

# nal of Marketing Management Research





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# Title of Manuscript (<u>Capital Letter of Each Word</u>; Font type: Calibri; Font size: 16; Align Left)

First Author<sup>1</sup>, Second Author<sup>2,1\*</sup>, Third Author<sup>3</sup> (All Author's names must be written in a FULL NAME; Font type: Calibri; Font size: 12; Paragraph: Align Left), encouraged to collaborate with intl author

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r: ised form	stract in English here (10pt). The abstract must contain 200-300 words that consist of 2-4 ses about the introduction, problem, solution, and contribution; 2-3 sentences about the 1; 3-5 sentences about the result; and 1-2 sentences about conclusions (10pt).
2	stract in Bahasa Indonesia here (10pt). The abstract must contain 200-300 words that
	of 2-4 sentences about the introduction, problem, solution, and contribution; 2-3 ses about the method; 3-5 sentences about the result; and 1-2 sentences about ions (10pt).

#### 1. Introduction

The introduction should be concise but meaningful. Although the introduction requires an explanation of "state of the art" until the article is written, do not draw far back. A long and excessive introduction will make the reader stop reading. An introduction can be presented in the following structure.

In the first paragraph, write down the issues of concern to researchers today. Problems must be objective, not from an author's perspective. Do not let something be "considered a problem" by the author, but actually not a problem for the field of study.

In the following paragraphs, discuss what people have done to solve the existing problem (state of the art). In this context, the author must also limit the problem to stay focused. How the methods and results reported by previous researchers need to be written in this section. After the state of the art is highlighted, focus on "what has escaped the attention of previous researchers?", Giving wise scientific criticism of the advantages and disadvantages of the methods or results of

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previous studies. Furthermore, elaborate on what concepts offered to contribute to solving the problems that have been written before. This is what is called "novelty". However, there is no need to state in the sentence that this concept is "novel", "first time", "first", "paradigm change", and so on. The disclosure of state of the art that is given scientific criticism so that the author is able to find a new differentiator, is enough to give the impression to the reader that it is indeed "new". Next, describe how the concepts/ideas/ideas offered have a convincing scientific value.

**In the final paragraph**, write what you want to achieve from this work (objectives) and give an introduction to the method.

Generally, the manuscript should have: **1. Introduction** (research background and Literature Review); **2. Method**; **3. Results and Discussion**; **4. Conclusions**; **Acknowledgment**; **References**. You may add more if required. The style of the section header is as follows:

- 1. Introduction (Capital Letter of Each Word; No indent; Font style: Calibri & Bold; Font Size: 12)
- 1.1 Sub Section Header (<u>Capital Letter of Each Word; No indent; Font style: Calibri & Italic; Font Size: 12</u>)
- 1.1.1 Sub sub-section header (Sentence case; No indent; Font style: Calibri & Italic; Font Size: 12)

Level 3 heading (1.1.1) and above will follow the header level three style. There is no spacing between each header. However, before starting the first paragraph, Authors must have one spacing after the header.

In the last paragraph of the introduction section, the Authors should highlight the gap and significance of the research before writing the objective of the research. These three items are very important and compulsory. ----End of Introduction Section----

#### 2. Method

The method section is written based on the question "How was the problem solved". If a manuscript proposes a new method, all information about the new method must be presented in detail so that the reader can reproduce the experiment (example in Figure 1). However, the author does not need to repeat the details of an established method, just use references and supporting material to show the established procedure.

It is important to note that methods must be written in the same order in the results section. The order of writing methods must also be logical according to the type of research. The method for one type of research will be very different from other studies. For example, writing survey research methods is very different from laboratory test research methods that involve a lot of equipment and materials. The method section can be created with several separate subtitles such as materials, tools, and data collection procedures.

Very likely, a novelty from a study is in the method section, even though the topic is the same as previous studies. New methods that are simpler but have the same ability to answer research questions are superior so that they can be replicated or applied by subsequent researchers. In addition, if the equipment has accuracy tolerance in reading data such as a thermocouple, transducer, airflow meter, etc., it must also be stated clearly and honestly in the method section.

#### 3. Results and Discussion

Results and discussion can be made as a whole that contains research findings and explanations.

#### 3.1. Results

This section contains answers to the question "What have you found". Therefore, only representative results from the research are presented. What is meant by "representative results" are those that represent the research findings, which lead to the discussion. Generally, research results are presented in figures or tables, but can also be in the form of descriptions for certain cases.

Although good figures and tables are interesting and easy to understand, the most important thing is that the results/data presented in the figure or table are honest. If a figure can only be understood with the support of research data which may require half or a full page of paper, the data should be included as an appendix. Do not hide important data that raises reader questions or leads to mistrust of the reader. If this happens, the noble goal of publication as an "academic charity" will not be achieved.

The results section is written in chronological order as presented in the method section. The important thing in presenting results is that the author must not include references in this section. This section is the "findings" of the author himself. However, if the results of the study are presented in a figure or table that directly compares with the findings of another person, the part of the figure or table must include the findings of that other person, without the need to discuss it in this section.

#### 3.2. Discussion

In this section, the author must respond to "what is meant by the results obtained and claimed as research findings". This section is the part that seems easy to write but is the hardest to get it right and this is the most important element of an article. Most of the manuscripts received serious attention from editors and reviewers because the discussion was weak, and many were even returned for re-submission or rejection.

In this part of the discussion, the author needs to make a "discussion" in accordance with the results of the research presented, but do not repeat the results. The author needs to compare the results of the study and the findings of previous studies (some of which are contained in the introduction). Maybe, a research result clarifies the findings of previous studies, improves, or even contradicts them. Whatever the outcome, the author must make a "dialogue" with the results of other researchers, based on the existing grand theory. If the findings turn out to be different from other people's findings, this may be extraordinary, and in turn, the author must face it and convince the reader that this finding is true or better than the previous one. However, this truth also sometimes does not last for a long period, because it will be perfected with new truths reported by other researchers. That's how science works.

#### 4. Conclusions

The conclusion section contains a summary of the research findings, which correlate with the research objectives written in the introduction. Then state the main points of the discussion. A conclusion generally includes a statement about how the research work contributes to the field of study as a whole (shows how to progress from the latest knowledge). A common mistake in this section is to repeat the results of an experiment, abstract, or be presented with a very list. The concluding section must provide clear scientific truths. In addition, the conclusions can also provide suggestions for future experiments.

# **Conflict of interest**

Declare conflicts of interest or state "The authors declare no conflict of interest." Authors must identify and declare any personal circumstances or interest that may be perceived as inappropriately influencing the representation or interpretation of reported research results. Any role of the funders in the design of the study; in the collection, analysis, or interpretation of data; in the writing of the manuscript, or in the decision to publish the results must be declared in this section. If there is no role, please state" The funders had no role in the design of the study; in the collection, analysis, or interpretation of data; in the writing of the manuscript, or in the decision to publish the results."

# **Financing**

Please add:" This research received no external funding" or "This research was funded by NAME OF FUNDER, grant number XXX" and" The APC was funded by XXX". Check carefully that the details given are accurate and use the standard spelling of funding agency names at https://search.crossref.org/funding. Any errors may affect your future funding.

# **Acknowledgment**

In the acknowledgment section, the author can state the source of research funding and more specifically the contract number. Make sure the statement complies with the guidelines provided by the funding agency. The author can also express his thanks to reviewers and proofreaders, technicians who help prepare equipment set-ups, or students who assist in surveys.

#### References

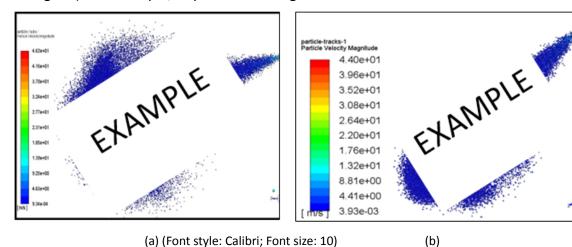
The list of references should only include works that are cited in the text and that have been published or accepted for publication. Personal communications and unpublished works should only be mentioned in the text. Reference style should be in **IEEE style.** Please use this <u>link</u> for the **DOI number**.

# **References** (**Reference style: IEEE style** – must write DOI)

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# Figure Style and Format

For manuscript publication, all provided Figures must follow the standard of quality for publication. Authors must provide high-quality with high-resolution Figures (minimum 300dpi). Content in the Figure should be clear and readable as shown in Figure 1(b) (Especially, the font size of contour legend). For example, as presented in Figure 1.



**Fig. 1.** Figure quality (a) Unclear and unreadable content (b) Clear and readable content (Font style: Calibri; Font size: 11; Paragraph: Align left)

Each Figure must be discussed or mentioned in a body paragraph. The Figure must be placed under the paragraph that discusses the Figure. Authors should try to make economical use of the space on the page, for example:

- i. avoid excessively large white space borders around your graphics;
- ii. try to design illustrations that make good use of the available space—avoid unnecessarily large amounts of white space within the graphic;
- iii. Use the suitable size of the Figure. Not too big.
- iv. Individual figures should normally be centered but place two figures side-by-side if they will fit comfortably like this as it saves space.

# Table Style and Format

The table should be placed at the center. Each table must be discussed or mentioned in a body paragraph. The table must be placed under the paragraph that discusses the table. The font style and font size of the content in the table are Calibri and 10, respectively. The content must be aligned left. The font size of the table caption is 11. The caption SHOULD NOT be finished with a full stop (period). The captions should be set to the width or within the Table.

**Table 1.** Here the caption is shorter than the table

Reynolds number, Re	Velocity, V
A	1
В	2

# **Equation Style and Format**

All equations mentioned in the body paragraph should be written as Eq. (1). Please use Microsoft Equation to present an equation. The font size of the equation is 12. Each equation must be numbered as follows:

$$Re = \frac{\rho V x}{\mu} \tag{1}$$