

# **Journal of Contemporary Research in Business and Innovation (JCRBI)**

## **Article Title (12 pt, Bold, Centered)**

(Maximum 15 words)

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## **Abstract**

Provide a concise summary of the study, including the background, objectives, methods, results, and conclusions. Avoid citations in the abstract.

Keywords: up to 5 keywords separated by commas

## **1. Introduction**

Present the research background, rationale, research gaps, objectives, and contributions. Clearly state the research problem and objectives. Support with relevant literature.

## **2. Literature Review and Hypothesis Development**

Discuss prior studies, relevant theories, and conceptual models. Identify research gaps. Formulate hypotheses or research questions.

## **3. Research Method**

Describe the type of research, data sources, sampling methods, instruments, and data analysis techniques. Ensure replicability.

## **4. Results and Discussion**

Present research findings clearly and concisely. Use tables and figures where necessary. Interpret results in relation to the research objectives and previous studies.

## **5. Conclusion**

Summarize main findings, implications, limitations, and suggestions for future research.

## **Acknowledgment (Optional)**

If applicable, acknowledge funding sources, research grants, or institutional support.

## **References**

Use APA 7th Edition format for all references.



## Formatting Guidelines

- Manuscript length: 5,000–7,000 words (excluding references)
- Paper size: A4, margins 2.54 cm all sides
- Font: Times New Roman, 12 pt, 1.15 spacing
- Justified alignment
- Paragraph spacing: 6 pt after each paragraph
- Tables and figures must be numbered sequentially

## Submission Checklist

- Manuscript follows JCRBI template format
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- References in APA 7th Edition format
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