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Title of the Manuscript: Concise, Specific, and Reflecting the Main Economics or Business Issue

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Abstract

Purpose - State the main objective of the study.
Methodology - Explain the research approach, population or informants, data collection technique, and analysis method.
Findings - Present the main findings that answer the research objective.
Implications - Explain the theoretical, economic, business, or policy implications.
Originality - State the novelty of the study in terms of context, variables, model, method, or conceptual contribution.

Introduction

The introduction explains the background, urgency, research gap, novelty, and objective of the study. Start with a current applied economics or business issue. Then narrow the discussion to the specific context, organization, industry, market, or population examined in the article.

A strong introduction must include recent empirical facts, relevant theory, and a clear research problem. Authors should not only describe the topic. Authors must show why the issue matters for economic theory, business decision-making, market performance, financial systems, public policy, entrepreneurship, or sustainable development.

The introduction should review key recent studies and identify what remains unclear. The research gap may relate to inconsistent findings, limited industry context, weak measurement, lack of longitudinal evidence, limited qualitative explanation, or underexplored variables. End this section with the research objective, research questions, hypotheses, and contribution.

Literature Review

The literature review must provide a critical, analytical, and theory-based discussion of the research problem. It should not only define concepts or summarize previous articles. Authors must explain how established theories, prior empirical findings, and the proposed research model are connected to the objective of the manuscript.

For SINTA 2 and Q1-oriented manuscripts, this section should use recent, reputable, and internationally relevant references. Authors are strongly encouraged to cite journal articles published within the last five years, while still allowing foundational theories when they remain necessary. Each paragraph should build a logical argument that leads to the hypotheses, propositions, or conceptual framework.

Theoretical Foundation

Authors must identify the main theory that supports the study. The selected theory should match the research problem, variables, context, and analytical model. Applied economics and business studies may use Neoclassical Economics, Institutional Economics, Behavioral Economics, the Resource-Based View, Dynamic Capability Theory, Agency Theory, Stakeholder Theory, the Theory of Planned Behavior, Human Capital Theory, the Technology Acceptance Model, or other relevant theories.

The theoretical explanation should show why the theory is suitable for the study. It should also explain how the theory helps interpret relationships among variables, economic behavior, market dynamics, firm decisions, business performance, consumer behavior, innovation, financial systems, entrepreneurship, public policy, or other applied economics and business issues.

Previous Empirical Studies

Previous studies must be reviewed critically. Authors should compare findings, methods, samples, sectors, countries, and research limitations. The review should identify what previous studies have explained and what remains unclear. This comparison will strengthen the research gap and novelty of the manuscript.

Table X

Author(s) and Year	Context	Method	Key Finding	Gap Addressed by Current Study
Author A (2024)	SMEs in Southeast Asia	Quantitative survey	Digital capability improved business resilience	Limited explanation of access to finance as a mediating mechanism
Author B and Author C (2023)	Manufacturing firms	Panel data regression	Export intensity improved firm productivity	Limited evidence from service-sector firms
Author D et al. (2022)	Regional economies	Comparative analysis	Institutional quality shaped investment decisions	Limited comparison across developing economies

Explanation: Table 1 helps authors synthesize previous studies and show how the current manuscript offers a clear contribution. The table should not replace the narrative discussion. Authors must still explain the comparison among studies in paragraph form after the table.

Hypothesis Development or Proposition Development

For quantitative research, authors should develop hypotheses based on theory and previous studies. Each hypothesis must be preceded by a logical explanation. Avoid presenting hypotheses without argumentation.

Example: Based on the Resource-Based View, digital capability can become a strategic resource when it helps firms process information, respond to customers, and improve operational efficiency. Previous studies also show that firms with stronger digital capability tend to achieve better performance. Therefore, the following hypothesis is proposed:

H1: Digital capability has a positive effect on firm performance.

For qualitative research, authors may replace hypotheses with propositions or a conceptual framework. The framework should explain the main concepts, expected relationships, and analytical focus of the study.

Research Methods

This study employs a qualitative approach using a case study design. The qualitative approach was chosen because the research objective is to gain an in-depth understanding of CSR practices in enhancing the reputation of manufacturing companies within local communities. This study does not aim to statistically measure the relationships between variables, but rather to explore the experiences, perceptions, and meanings constructed by both the community and the company. Wolniak et al. (2021) demonstrate that qualitative case studies are relevant for CSR research because they can explain corporate social responsibility practices in a contextual and in-depth manner.

The method should be written in the past tense. Authors must avoid vague descriptions such as "data were analyzed using appropriate methods." Instead, authors must name the method, justify its selection, and describe each analytical step.

Results and Discussion

This combined section is recommended when the manuscript presents findings and interpretation together. It is suitable for qualitative studies, case studies, conceptual analysis, and quantitative studies with direct interpretation after each result. The section must present findings in a logical order and immediately explain their meaning, theoretical relevance, comparison with previous studies, and economic, business, policy, or practical implications.

Authors should avoid separating statistical output from interpretation when using the combined format. Each subsection should start with a key finding, followed by supporting evidence, analysis, comparison with literature, and implications.

Example Structure for Combined Results and Discussion

1. Present respondent, informant, organization, or data profile.
2. Present descriptive findings and explain what they indicate.
3. Present hypothesis testing, model testing, or thematic findings.
4. Interpret each result using theory and previous research.
5. Explain theoretical, economic, business, policy, or practical implications.
6. Highlight unexpected findings and provide logical explanations.

Table Format in Results and Discussion

Tables must be numbered using Arabic numerals and placed near the relevant explanation. Table titles are placed above the table. Notes, sources, and explanations are placed below the table. Tables should use horizontal lines only when possible and should avoid colored cells, excessive bold text, and vertical rules.

Table X

Hypothesis	Relationship	Coefficient	t-statistic	p-value	Decision
H1	Digital Capability -> Firm Performance	0.421	5.213	0.000	Supported
H2	Entrepreneurial Orientation -> Firm Performance	0.318	3.874	0.000	Supported
H3	Market Orientation -> Firm Performance	0.142	1.921	0.055	Not Supported

Note: The table reports the direct effect testing results. A p-value below 0.05 indicates statistical significance at the 5 percent level. Source: Processed research data, 2026.

Explanation: Table 3 shows that digital capability and entrepreneurial orientation have significant positive effects on firm performance. The strongest effect is shown by digital capability, which indicates that organizations with better digital systems, digital communication, and digital data use tend to achieve stronger performance. Market orientation does not show a significant effect. This result suggests that market knowledge alone may not improve performance when it is not supported by internal capability and strategic execution.

Figure Format in Results and Discussion

Figures must be clear, readable, and directly relevant to the analysis. Figure captions are placed below the figure. Each figure must include a source and a short explanation immediately after the caption.

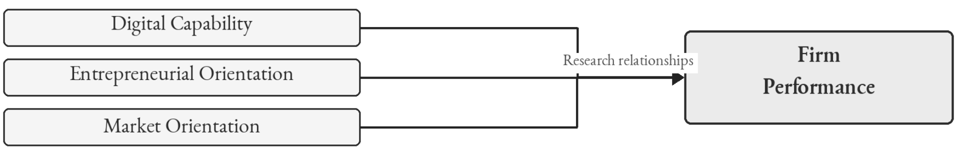

Figure 1. Structural Model of the Relationship between Digital Capability, Entrepreneurial Orientation, Market Orientation, and Firm Performance

Source: Processed research data, 2026.

Explanation: Figure 1 illustrates the tested relationship among variables. The model shows how firm resources and market-related capabilities contribute to firm performance. The figure should be discussed in the text and should not stand alone without interpretation.

Results

Use this section only when the manuscript separates results from discussion. The Results section presents findings objectively without extensive theoretical interpretation. Authors should report what the data show, not what the findings mean. Interpretation should be placed in the Discussion section.

Respondent, Informant, or Data Profile

Start the Results section by describing the data profile. For quantitative research, provide respondent characteristics, response rate, and data screening. For qualitative research, provide informant characteristics, organizational context, or document sources. For secondary data research, describe the number of firms, years of observation, countries, sectors, or data sources.

Table. x

Category	**Frequency**	**Percentage**
Male	120	60.00%
Female	80	40.00%
Total	200	100.00%

Note: The profile table should include only relevant characteristics. Source: Processed questionnaire data, 2026.

Explanation: Table 4 presents the respondent profile. The table helps readers understand the composition of the sample and assess whether the sample is suitable for answering the research objective.

Main Findings

Present findings based on the analytical technique used. Quantitative manuscripts should include descriptive statistics, validity and reliability tests, model fit, hypothesis testing, robustness testing, or additional analysis when needed. Qualitative manuscripts should present themes, categories, patterns, and supporting evidence from interviews, observations, or documents.

Results should be arranged according to the research questions or hypotheses. Each table, figure, or quotation must be explained directly after it appears.

Discussion

The Discussion section interprets the findings and explains their meaning. This section must connect the results with the research questions, theoretical framework, previous studies, and practical context. Authors should not repeat all numbers from the Results section. Instead, authors should explain why the findings occurred and what they contribute to economics and business knowledge.

Interpreting the Main Findings

Begin each discussion subsection by restating one key finding. Then explain the theoretical meaning of the finding. Compare the result with previous studies. If the finding supports previous research, explain the consistency. If the finding differs from previous research, explain possible contextual, methodological, or theoretical reasons.

Example: The finding confirms that digital capability improves firm performance. This result supports the Resource-Based View because digital capability can function as a valuable organizational resource. The finding also indicates that firms do not gain performance benefits from technology ownership alone. They gain benefits when digital tools are integrated into business decision-making, customer service, and operational control.

Theoretical and Practical Implications

Authors must explain how the findings contribute to theory and practice. Theoretical implications should show how the study confirms, extends, or challenges existing theory. Economic, business, and policy implications should provide specific recommendations for managers, entrepreneurs, organizations, policymakers, or other stakeholders.

Example: The findings suggest that managers should not treat digital transformation as a technical project only. Managers need to develop employee capability, data-driven routines, and strategic alignment so that digital tools can support performance improvement.

Conclusion

The conclusion must answer the research objective directly. It should summarize the main findings without repeating all statistical values or long explanations. The conclusion must also present the contribution, implications, limitations, and recommendations for future studies.
A strong conclusion includes five elements: main conclusion, theoretical contribution, economic, business, or policy implication, limitation, and future research direction. Authors should not introduce new data, new citations, or new arguments in this section.

Example: This study concludes that digital capability and entrepreneurial orientation significantly improve firm performance, while market orientation does not show a significant direct effect. These findings indicate that internal organizational capability plays a central role in converting market information into performance outcomes. The study contributes to economics and business literature by showing the importance of capability-based resources in business performance. Practically, the findings suggest that managers should strengthen digital systems, employee digital skills, and innovation-oriented routines. Future studies may test the model using longitudinal data, cross-industry samples, or comparative analysis across countries.

Acknowledgements

The acknowledgements section should mention individuals, institutions, funding bodies, research assistants, data providers, or organizations that supported the study but do not meet the criteria for authorship. Authors should keep this section concise and professional.

Example with acknowledgement: The authors would like to thank the participating organizations and respondents who provided valuable information for this study. The authors also thank [Institution Name] for administrative and technical support during the research process.

Example without acknowledgement: The authors declare that no specific acknowledgement is required for this study.

Author Contributions

Author contributions must describe the role of each author in the manuscript. Journal of Applied Economics & Business recommends using the CRediT taxonomy to support transparency and accountability in scholarly publication.

Contribution Role	Author 1	Author 2	Author 3
Conceptualization	Yes	Yes	No
Methodology	Yes	No	Yes
Data curation	No	Yes	Yes
Formal analysis	Yes	No	Yes
Investigation	No	Yes	Yes
Writing - original draft	Yes	Yes	No
Writing - review and editing	Yes	Yes	Yes
Supervision	No	Yes	No
Final approval	Yes	Yes	Yes

Explanation: Table 5 provides a transparent example of author contribution reporting. Authors may adapt the roles based on the actual contribution of each person. All listed authors must approve the final version of the manuscript and agree to be accountable for their contributions.

References

References must follow APA 7th edition style. Every source cited in the text must appear in the reference list, and every reference in the list must be cited in the text. Authors should prioritize reputable journals, indexed proceedings, books from academic publishers, official reports, and verified institutional sources.

For SINTA 2 and Q1-oriented manuscripts, authors should use recent references, especially journal articles published within the last five years. Foundational theories may use older sources when they are essential. Each reference should include DOI when available. If no DOI is available, use a valid URL.

Reference Examples

Journal article with DOI:

Author, A. A., Author, B. B., & Author, C. C. (2024). Title of the article in sentence case. Journal Name, 12(2), 100-115. https://doi.org/xxxxx

Journal article without DOI:

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