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Abstract: The abstract is a brief summary of the entire article's contents. The abstract is written clearly, concisely and using powerful sentences in a paragraph of 150-200 words. The abstract should be able to help the reader understand the points out the essential parts of the article. It should give a clear general description of the article's contents. Abstract writing consists of four main parts arranged in sequence. The first part explains the primary objectives and research problem(s) discussed. The second part explains basic design of research methods. The third part explains the major findings or results as the results of the analysis. The fourth part outlines the interpretation and conclusions. Abstracts are not allowed to put an extensive background, cite a literature, using abbreviations or unfamiliar terms, include sort statistics, tables, figures or references to those tables/figures. The abstract is not allowed to add information not contained in the original work. The abstract is not for defining a term. The abstract is presented in both English.

Keywords: Keyword 1; Keyword 2; Keyword 3; Keyword 4; Keyword 5

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The article must be prepared on A4-sized pages (8.5" x 11"), with 1.15 line spacing, a minimum of 7 pages, and a maximum of 15 pages. The paper should be concise and written in effective language. Page margins should follow the article template available on the journal's website. The review process is conducted as a blind review. Therefore, authors are not permitted to directly or indirectly identify themselves in the paper. Single authors are not allowed to use the personal pronoun "we." The title page must include the title, author's name, affiliated institution, and email address. All pages must be numbered. Numbers in the article should be written out in words, except when they appear in tables or are used in units and quantities (distance, weight, and measurements). For example: three days, 3 kilometers, 30 years. In the text, the symbol "%" should be written as the word "percent." However, in tables and figures, it remains as the symbol "%." References MUST use a citation tool such as MENDELEY or equivalent, in APA Style format (minimum 25 references). Foreign terms should be italicized. Authors are advised to use the following article structure:

INTRODUCTION (font Lato 12 point, bold, no numbering)

The Introduction must explain the rationale of the research, justifying why this study is important for the fields of economics and business (Reference et al., 2011). This section should identify the research gap that forms the basis of the study. The

Introduction includes the formulation of the research problem, research questions, and the benefits of the research.

Manuscripts should be typed in **Lato** 12 font, *regular, sentence case, and justify alignment*. Citations from the bibliography should be created using a reference tool (e.g., Mendeley) or adapted to APA Style 7th Edition. Terms in foreign or regional languages should be *italic*. Furthermore, avoid using "widow" and "orphan" paragraphs in the manuscript.

LITERATURE REVIEW (*idem*)

This section reviews journals, articles, books, and other relevant sources. If necessary, hypothesis formulation is presented here. Formulated hypotheses must be grounded in sufficient logic and supported by prior research findings.

METHOD (*idem*)

This section explicitly explains how the research was conducted. The research methods section must be written effectively, providing a complete and clear picture of the data, tools, and steps taken to answer the research questions. This section also provides explanations of measurement methods to facilitate replication. If applicable, the model can be formulated as follows:

$$PS_i = \beta_0 + \beta_1 EO_i + \beta_3 SC_i + \varepsilon_i \dots \dots \dots (1)$$

Where PS is pricing strategy; EO is entrepreneurial orientation; SC is social capital; β_1, β_2 , and β_3 are estimation parameters; ε is the error term; i is the i -th firm. (*first line 1 cm*).

Implementation of methods and testing to obtain research results as expected and a general overview of the research. The explanation generally includes figures and tables. It is recommended to include figures and tables, presented with table and figure names accompanied by sequential numbers as follows:



Figure 1. Logo of Journal Ekonomika (**Center, Times New Roman 11**)

The following is an example of table formatting:

Table 1. Database (**no vertical line, Center, Times New Roman 11; TABLES are prohibited from being used as an PICTURE**)

Variable	Coefficient	p-value
<i>entrepreneurial orientation</i>	0,221	0,133

<i>social capital</i>	0,132	0,001
Source:, 2025		

ANALYSIS AND DISCUSSION (idem)

The research results section directly presents the data and findings obtained from the research. This section only provides a narrative description of the research results without any interpretation or evaluation. The discussion section interprets the meaning of the research results, whether they align with expectations or not.

CONCLUSION (idem)

Present the main conclusions of the research or research. Type without numbering. Present concrete suggestions related to the findings and conclusions of the research, or suggestions for further research. This section may not always be necessary. Type without numbering.

REFERENCES

Compiling a bibliography following standard techniques must be done in a standardized and consistent manner. To maintain consistency in referencing, citations, and bibliography, it's best to use a Reference Manager application, such as Zotero, Mendeley, or another paid application. It should be written in single spacing, with spacing between references (before: 3 pt, after: 3 pt). Authors should use around 20-25 primary and recent references (from the last 10 years).