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ABSTRACT

The abstract is a brief summary of the entire article's contents. The abstract is written clearly, concisely and using powerful sentences in a paragraph of 150-200 words. The abstract should be able to help the reader understand the points out the essential parts of the article. It should give a clear general description of the article's contents. Abstract writing consists of four main parts arranged in sequence. The first part explains the primary objectives and research problem(s) discussed. The second part explains basic design of research methods. The third part explains the major findings or results as the results of the analysis. The fourth part outlines the interpretation and conclusions. Abstracts are not allowed to put an extensive background, cite a literature, using abbreviations or unfamiliar terms, include sort statistics, tables, figures or references to those tables/figures. The abstract is not allowed to add information not contained in the original work. The abstract is not for defining a term. The abstract is presented in both Indonesian and English.

ABSTRAK

Abstrak dibuat sebagai ringkasan singkat atas keseluruhan isi artikel yang disajikan dalam satu paragraf antara 150-200 kata. Abstrak ditulis secara jelas, padat dan menggunakan kalimat yang efektif. Abstrak harus dapat membantu pembaca memahami pokok-pokok penting dari artikel, sehingga dapat memberi gambaran umum yang jelas atas isi artikel. Penulisan abstrak terdiri dari empat pokok utama yang disusun secara berurutan. Pokok pertama abstrak menjelaskan tujuan utama dan persoalan penelitian yang dibahas. Pokok kedua menjelaskan metode penelitian yang dibahas secara umum. Pokok ketiga menjelaskan temuan utama atau hasil dari analisis yang dibuat. Pokok keempat menguraikan secara singkat interpretasi atas hasil serta simpulan dari penelitian. Abstrak tidak diperkenankan menjelaskan latar belakang secara ekstensif, memuat kutipan, memuat singkatan atau istilah yang tidak dikenal secara umum, memuat angka-angka statistik, tabel, gambar atau rujukan ke table/gambar tersebut. Abstrak juga tidak diperkenankan menyajikan informasi yang tidak dibahas dalam artikel, serta mendefinisikan suatu istilah. Abstrak disajikan baik dalam Bahasa Indonesia maupun Bahasa Inggris.

INTRODUCTION

The introduction must be able to explain the rationality of the research, so that it can be justified why this research is important for the field of economics and business (Reference *et al.*, 2011). This section should be able to state the gaps that the research is based on. The introductory section includes the formulation of research problems, research questions, and research benefits. Articles are created in A4 (8.5" x 11"), double-spaced 1.15 pages, except for long quotes (more than five lines) created with single spaces and indentations. The paper should be concise and made with effective language. Page margins follow the article template available on page ejournal.uksw.edu/jeb. The review process is carried out through *blind review*. Thus, the author is not allowed to directly or indirectly identify himself in the paper. Single authors are not allowed to use the personal pronoun "we". The home page should contain the title, author's name, affiliated institution, and email address. All pages must be numbered. Numbers in articles are written in letters, unless they are in a table, or used in units and amounts (distance, weight, and measurement), For example: three days, 3 kilometers, 30 years. In the text, the symbol "%" is written with the word "percent". Meanwhile, in the table and figure, it is still written as the "%" symbol. The title must not exceed 12 words if it is in Indonesian, and no more than 10 words if it is in English.

LITERATURE REVIEW AND HYPOTHESIS FORMULATION

This section discusses the review of journals, articles, books, and other relevant sources. If necessary, the formulation of the hypothesis is presented in this section. The hypothesis formulated must be based on adequate logic and supported by the results of previous research.

RESEARCH METHODS

This section explains explicitly how research is conducted. The research method section must be written effectively, so that the author can get a complete and clear picture of the data, tools and stages carried out in order to answer the research question. This section also provides an explanation of the measurement method so that it can be easily replicated. If there is, the model can be formulated as follows:

$$PS_i = \beta_0 + \beta_1 EO_i + \beta_3 SC_i + \varepsilon_i \quad 1$$

Where PS is *the pricing strategy*; EO is *entrepreneurial orientation*; SC is *social capital*; β_1 , β_2 and β_3 are the estimating parameters; ε is the disruptive variable; i is the company to i .

ANALYSIS AND DISCUSSION

The results of the study directly present the data and results obtained from the researcher. This section only provides a narrative description of the research results without any interpretation or evaluation.

The discussion section interprets the meaning of the research results, whether they are in accordance with expectations or not.

CONCLUSIONS, LIMITATIONS AND SUGGESTIONS

This section briefly summarizes the results and discussion of the research. This section also explains the implications of the results, limitations of the research and recommendations for future research development.

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