

Article Template for Qualeum Journal of Business and Management

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ARTICLE INFO

ABSTRACT

Keywords

Provide 3-5 relevant keywords

Article history

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The abstract should be clear and informative, and is created in a single paragraph. The abstract should succinctly describe your entire paper. It begins with the **research gap**, and followed by the **purpose** of the research, **methodology**, **main results**, and **contribution** of the findings. The abstract should stand alone, which means that no citation or no references in the abstract. The abstract should tell the prospective reader what the author did and highlight the key findings. Avoid using technical jargon and uncommon abbreviations. Following the abstract, 3-5 keywords that are well selected and closely related to the research topic must be provided. Write the abstract in between **200 and 250 words**

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Introduction

The introduction of a research paper should clearly state the purpose of the paper. It includes key references to appropriate work. It states the significant contribution of the research. The introduction should consist of the background of the study, research contexts, research gaps, and research objectives (at the end of the introduction). The introduction should show the scientific merit or novelty of the paper. All introductions should be presented in the forms of paragraphs, not pointers, and with the proportion of 15-20% of the whole article length. Introduction should also represents the theoretical core

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of the research article. It includes a review of related literature in essay style. The purpose of a literature review is to “look again” (re+view) at what previous researchers have done regarding to the topics of the article. Thus, in the literature review, the researchers should critically evaluate, re-organize and synthesize the work of previous researchers, then followed by the formulation of hypotheses (if any). This section shows the roadmap of your research. It is then followed by stating explicitly the uniqueness or distinction of your paper compared to the previous studies.

Author should provide an adequate background, and literatures review or in order to record the existing solutions/method, to show which is the best of previous studies, to show the main limitation of the previous studies, to show what do you hope to achieve (to solve the limitation), and to show the scientific merit or novelties of the paper. Avoid a detailed literature review or a summary of the results. Do not describe literatures review as author by author but it should be presented as group of articles per method or topic reviewed which refers to some literatures.

At the end of the introduction, author should explicitly state the research gaps and show the novelty of the research. Author should also write the research questions or research objectives and the research contributions. Here are the examples of the gaps analysis statement at the end of Introduction section: “..... (short summary of background) (put here state of the art or overview of previous researches similar to this research)..... A few researchers focused on There have been limited studies concerned on Therefore, this research intends to The objectives of this research are”.

or

“..... (short summary of background) (put here state of the art or overview of previous researches similar to this research) A few researchers focused on There is no researcher concerned on Therefore, this research focuses on This research is aimed to”.

The research contribution should be written here.

The headings are organized as follows:

The first heading: **Introduction** [Bold, 12 pt]

The second heading: *Hypotheses Development* [Bold, Italic, 11 pt]

The third heading: Research Gap and Novelty [11 pt, No Bold No Italic]

Method

The material and method section consists of a description concerning the **research design, sample selection and data sources** (participants), **research instruments, data collection, and data analysis** (variable measurement) with the proportion of 10-15% of the total article length, all presented in the form of paragraphs. In the Material and Method section, the proportion is 10-15% of the total article length, all presented in the form of paragraphs in the subsections. All text paragraphs should be single-spaced, with the first line indented. Double spacing should NOT be used anywhere in the manuscript. The position and style of headings and subheadings should follow this template.

Results

The results obtained from the research have to be supported by sufficient data. The research results and the discovery must be the **answers of the research questions** and/or hypotheses stated previously in the review of literature part. The results section consists of a description of the results of the data analysis to answer the research question(s). The results should summarize (scientific) findings. It usually contains data presented in the form of tables, interview responses, and figures.

How to make and place Figure? The placement of the **colorful picture** is like **Figure 1** which links to the **presented figure**, i.e., is the align left with the caption below is written in 11-pt Book Antiqua. The caption has to mention the title of the figure.

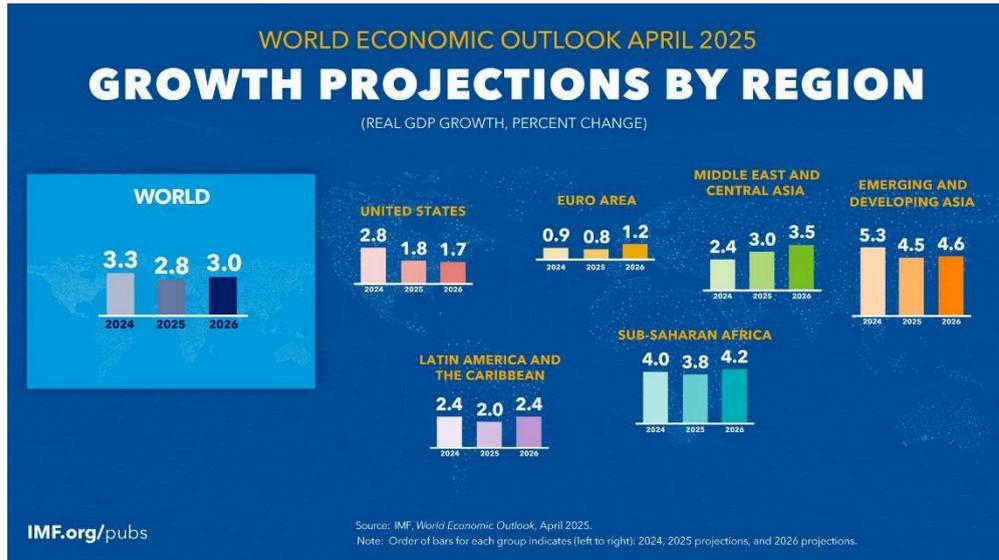


Figure 1. Title of the figure

How to make and place Table? Each table must be typed, and consecutively numbered, just like **Table 1** which links to the **presented table**. The title is written in the align-left above the table and 11-pt Palatino Linotype, while the source is placed below the table in the same font.

Table 1. Title of the table

No	Column number 1	Column number 2	Column number 3	Column number 4	Column number 5
1.	Row 1				
2.	Row 2				
3.	Row 3				
4.	Row 4				

(Source: Source name, 2019)

The author is required to present the results of the study with a detailed explanation. **If this subsection reports the data gained from the interview, the author is required to quote and write the transcription of interview result of the relevant data related to the answer to the research questions.** Here is an example. Regarding the change of images in the third and fourth slides, One of the participants mentioned in an interview:

“I think the existence of social media in education should be an opportunity for education stakeholders to”

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XXXXXXXXXXXXXXXXXXXX XXXXX XXXXXX XXXXXXXXXXXXXXXXXXXX. XXXXXXXXXXXXXXXXXXXX XXXXX XXXXX .

Discussion

In the Discussion section, the author should present it with a detailed explanation in several subsections (it depends on the needs). The discussion should explore the significance of the results of the work, not repeat them. In the discussion, it is the most important section of your article. Here you get the chance to sell your data. Make the discussion corresponding to the results, but do not reiterate the results. Often should begin with a summary of the main scientific findings. The meanings of the findings should be shown from current theories and references of the area addressed.

In the discussion section, you are comparing and contrasting the findings of the current research with those from the previous research or the supporting theories. There should be a similarity and contrast analysis. The following components should be covered in discussion: (a) How do your results relate to the original question or objectives outlined in the Introduction section? What is your finding of research? (what/how)? (b) Do you provide interpretation scientifically for each of your results or findings presented (why)? This scientific interpretation must be supported by valid analysis and characterization (why)? (c) Are your results consistent with what other investigators have reported (what else)? Or are there any differences?

The proportion of the Findings and the Discussion sections is 40-60% of the total article length.

Conclusion and Recommendation

Write the conclusion and recommendation in TWO paragraphs: (1) presenting the primary findings and implications, and (2) acknowledging limitations of the research and suggestions for future relevant studies. The Conclusion and recommendation section consists of the summary, restatement of the main findings. It should state concisely the most important propositions of the paper as well as the author's views of the practical implications of the result. Tell how your work advances the field from the present state of knowledge. Without a clear conclusion, reviewers and readers will find it difficult to judge the work, and whether or not it merits publication in the journal. Do not repeat the Abstract, or just list experimental results. Provide a clear scientific justification for your work, and indicate possible applications and extensions. You can also suggest future research and point out those that are underway.

Authors' Declaration

The authors made substantial contributions to the conception and design of the study. The authors took responsibility for data analysis, interpretation and discussion of results. The authors read and approved the final manuscript.

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We would like to acknowledge

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Authors. (Title goes here ...)

(Recognize those who helped in the research including individuals who have assisted you in your study: advisors or other supporters, e.g., proofreaders, typists, and suppliers, who may have given materials. *Do not acknowledge or mention the names of your co-authors*).

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(Recognize the funding supporters of your research)

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References

Every source cited in the body of the article should appear in the list of References, and **all sources appearing in the list of References should be cited in the body of the article**. The references should be more **up-to-date (published in the last 5 years)**. The primary sources cited in your paper are in the forms of **journal articles, proceedings, research reports** including theses and dissertations that can be accessed online (show the permalink/DOI). There should be at **least 80%** of the total references cited should be taken from journal articles (primary sources). Check each reference against the source (author name, volume, issue, year, permalink/DOI). Use other published articles in the same journal as models. The References should be presented alphabetically and chronologically and be set to 11-pt Cambria font, justified, with single line spacing and hanging indent as on the following examples:

Article:

- Azizah, R. N., & Kewuel, H. K. (2021). Central Versus Regional: Reading the Halal Tourism Concept in Batu City. *Kusa Lawa*, 1(2), 16–35. <https://doi.org/10.21776/ub.kusalawa.2021.001.02.02>
- Battour, M., Battor, M., & Bhatti, M. A. (2014). Islamic attributes of destination: Construct development and measurement validation, and their impact on tourist satisfaction. *International Journal of Tourism Research*, 16(6), 556–564. <https://doi.org/10.1002/jtr.1947>
- Crescentrating. (2022). Global Muslim Travel Index 2022. <https://www.crescentrating.com/magazine/all/4072/mastercard-crescentrating-global-muslim-travel-index-2022-foreword-by-fazal-bahardeen.html>
- Dalimunthe, N. R., & Purwanti, E. Y. (2021). Analysis of Saloka Theme Park Tourists' Interest in Revisiting Decisions. *Diponegoro Journal of Economics*, 10(1), 1-10. <https://ejournal3.undip.ac.id/index.php/jme/article/view/30003>
- Gaffar, V., Christiyanto, W.W., Arissaputra, R., Abror, A., Achmad, N., Hidayat, E.F., Siregar, Q.A., & Shahril, A. (2025). Digital halal literacy and halal destination attribute as the antecedents of revisit intention. *International Journal of Tourism Cities*, 11(2), 301-317. <http://doi.org/10.1108/IJTC-12-2023-0259>
- Timurti, C. S., & Nugraha, H. S. (2020). The Influence of Price and Destination Image on Intention to Revisit Through Satisfaction (Study of Umbul Sidomukti Semarang Tourists). *Jurnal Ilmu Administrasi Bisnis*, 9(2), 75–82. <https://doi.org/10.14710/jiab.2020.27219>

Vargas-Sánchez, A., & Moral-Moral, M. (2019). Halal tourism: state of the art. *Tourism Review*, 74(3), 385-399. <https://doi.org/10.1108/TR-01-2018-0015>

Book:

Dwee, D., Dion, H. B., & Brown, I. S. (2012). *Information behaviour concept: A basic introduction*. University of Life Press.

Book Chapter:

Gaffar, V., & Koeswandi, T. (2024). Green Marketing Strategies for Indonesia's Micro, Small, and Medium Enterprises. In *Waste Management and Life Cycle Assessment for Sustainable Business Practice* (pp. 159-188). IGI Global.

Proceeding

Christiyanto, W. W., Hurriyati, R., Widjajanta, B., & Gaffar, V. (2023, September). Marketing in Indonesia Islamic Banking and Finance. In *7th Global Conference on Business, Management, and Entrepreneurship (GCBME 2022)* (pp. 710-719). Atlantis Press.