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*corresponding author

***Abstract.** The abstract should be self-contained, meaning there are no citations are included. It should concisely inform the reader of the manuscript's purpose, methods, findings, and significance. The abstract should be written in relatively nontechnical language, yet clear enough for an informed reader to understand the manuscript's contribution. The abstract contains approximately 100-200 words..*

***Keywords** List your keywords in this section (max. 5 words)*

INTRODUCTION

What is the purpose of the study? Why are you conducting the study? The main section of an article should begin with an introductory section that provides detailed information about the paper's purpose, motivation, research methods, and findings. The introduction should be written in relatively nontechnical language, yet clear enough for an informed reader to understand the manuscript's contribution.

LITERATURE REVIEW

The purpose of a literature review is to "look again" (re + view) at what other researchers have investigated regarding a specific topic. It serves to provide background and motivation for the objectives and hypotheses guiding your research. A well-conducted literature review does not merely summarize relevant previous research. Instead, the researcher critically evaluates, reorganizes, and synthesizes the work of others, creating a cohesive and comprehensive overview. The key to a successful literature review lies in the ability to "digest" information from various sources, critically evaluate it, and present conclusions concisely, logically, and in a reader-friendly manner.

First-time researchers often believe everything they read or fear criticizing others' work. However, academic research is about critical inquiry. It is crucial to critically evaluate the material you read. Consider the following:

- Do you agree with other researchers' arguments and conclusions? If not, why?
- Are there contradictory arguments or findings? How can these contradictions be explained?
- Are the findings of previous studies universally applicable, or are they context-specific?
- What criticisms exist against the conceptual models or measurement approaches discussed in the literature?
- What limitations should be considered when interpreting the results of previous research?

Carefully review the most recent literature to identify specific gaps, inconsistencies, and controversies that may form the basis of your research. Demonstrate that you have considered issues from multiple perspectives and are aware of the arguments for and against a specific viewpoint. To compile a proper literature review, address the following challenges:

1. Finding appropriate literature on a specific topic.
2. Managing the gathered information.
3. Presenting a logical, synthesized, and reader-friendly review of the current knowledge related to the topic.

METHOD

The methods section outlines the steps followed in executing the study and provides a brief justification for the research methods used. This section should contain sufficient detail to allow the reader to evaluate the appropriateness of your methods and the reliability and validity of your findings. Additionally, the information should enable experienced researchers to replicate your study.

RESULT

The results section summarizes the data collected for the study using descriptive statistics and reports the outcomes of relevant inferential statistical analyses (e.g., hypothesis tests) conducted on the data. Report the results in sufficient detail so that the reader can understand which statistical analyses were performed, why they were conducted, and to justify your conclusions. Mention all relevant results, including those that contradict the stated hypotheses.

There is no fixed formula for presenting the findings of a study. Therefore, we will first consider general guidelines and then focus on options for reporting descriptive statistics and the results of hypothesis tests.

Present your findings as concisely as possible while providing enough detail to justify your conclusions and enable the reader to understand exactly what you did in terms of data analysis and why. Figures and tables, detached from the main body of the manuscript, often allow for clear and concise presentation of findings.

DISCUSSION

The discussion section is arguably the most important part of an article, as it is the last section a reader sees and can significantly impact their perceptions of the article and the research conducted. Different authors take varied approaches when writing this section. The discussion section should:

- Restate the study's main purpose.
- Reaffirm the importance of the study by restating its main contributions.
- Summarize the results in relation to each stated research objective or hypothesis without introducing new material.
- Relate the findings to the literature and the results reported by other researchers.
- Provide possible explanations for unexpected or non-significant findings.
- Discuss the managerial implications of the study.
- Highlight the main limitations of the study that could influence its internal and external validity.
- Discuss insightful (i.e., non-obvious) directions or opportunities for future research on the topic.

The discussion section should not merely restate the findings reported in the results section or introduce additional findings not previously discussed. Instead, it should focus on highlighting the broader implications of the study's findings and relating these to previous research. Ensure that the conclusions you reach follow logically from and are substantiated by the evidence presented in your study.

CONCLUSION

In this section, the author presents brief conclusions derived from the research results, along with suggestions for advanced researchers or general readers. The conclusion may review the main points of the paper but should not replicate the abstract.

Additionally, the author should identify the major flaws and limitations of the study, which may affect the validity of the findings and raise questions from readers. These limitations require critical judgment and interpretation of their impact. The author should address the question: Is this a problem related to error, method, validity, or other factors?

LIMITATION

It is inevitable that your research will have some limitations, and this is normal. However, it is critically important to strive to minimize the scope of these limitations

throughout the research process. Additionally, you need to acknowledge your research limitations honestly in the conclusions chapter.

Identifying and acknowledging the shortcomings of your work is preferable to having them pointed out by your final work assessor. While discussing your research limitations, do not merely list and describe them. It is also crucial to explain how these limitations have impacted your research findings.

Your research may have multiple limitations, but you should discuss only those that directly relate to your research problems. For example, if conducting a meta-analysis of secondary data was not stated as your research objective, there is no need to mention it as a limitation of your research.

REFERENCES

Each manuscript must include a reference list containing only the quoted work and using the Mendeley, EndNote, or Zotero tool. Each entry should contain all the data needed for unambiguous identification. With the author-date system, use the following format recommended by APA Citation Style.

A basic reference list entry for a journal article in APA must include:

- *Author or authors. The surname is followed by first initials.*
- *Year of publication of the article (in round brackets).*
- *Article title.*
- *Journal title (in italics).*
- *Volume of journal (in italics).*
- *Issue number of journal in round brackets (no italics).*
- *Page range of article.*
- *DOI or URL*
- *The first line of each citation is left adjusted. Every subsequent line is indented 5-7 spaces.*

Example:

Cohen, J. W. (1988). *Statistical power analysis for behavioural sciences* (2nd ed.), Hilldale, Lawrence Erlbaum Associates, New Jersey.

Creswell, J. W. (1994). *Research design. Qualitative and quantitative approaches*. London: Sage.

Eisenhardt, K.M., & Martin, J.A. (2000). Dynamic capabilities: What are they? *Strategic Management Journal*, 21, 1105–1121.

- Ekah, U.J., & Iloke, J. (2022). Performance evaluation of key performance indicators for UMTS Networks in Calabar, Nigeria. *GSC Advanced Research and Reviews*, 10(01), 047–052.
- Ezenwakwelu, C. A., Akpan, E. E., & Ogbogu-Asogwa, O. I. (2021). Enabling service innovation through dynamic capabilities: Insight from telecommunication firms. *International Journal of Business and Management Invention*, 10(5), 54-63.
- Fincham, J. (2008). Response rates and responsiveness for surveys, standards, and the journal. *American Journal of Pharmaceutical Education (Article 43)*, 72(2), 1-3.