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Title Should Represent the Main Idea of the Paper

The title is written in US academic English in Title Case, is informative, and does not exceed 15 words. It states the main construct, the context (industry, country, or group of firms), and, where possible, the approach or the core finding. Avoid titles phrased as clichéd questions, local abbreviations, and generic phrases such as A Study of or An Analysis of.

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Abstract

The abstract should concisely describe the background of the paper, aims, research method, result/findings, conclusions, and implication of the study. It should be about 150 words (minimum) and 250 words (maximum).

Keywords: Keyword1, keyword2, keyword3, keyword4, keyword5. (5 words)

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Indent the first line of every paragraph by 1 cm. State the objectives of your work and provide an adequate background, avoiding a detailed literature survey or a summary of the results. Explicitly state the gap in the literature, which signifies the significance of your research.

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This section includes research design, data collection instruments, participants/sample, the procedure of data collection, and data analysis

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Present the results of your work. Use graphs and tables if appropriate, but also summarize your main findings in the text. Do NOT discuss the results or speculate as to why something happened; that goes in the Discussion.

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Highlight the most significant results, but do not repeat what has been written in the Results section. Connect your findings with the literature review or theories you use in your research

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Provide the conclusion to your study, and final words on the value of your analysis, research, or paper. Limitations of your study should be addressed. Recommendations for future research related to your topic should also be mentioned.

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