

Article Title is written in Lucida Bright Bold font size 14 pt and is recommended to be no more than 15 words

Author's Full Name without degree^{1,*}, (Lucida Bright size 12, bold centered, if there is more than 1 author, the names between authors are separated by using commas)

¹ Author's affiliation (Faculty, University, City, Country), e-mail: example@university.ac.id

² Affiliation (Faculty, University, City, Country), e-mail: example@gmail.com

* Corresponding author (Lucida Bright size 10 centered)

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Abstract

The Objectives – contains a brief description of the research purpose.

The Methods/approaches – contains a brief description of the designs/methods/approach used.

The Results – contains a brief description of the research results that answer the objectives of the research.

The Research Implications – contains the research implications / the contribution of knowledge results and managerial implications.

Abstract maximum 250 words by using single spacing, Lucida Bright font, size 10. As much as possible do not include formulas and references.

Keywords: Keywords are composed of a minimum of two keywords and a maximum of five keywords

1. Introduction (12 Lucida Bright, bold)

The introduction explains the background of the article being discussed as a whole. This section must be clear and provide issues to be discussed in the manuscript, consisting of the reasons for the research, the urgency of the research, and a summary of theoretical studies related to the problem being studied. Description of the hypothesis (if available), and the research framework in the form of a research flow diagram (adjusted to the needs of the research). The entire introduction must be presented clearly and concisely with a portion of 5-7 paragraphs. (Lucida Bright 11 pt, 1.15 pt spacing)

2. Methodology (12 Lucida Bright, bold)

This section consists of the research designs, subjects / objects / population / samples, operational definition and variable measurement, data collection techniques and instruments, and data analysis techniques. (Lucida Bright 11 pt, 1.15 pt spacing)

3. Result and Discussion (12 Lucida Bright, bold)

This section is the most important section in your article. The result and discussion should describe and follow the order of the research objectives. The results present



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empirical findings from the research conducted and are equipped with statistical values and their interpretations, while the discussion discusses the findings obtained. The discussion of the findings not only presents the story behind the data but also compares the results obtained with the results of previous studies. The entire Results and discussion should be presented clearly and concisely with at least 50 percent of the total pages.

The results of the results can be supplemented with tables, graphs (pictures), and/or charts. Tables and figures are numbered and titled. (Lucida Bright 11 pt, 1.15 pt spacing).

Table 3.1 Table Example

Interval	Consumer Loyalty	Frequency	Percentage
80 – 100	Very Loyal	12	36,13
70 – 79	Loyal	17	50,02
60 – 69	Quite Loyal	6	12,87
50 – 59	Not Loyal	0	0
≤ 49	Very not loyal	0	0

Source: Data processing result, 2025

4. Conclusion (12 Lucida Bright, bold)

The conclusion should concisely address the research objectives as stated earlier in the abstract and introduction. The author should highlight the significance of the research findings and the extent to which the research will generate further implications. Do not repeat the abstract or simply describe the research results. Authors are advised to keep the conclusion to 1-2 paragraphs only. The author provides a clear explanation of the managerial implications or suggestions related to the research findings.

Acknowledgments: The authors may wish to acknowledge those who have assisted in the research, especially those who have funded the research. Acknowledgements may include institutions or individuals who have assisted you in the research: Advisors, financial support, or others involved in the research.

Conflict of interest: Please mention any conflicts of interest in this publication and research. If none, please state that there are no conflicts of interest in the publication of this article. (Lucida Bright 11 pt, 1.15 pt spacing)

5. References (12 Lucida Bright, bold)

Contains sources referred to in writing the article, only sources used are included in the bibliography. The bibliography is sorted alphabetically. Writing citations and references uses the **APA Style 7th Edition**. Authors are advised to use **Mendeley** software.

Example: (Lucida Bright 11 pt, spacing 1.15 pt)

Hofstede, G. (2001). *Culture's consequences: Comparing values, behaviors, institutions, and organizations across nations*. Sage Publications.

Goleman, D. (1999). Emotional intelligence and leadership. *Harvard Business Review*, 78(4), 34–38.

Smith, J. (2025). *The impact of digital marketing*. Digital Marketing Insights.
<https://www.digitalmarketinginsights.com/impact>.

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1. The article should be written in English.
2. Articles must be in accordance with the focus and scope provided on the journal website.
3. Submitted articles must comply with the template and author guidelines provided on the journal website.
4. The article manuscript uses Lucida Bright font (11 pt), 1.15 pt spacing, 1 inch normal margin (top 1 inch, left 1 inch, bottom 1 inch, right 1 inch) with a length of 5,000 words (including references) and references consisting of 80% from journal articles and 20% from other references. Footnotes follow the **APA Style 7th Edition**. Authors are advised to use **Mendeley** software.
5. Discussion of the article or research results must show its novelty.
6. The article must exceed the plagiarism limit of under 20% similarity.
7. Explain/describe the research that has just been studied related to ideas/concepts/concepts (related to originality/novelty). And/or if this research is different from previous research, mention it with a comparison of different/existing research accompanied by references.