**TITLE**

The title is the first part that will be read, and it might be the only part that is read. Therefore, it should be concise, informative, and identify the main issue of the paper to attract the reader. It should be written in a sentence case title fewer than 16 words, and avoid abbreviation unless it is well known by the target audience.

**AUTHOR’S NAME AND AFFILIATIONS**

Provide the full name of each author, and the affiliations of each author at the time the research was completed, followed by the city, zip code and the country of the institution. Where more than one author has contributed to the article, please provide detailed information on the corresponding author.

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# **ABSTRACT**

# Introduction/Main Objectives: Describe the topic your paper examines. Provide a background to your paper and why is this topic interesting. Avoid unnecessary content. Background Problems: State the problem or economic/business phenomena studied in this paper and specify the research question(s) in one sentence. Novelty: Summarize the novelty of this paper. Briefly explain why no one else has adequately researched the question yet. Research Methods: Provide an outline of the research method(s) and data used in this paper. Explain how did you go about doing this research. Again, avoid unnecessary content and do not make any speculation(s). Finding/Results: List the empirical finding(s) and write a discussion in one or two sentences. Conclusion: Provide conclusion(s) and implication(s) of your research. What conclusions did you get and what are the implication(s)? What is the main take-home message?

# **INTRODUCTION**

What is the purpose of the study? Why are you conducting the study? The main section of the article should start with an introductory section which provides more details about the paper’s purpose, motivation, research methods, and findings. The introduction should be relatively nontechnical, yet clear enough for an informed reader to understand the manuscript’s contribution.

The “introduction” in the manuscript is necessary to demonstrate the motives of the research. It analyzes the empirical, theoretical and methodological issues to contribute to the existing literature. This introduction will be linked with the following parts, most noticeably the literature review.

Explaining the problem’s formulation should cover the following points: (1) Problem recognition and its significance; (2) clear identification of the problem and the appropriate research questions; (3) coverage of problem’s complexity; and (4) clear objectives.

 **METHOD**

The method should be well elaborated enhancing the model, the analysis approach and the steps taken. Equations should be numbered as we illustrate.

This section typically has the following sub-sections: Sampling (a description of the target population, the research context, and units of analysis; the sampling itself; and the respondents’ profiles); data collection; and measures (or measurements).

The research methodology should cover the following points: (1) A concise explanation of the research methodology is prevalent; (2) reasons to choose particular methods are well described; (3) research design is accurate; (4) the sample design is appropriate; (5) data collection processes are proper; and (6) data analysis methods are relevant and state-of-the-art.

# **RESULTS AND DISCUSSION**

The author needs to report the results in sufficient detail so that the reader can see which statistical analysis was conducted and why, and later to justify the conclusions.

# **CONCLUSION**

In this section, the author presents brief conclusions from the results of the research with suggestions for advanced researchers or general readers. A conclusion may cover the main points of the paper, but do not replicate the abstract in the conclusion. Authors should explain the empirical and theoretical benefits, the economic benefits, and the existence of new findings.

The author may present any significant flaws and limitations of the study, which could reduce the validity of the writing, thus raising questions from the readers (whether, or in what way), the limits in the study may have affected the results and conclusions. Limitations require a critical judgment and interpretation of the impact of their research. The author should provide the answer to the question: Is this a problem caused by an error, or in the method selected, or the validity, or something else?

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In this section, the author (s) must list all the reference documents cited in the text. The citation and reference list should follow the American Psychological Association (APA) referencing style (6th edition). In writing the reference, the author(s) are recommended to use reference management tools, such as [Mendeley](https://www.mendeley.com/download-mendeley-desktop/).