or discovering hidden patterns.

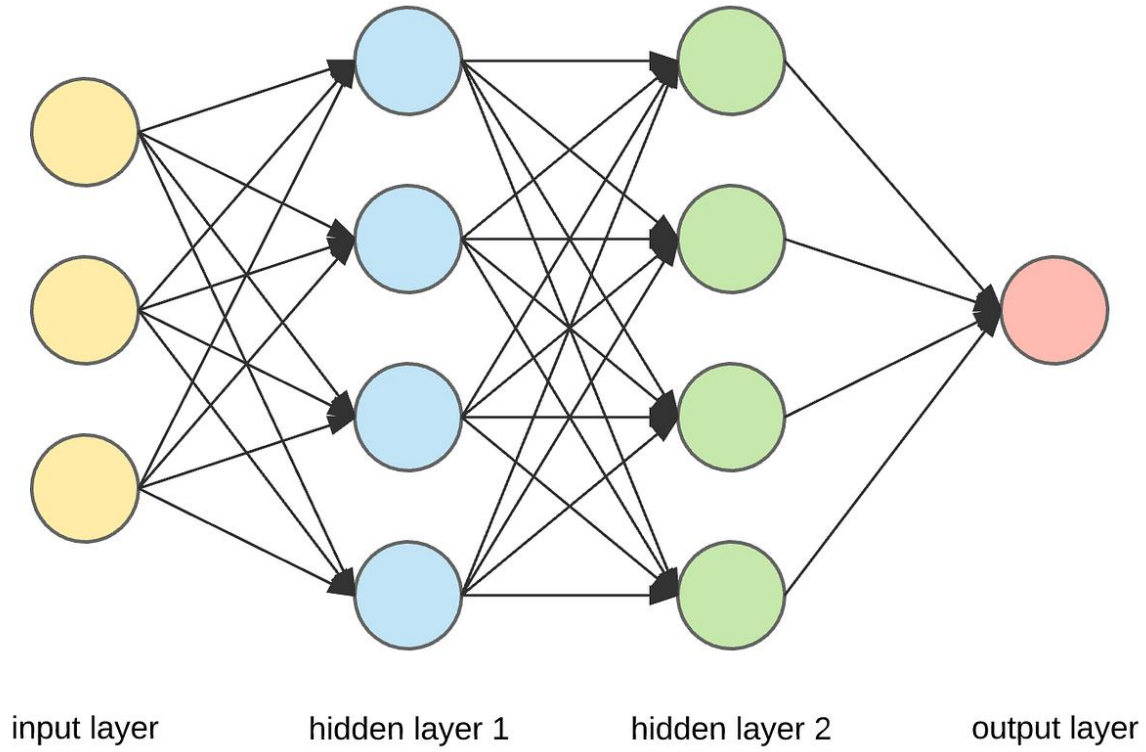
Reinforcement Learning

Here, an agent interacts with an environment and receives rewards or penalties based on its actions.

Deep Learning Overview

Deep Learning uses multi-layer neural networks inspired by the human brain. It is highly effective for image processing, natural language understanding, and speech recognition.

Figure 1. Basic Architecture of a Neural Network



Convolutional Neural Networks (CNNs)

CNNs are mainly used for image-related tasks such as object detection and medical imaging.

Recurrent Neural Networks (RNNs)

RNNs process sequential data such as text or time-series information.

Long Short-Term Memory (LSTM)

LSTMs address the short-memory limitation of RNNs and are used in language translation, chatbots, and predictive analytics.

Applications of ML and DL

Both ML and DL are widely applied across multiple domains.

Table 1. Comparison of ML and DL Applications

Domain	Machine Learning Applications	Deep Learning Applications
Healthcare	Disease prediction, patient clustering	Medical imaging diagnostics
Finance	Fraud detection, loan evaluation	Algorithmic trading, risk scoring

Domain	Machine Learning Applications	Deep Learning Applications
Retail	Recommendation systems	Visual search, sentiment analysis
Transportation	Route optimization	Self-driving cars

Healthcare

ML models assist in predicting diseases, while DL models analyze MRI and CT scans for precise diagnosis.

Finance

ML is widely used for credit scoring and fraud detection. DL supports stock trend forecasting.

Education

AI-powered systems personalize learning experiences and automate grading.

Challenges in ML and DL Deployment

Despite advancements, several challenges persist:

Data Privacy and Security

Large datasets may expose sensitive information.

Computational Requirements

Deep Learning models require high computational power.

Interpretability

Neural networks often act as "black boxes," making decisions difficult to interpret.

Data Quality Issues

ML models are highly sensitive to poor or biased data.

Future Directions

The future of ML and DL includes:

- Explainable AI (XAI) for transparency
- Federated learning for privacy-preserving ML
- Energy-efficient DL models
- Integration of symbolic AI with neural networks

CONCLUSION

Machine Learning and Deep Learning continue to shape the future of technology by powering intelligent systems across industries. Despite challenges, ongoing research and technological improvements are making ML/DL more reliable, efficient, and accessible.

REFERENCES

(Note: Arrange alphabetically, add DOI, PubMed, or Google Scholar links when available.)

1. Goodfellow, I., Bengio, Y., & Courville, A. (2016). *Deep Learning*. MIT Press. https://scholar.google.com/scholar?q=deep+learning+book
2. LeCun, Y., Bengio, Y., & Hinton, G. (2015). Deep learning. *Nature, 521*(7553), 436–444. https://doi.org/10.1038/nature14539
3. Mitchell, T. (1997). *Machine Learning*. McGraw-Hill. https://scholar.google.com/scholar?q=mitchell+machine+learning
4. Schmidhuber, J. (2015). Deep learning in neural networks: An overview. *Neural Networks, 61*, 85–117. https://doi.org/10.1016/j.neunet.2014.09.003

➢ A detailed video tutorial

For a detailed visual walkthrough of the formatting process, please refer to the following instructional video on our official YouTube channel: [https://youtu.be/Vb2_1MnNJ8I].