

ARTICLE TITLE [Use a Concise, Specific Title Reflecting the Core Research | Maximum 15–20 Words]

First Author Name^{1*}, Second Author Name², Third Author Name³

¹Department/Affiliation of First Author, Name of Institution/University, City, Country

²Department/Affiliation of Second Author, Name of Institution/University, City, Country

³Department/Affiliation of Third Author, Name of Institution/University, City, Country

*Email of Corresponding Author: email@domain.ac.id

ABSTRACT (Word Count: 200 – 250 words | Writing Style: Active Voice)

The abstract presents a comprehensive summary of the entire manuscript in a single paragraph without citations. This section begins with a clear explanation of the background and underlying justification regarding the importance of the phenomenon or problem under investigation. Subsequently, the author briefly describes the research methodology, including the research design, analytical approach, data collection instruments, and sample size. The abstract must explicitly include the major findings and key results derived from the data analysis. It concludes with a summary statement highlighting the scientific and practical significance of the research contributions to applied management and marketing.

Keywords: 3–5 words or key phrases; Separated by semicolons (;); Reflecting the core concepts of the study.

1. INTRODUCTION (Word Count: 500 – 1,000 words | Writing Style: Active Voice)

The introduction guides the reader into the contextual domain and core issues of the research. Authors initiate this section by establishing the importance and relevance of the topic within contemporary management and applied marketing practices, followed by a well-structured background of the phenomenon. The author then formulates a sharp, focused problem statement, supported by empirical and theoretical evidence from recent literature.

Authors must clearly demonstrate the research gap to highlight the novelty of the study relative to prior investigations. If the study focuses on a specific region or industry, authors should provide the local context surrounding data collection. The introduction concludes with a clear, measurable statement of the research objectives and the paper's overarching aim.

2. LITERATURE REVIEW (Word Count: 1,000 – 2,000 words | Writing Style: Active Voice)

The literature review provides the theoretical and conceptual mapping that grounds the variables and focus of the study. Authors conduct a critical evaluation of relevant literature by citing reputable scholarly references published within the past ten years. This section discusses the relationships between constructs, conceptual evolution, and theoretical frameworks applied to analyze the problem.

Based on the theoretical framework and synthesized prior findings, authors formulate hypotheses for quantitative research or propositions for qualitative/conceptual studies. Each hypothesis or proposition must be substantiated through logical, sequential academic arguments prior to presenting the formal statement.

3. MATERIALS AND METHODS (Word Count: 500 – 1,000 words | Writing Style: Passive Voice)

The methodology section outlines the execution of the study in a structured, transparent manner. Authors must use passive voice to describe standard or established academic procedures, maintaining scientific objectivity and emphasizing that the research process is replicable by other scholars.

This section provides details of the research design, sampling techniques, data collection instruments, and data analysis procedures. Authors should precisely state quantitative

measurements, timeframes, and relevant technical parameters. The narrative prioritizes operational procedures and analytical steps over the personal involvement of the researchers.

4. RESULTS AND DISCUSSION (Word Count: 500 – 1,000 words | Writing Style: Active Voice)

This section presents the empirical findings obtained from data analysis alongside analytical interpretations, directly addressing the hypotheses or propositions outlined in the literature review. Authors present the results and discussion using active voice. Data should be summarized through tables, charts, or diagrams, accompanied by comprehensive textual explanations without redundant numerical reporting.

The discussion must extend beyond reporting statistical metrics by interpreting the broader meaning of the findings. Authors should compare or contrast their empirical results with theories and prior studies evaluated in the Literature Review. Furthermore, authors must articulate direct practical and managerial implications applicable to industry practitioners, managers, or policymakers in marketing and management.

5. CONCLUSION AND FURTHER DISCUSSION (Word Count: 1,000 – 1,500 words | Writing Style: Active Voice)

The conclusion and further discussion section provides a high-level synthesis of the study's primary outcomes. Authors begin with a summary statement emphasizing the primary conclusions and overall scientific contribution. Authors explicitly state how the findings extend or build upon previous academic research.

Next, authors discuss the theoretical implications of the findings on existing frameworks and conceptual paradigms. Authors should also outline how the results facilitate or inform future research directions. Finally, authors provide an objective assessment of the study's limitations—regarding methodology, sample scope, or analytical context—to offer a realistic baseline for future scholars.

ACKNOWLEDGMENTS (optional)

An expression of appreciation to funding bodies, research sponsors, or institutions that provided technical or logistical support for the completion of this research.

REFERENCES

All references cited in the manuscript must be listed in the References section following the APA 7th Edition (American Psychological Association) style. Authors are required to use reference management software such as Mendeley, Zotero, or EndNote. At least 80% of the references must consist of primary sources from peer-reviewed journals published within the last ten years.