

Title of The Manuscript

INTRODUCTION

The Main Manuscript should only contain the Title without author's names and affiliations mentioned in the Main Manuscript. Since we use a double-blind peer review process, if Authors/co-authors names or affiliation is found anywhere in the text of the manuscript the Manuscript would be rejected without being reviewed. Manuscripts should be **between 5000 to 6000 words** including references and appendices. Make sure the Total No. of pages does not exceed **6 pages** in Two Column format. The font used should be **Times New Roman, 10 points**. The document must use full justification throughout. Authors can use this document file to type own text or use it as a guidelines template

The **Introduction** serves as the foundation of your manuscript, providing essential background information and context for the research. It should begin by introducing the general topic of your study and highlighting its significance in the broader field. Clearly identify the research problem and explain why it is important to address this issue. Briefly review existing literature to show what has already been studied, pointing out gaps or areas that require further investigation. This section should clearly state the objectives or research questions that your study aims to answer, setting the stage for the rest of the paper. The introduction should flow logically, guiding the reader from the general background to the specific focus of your research. Avoid presenting detailed explanations of your methodology or results in this section, as these belong in their respective sections. The introduction should be concise, with a length typically not exceeding 500 words. Use **Times New Roman, Size: 10 pt**, justified alignment, and **1.15 line spacing** for formatting. Ensure that the language is clear and accessible, engaging the reader while providing sufficient context for understanding the research.

REVIEW OF LITERATURE

The review of literature establishes the foundation for your research by summarizing and critically evaluating previous studies. This section should begin with a general overview of the topic and gradually focus on specific studies that are directly relevant to your research question. Organize the content logically, using subheadings, if necessary, to group studies by themes or methodologies. When referencing

studies, include the author's name and year of publication within the text, following the prescribed citation style (e.g., APA, MLA). For example, you might paraphrase: "Smith and Jones (2020) emphasized the importance of environmental factors in urban planning," or quote directly: "As noted by Smith (2018), 'urban planning is a complex process that integrates multiple disciplines' (p. 45)." Use "et al." for studies with more than two authors (e.g., "Brown et al. (2021) found that...") and include page numbers for direct quotes or specific references when applicable. Ensure that your review is more than a summary; critically analyze the methodologies, findings, and limitations of prior research and demonstrate how your study builds on or diverges from existing work. Cite only reputable sources such as peer-reviewed journals, academic books, and official reports, and ensure all references are included in the References section. Formatting should follow the journal's requirements: **Times New Roman, Size: 10 pt**, Justified alignment, and **1.15 line spacing**. Aim to limit this section to approximately **1,000 words**, maintaining a balance between depth and focus. Avoid simply listing studies, excessive direct quotations, or missing references. Instead, provide insightful analysis that highlights gaps in the literature and the significance of your study.

METHODOLOGY

The methodology section should provide a detailed and transparent description of the research design, methods, and procedures used in your study. Begin by explaining the research approach (e.g., qualitative, quantitative, or mixed-methods) and the rationale for choosing it. Specify the population or sample studied, including details about sample size, selection criteria, and any demographic information relevant to your research. Clearly describe the tools, techniques, or instruments used for data collection, such as surveys, interviews, experiments, or observational methods, and provide justification for their selection. Include information about the reliability and validity of the tools used. Discuss the procedures for data analysis, including statistical techniques, qualitative coding methods, or other relevant approaches, ensuring that they align with your research questions or hypotheses. If your study involves ethical considerations, such as

informed consent, confidentiality, or approval from an ethics board, these should be explicitly

mentioned. Formatting should adhere to the journal’s guidelines: use **Times New Roman**, Size: **10 pt**, Justified alignment, and **1.15 line spacing**. Avoid unnecessary technical jargon and ensure that the methodology is described in sufficient detail to allow replication of the study. Typically, the methodology section should be concise yet comprehensive, not exceeding **1,000 words**, depending on the complexity of your research design.

Use tables to display detailed numerical data, comparisons, or categorical data. Each table should have a clear and concise title placed above the table, indicating what the data represents (e.g., Table 1: Demographic Characteristics of Respondents).

RESULTS

Variable	Frequency (n)	Percentage
Gender		
- Male	150	60
- Female	100	40
Age Group		
- 18-25	80	32
- 26-35	120	48
- 36-45	50	20
Education Level		
- Undergraduate	140	56
- Postgraduate	110	44

Table 1: Demographic Characteristics of Respondents

The results section should present the findings of your study in a clear and concise manner, focusing on the objectives or research questions outlined earlier. Organize the results logically, using subheadings to highlight major findings, themes, or categories, as appropriate. Include relevant quantitative data (e.g., statistical results, tables, graphs) or qualitative data (e.g., quotes, themes) to support your findings. Ensure that all figures and tables are labeled correctly and referenced within the text, with captions that clearly describe their content. Avoid interpreting or discussing the findings in this section; save that for the discussion section. Results should be presented in a factual and objective manner, highlighting patterns, relationships, or key

insights revealed by your data. Use appropriate formatting: **Times New Roman**, Size: **10 pt**, Justified alignment, and

1.15 line spacing. Ensure all data visualization elements such as tables and graphs follow the journal’s style guide. This section should typically be concise, but the length may vary based on the complexity and type of results reported. For Tables, Title placement should be above the table in **Bold**, providing a clear description of the content. Column and Rows labels should clearly define all variables and units. Use single spacing with the tables and ensure alignment for readability. When presenting data from external sources, it is essential to properly cite the origin of the data to

maintain transparency, avoid plagiarism, and ensure academic integrity.

Note: Percentages may not sum to 100 due to rounding.

Use figures to visualize patterns, trends, or relationships, such as bar charts, line graphs, pie charts, or scatterplots. Each figure should have a caption placed below the figure, describing its content succinctly (e.g., **Figure 1:** Trends in Annual Sales Over Five Years). Ensure all axes are labeled clearly, and legends, if used, are easy to interpret. Figures should be numbered sequentially (e.g., Figure 1, Figure 2, etc.) and referenced in the text (e.g., "Figure 1 illustrates the growth trend...").

Use high-resolution images for clarity and maintain consistency in design, color scheme, and labeling.

When using figures (graphs, charts, or images) sourced from external materials, place the citation directly below the figure as part of the figure caption. Just like tables, use the appropriate citation style. Ensure the citation is brief and includes the author's name, year, and any additional publication details.



Figure 1: Monthly Sales Trends (January - December)

Common Mistakes to Avoid: Do not overload tables or figures with excessive data; focus on presenting relevant information. Avoid inconsistent numbering or naming conventions. Ensure that tables and figures are self-contained, meaning they can be understood without referring to the text.

DISCUSSION

The **Discussion** section interprets the results in the context of your research questions, existing literature, and broader implications. It is one of the most critical parts of the manuscript, where you explain the significance of your findings, address the study's limitations, and suggest future research directions.

The Discussion section should provide a comprehensive analysis of the study's findings, highlighting their relevance to the research questions and existing literature. Begin by summarizing the major results and discussing how they support or contrast with previous studies. Interpret the findings critically, avoiding overstatements or unwarranted generalizations. Address any unexpected results, offering plausible explanations based on the study's design, methodology, or external factors. It is essential to acknowledge the study's limitations, such as sample size, methodology constraints, or data variability, and discuss how these may influence the interpretation of results. Conclude the section by emphasizing the

broader implications of the findings and proposing practical applications or directions for future research. Use concise and objective language to maintain the scholarly tone.

CONCLUSION

The Conclusion section should succinctly summarize the key findings of your study, emphasize their significance, and provide a final takeaway for the reader. It serves as the closing argument of your research and should leave a lasting impression. Keep the conclusion concise approximately **200- 300 words**. Avoid citing too many new references; focus on previously discussed literature if necessary. Write in paragraphs without subheadings to maintain flow

ACKNOWLEDGEMENT (Optional)

Acknowledgments should be brief and to the point, ideally no more than two lines of text. Avoid lengthy expressions of gratitude or personal acknowledgments to individuals or entities that were not directly involved in the research process. Acknowledge institutions, funding agencies, or research groups that supported the work. Avoid thanking individuals or entities unrelated or indirectly related to the manuscript production. Gratitude to family members, friends, or general well-wishers should be excluded.

REFERENCES

Authors are responsible for ensuring that all references in their manuscript are accurate and complete, with all links being accessible, as we do not provide copy-editing services for references. The reference list should only include articles that have been published or accepted for publication, and should not include works that are still in preparation, under review, or submitted. The references should strictly adhere to the citation style guidelines outlined for the journal (APA style). Whenever available, authors should use **DOIs** instead of URLs. The entries should be **numbered** and listed in **alphabetical order** by the surname of the first author. **Total references should not exceed 20 references.**

Journal Articles:

APA Style: Author, A. A., & Author, B. B. (Date of publication). Title of article. Title of Journal, volume number, page range. <https://doi.org/10.0000/0000>

Example: Johnson, L. M., & Lee, S. K. (2019). The impact of social media on youth. *Journal of Social Research*,

Edited Book Chapters:

Author, A. A. (Year). Title of the chapter. In B. B. Editor & C. C. Editor (Eds.), *Title of the book* (pp. xx-xx). Publisher.

Example: Chalam, K. (2020). The fragmented assertion: divide and rule. In *Political Economy of Caste in India* (First Edition ed., pp. 194-208). SAGE Publications Pvt Ltd, <https://doi.org/10.4135/9789353885861>.

1. Brown, A. P. (2020). *Social dynamics in urban spaces: A study of behaviour patterns*. Cambridge University Press. <https://doi.org/10.1017/978110876545>
2. Miller, J. K., & Green, T. L. (2019). Urban development and its socio-economic impact. *Journal of Urban Studies*, 45(3), 221-235. <https://doi.org/10.1080/12345678.2019.1234567>
3. Smith, L. D. (2021). Understanding community engagement in the 21st century. *Community Development Journal*, 56(4), 452-469. <https://doi.org/10.1093/cdj/bsz021>