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Type of Manuscript (Original Research/Review/Conceptual Paper)

Title of the Paper (Capitalize Each Major Word)

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b Second affiliation, Address, City, Country
c Second affiliation, Address, City, Country

*Corresponding author: email address

Abstract **(max 250–300 words)**

The abstract should provide a clear and concise summary of the study. It should briefly introduce the background or context of the research, state the objective, describe the methodology, present the key findings, and highlight the main contributions or implications. Authors may use either a structured or unstructured format; however, all essential elements must be clearly addressed within the abstract. These include the research context or background, the main objective of the study, the methodological approach including data sources and analytical techniques, the key findings, and the theoretical and/or practical contributions. The abstract should be self-contained and should not include citations, undefined abbreviations, or excessive technical detail.

Keywords: Three to five keywords separated by semicolons.

1. INTRODUCTION

The Introduction should establish the importance of the research topic and provide sufficient background to understand the study context. Authors are expected to clearly identify the research problem and highlight gaps, inconsistencies, or unresolved issues in the existing literature. The discussion should move logically from a broad context to a more specific focus, supported by relevant and up-to-date references.

The final paragraph of the Introduction must clearly state the research objective, the research question or hypothesis where applicable, and the main contributions of the study, including both theoretical and practical relevance.

2. LITERATURE REVIEW AND RESEARCH FRAMEWORK (Subsections may be adjusted as appropriate to the study design)

2.1 Theoretical Background

This subsection should present the key theories and concepts that underpin the study. Authors should clearly define the main constructs and explain their relevance to the research problem.

2.2 Literature Review

This subsection should review relevant prior studies, identify patterns and inconsistencies, and highlight research gaps. The review should provide a strong foundation for the development of the research framework.

2.3 Hypotheses, Research Questions, or Propositions (if applicable)

In quantitative studies, authors are expected to develop hypotheses based on theory and prior empirical findings. In qualitative studies, authors may formulate research questions, propositions, or guiding themes. For mixed-methods studies, the relationship between hypotheses and research questions should be clearly explained.

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3. METHODS (Subsections may be adjusted as appropriate to the study design)

3.1 Research Design

This subsection should describe the overall research approach, whether quantitative, qualitative, or mixed-method, and provide a clear rationale for the chosen design.

3.2 Research Context and Setting (if applicable)

Authors should describe the organizational, institutional, or social context in which the study was conducted, where relevant.

3.3 Population, Sample, and Data Sources

For quantitative studies, authors should describe the target population, sampling technique, and sample size. For qualitative studies, authors should describe the participants, selection criteria such as purposive or theoretical sampling, and the research context in which the data were collected.

3.4 Data Collection Procedures

This subsection should explain how data were collected, such as through surveys, interviews, observations, or document analysis, including the time frame and procedures followed.

3.5 Measurement of Variables or Data Instruments

For quantitative studies, authors should define all variables, describe the measurement scales used, and indicate the sources of the instruments. For qualitative studies, authors should describe interview protocols, observation guides, or documentary sources used in the study.

3.6 Data Analysis Technique

For quantitative studies, authors should describe the statistical or econometric methods used in the analysis. For qualitative studies, authors should explain the analytical approach, such as thematic analysis, content analysis, or grounded theory, including coding procedures and the process of developing themes or categories. For mixed-methods studies, authors should explain how quantitative and qualitative analyses are integrated.

3.7 Validity, Reliability, and Trustworthiness

For quantitative studies, authors should report procedures used to assess reliability and validity, such as Cronbach's alpha, composite reliability, or factor analysis. For qualitative studies, authors should describe how trustworthiness was ensured, including credibility, transferability, dependability, and confirmability, for example through triangulation, member checking, or audit trails.

3.8 Ethical Considerations

Authors should clearly state how ethical issues were addressed, including informed consent, confidentiality, and, where applicable, ethical approval.

4. RESULTS

This section should present the main findings of the study in a clear and systematic manner without interpretation.

For quantitative studies, the results should include descriptive statistics, measurement model assessment where applicable, and hypothesis testing or model estimation results. For qualitative studies, the findings should be presented as themes, categories, or narratives, each supported by relevant evidence such as quotations, excerpts, or field notes. For mixed-methods studies, both quantitative and qualitative findings should be presented clearly, along with an explanation of how they complement or contrast with each other.

Data Presentation (Tables and Figures)

Tables and figures should be presented clearly and consistently. Tables should be numbered consecutively and include titles placed above the table. Figures should also be numbered consecutively, with captions

placed below the figure. All tables and figures must be clearly referenced in the text and should be of high quality and readability.

An example of a table is provided below.

Table 1. An example of a table

Variable	Column A (m)	Column B (m^3)
Sample 1	1	2
Sample 2	3	4
Sample 3	5	6

Figures include graphs, diagrams, photographs, and other visual representations. They should be clear, properly labeled, and placed as close as possible to their first citation in the text.

An example of a figure is shown below.

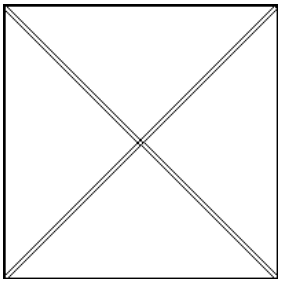


Figure 1. Example of a figure

Equations, if applicable, should be clearly formatted and numbered consecutively.

5. DISCUSSION

The Discussion should interpret the findings in relation to the research objectives and existing literature. Authors should explain the meaning and significance of the findings, compare them with prior studies and relevant theoretical perspectives, and provide plausible explanations for the results.

5.1 Theoretical Implications

This subsection should explain how the findings contribute to theory development, refinement, or extension.

5.2 Managerial and Practical Implications

This subsection should discuss the practical relevance of the findings for managers, organizations, or policymakers.

5.3 Limitations and Future Research

Authors should clearly acknowledge the limitations of the study and suggest directions for future research.

6. CONCLUSION

The Conclusion should provide a concise summary of the main findings and contributions of the study. It should not repeat detailed results or introduce new information.

Author Contributions

Authors must describe individual contributions using the CRediT (Contributor Roles Taxonomy). Each author should be listed with their corresponding roles. All authors must have made a substantial contribution to the work and approved the final manuscript. Artificial intelligence tools may not be listed as authors.

Example 1: Two authors
A.B. conceptualized the study, conducted the analysis, and drafted the manuscript. C.D. contributed to data interpretation and critically revised the manuscript. Both authors approved the final version.

Example 2: Multiple authors
A.B. and C.D. conceptualized the study. E.F. and G.H. performed data collection. A.B. conducted the statistical analysis. C.D. and I.J. interpreted the results. E.F. drafted the initial manuscript. All authors reviewed, revised, and approved the final manuscript.

Example 3: Equal contribution
A.B. and C.D. contributed equally to the conceptualization, analysis, and drafting of the manuscript. All authors reviewed and approved the final version.

Acknowledgements

This section may be used to recognize individuals or institutions that contributed to the study but do not meet authorship criteria.

Use of Artificial Intelligence (AI)

Authors should disclose the use of artificial intelligence tools in writing, analysis, or other aspects of the study, if applicable. When applicable, the name of the AI tool, version, and producing company (including city and country) must be reported. Only one option should be selected.

Option 1: AI used for writing and language editing
Artificial intelligence tools were used to assist with writing, language editing, and improving the clarity and coherence of the manuscript (e.g., *[AI tool name]*, version *[X.X]*, *[Company Name]*, *[City, Country]*). All AI-assisted content was reviewed, edited, and verified by the authors, who take full responsibility for the integrity and accuracy of the final manuscript.

Option 2: AI used for data analysis or modeling
Artificial intelligence tools were used in data analysis and/or model development (e.g., *[AI tool name]*, version *[X.X]*, *[Company Name]*, *[City, Country]*). The AI methodology, input data, validation procedures, and limitations are fully described in the Methods section. The authors take full responsibility for the results and interpretations.

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Artificial intelligence tools were used for data analysis and for assisting with writing and language editing (e.g., *[AI tool name]*, version *[X.X]*, *[Company Name]*, *[City, Country]*). All AI-assisted content and outputs were reviewed and verified by the authors, who take full responsibility for the integrity and accuracy of the work.

Option 4: No AI used
No artificial intelligence tools were used in the conduct of this study or in the preparation of this manuscript.

REFERENCES

References should include only sources cited in the manuscript and must be formatted according to the APA (7th edition) style. For research articles, a minimum of 20 references is recommended, with emphasis on relevant and recent literature, preferably published within the last 10 years. Older sources may be included if they are essential to the study.

References must be arranged alphabetically by the authors' surnames. Authors are encouraged to use reference management software such as Mendeley, EndNote, or Zotero. The reference list should be written in Cambria, 10-point font, with single line spacing. Examples are provided below.

Adam, M., Wessel, M., & Benlian, A. (2021). AI-based chatbots in customer service and their effects on user compliance. *Electronic Markets, 31*(2), 427-445. doi:10.1007/s12525-020-00414-7

Akram, U., Junaid, M., Zafar, A. U., Li, Z., & Fan, M. (2021). Online purchase intention in Chinese social commerce platforms: Being emotional or rational? *Journal of Retailing and Consumer Services, 63*, 102669. doi:10.1016/j.jretconser.2021.102669