



Dinamis : Journal of Islamic Management and Bussiness Journal

<https://ejournal.iainpalopo.ac.id/index.php/dinamis/index>

ARTICLE TITLE (Maximum Word Count is 12 Words)

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Volume
Nomor
Halaman
Palopo, April 2026
ISSN 2622-3791
E-2716-0904
Tanggal Masuk:
Tanggal Revisi:
Tanggal Diterima:

How to Cite:

Abstract: The abstract provides a concise summary of the entire research article and should typically range between 150 and 250 words. It begins with a brief description of the research background and the problem addressed, followed by the research objective. Subsequently, it explains the research methodology, including the research design, sample characteristics, data collection procedures, and analytical techniques. The abstract concludes with the principal findings, theoretical and practical implications, and should be followed by three to five keywords that accurately represent the main concepts of the study. Since the abstract is often the only section read by many researchers, it should be informative, coherent, and capable of standing independently.

Keywords: Keyword_1; Keyword_2; Keyword_3; Keyword_4; Keyword_5

Introduction

The introduction establishes the rationale for conducting the research by presenting a logical progression from broad issues to the specific research problem. It generally begins with a discussion of global phenomena, followed by national and local contexts that demonstrate the practical significance of the study. Recent statistical evidence from credible institutions should be incorporated to strengthen the urgency of the research. The introduction should then critically review previous studies to identify inconsistencies, unresolved issues, or limitations in existing literature, thereby establishing the research gap. In addition to the empirical gap, the author should discuss theoretical limitations and practical challenges that justify the necessity of the study. The final section of the introduction presents the novelty of the research, clearly states the research objectives, highlights the expected theoretical and practical contributions, and briefly introduces the proposed hypotheses when applicable.

Literature Review

The literature review provides the theoretical foundation supporting the research model. It should begin with the grand theory that explains the relationships among the research variables. Each construct is subsequently discussed by presenting its conceptual definition, measurement indicators, theoretical perspectives, and findings from previous empirical studies.

Rather than merely summarizing earlier literature, this section should critically synthesize existing knowledge and explain how each variable is theoretically connected to other variables within the proposed research framework. The literature review concludes with the development of research hypotheses based on sound theoretical reasoning and empirical evidence. A conceptual framework illustrating the hypothesized relationships among variables is typically presented at the end of this section.

Research Methodology.

The methodology section explains how the research was conducted and provides sufficient detail to enable replication by future researchers. This section should describe the research design, research approach, study location, population, sampling technique, sample size, and justification for sample selection.

Furthermore, the author should explain the data collection procedures, including questionnaires, interviews, observations, or documentation, depending on the research design. Each research variable should be operationally defined by specifying its indicators and measurement scales together with their supporting references. Finally, the methodology should describe the statistical analysis employed, such as Structural Equation Modeling (SEM), Partial

Least Squares Structural Equation Modeling (PLS-SEM), multiple regression analysis, or other relevant analytical techniques, including validity, reliability, and hypothesis testing procedures.

Results

The results section objectively presents the findings without extensive interpretation. It generally begins with the demographic characteristics of respondents, followed by descriptive statistics for each research variable.

For quantitative studies employing SEM-PLS, this section commonly reports the assessment of the measurement model (outer model), including indicator reliability, convergent validity, discriminant validity, and internal consistency reliability. Subsequently, the structural model (inner model) is presented through indicators such as coefficient of determination (R^2), predictive relevance (Q^2), effect size (f^2), and hypothesis testing results. Tables and figures should be used effectively to improve clarity while avoiding duplication between textual explanations and tabulated results.

Discussion

The discussion constitutes the most important section of the article because it interprets the research findings within a broader theoretical and empirical context. Each hypothesis should be discussed systematically by explaining whether it is supported or rejected, followed by a comprehensive interpretation of the findings based on the underlying theory.

The discussion should compare the findings with previous studies, highlighting similarities, differences, and possible explanations for inconsistent results. Furthermore, the author should explain how the findings contribute to the advancement of existing theories and address practical issues within the research context. Rather than repeating statistical results, this section should focus on explaining their meaning, significance, and implications.

Research Implications

This section describes the contributions of the research to both theory and practice. The theoretical implications explain how the findings extend, strengthen, refine, or challenge existing theoretical frameworks. The practical implications provide recommendations for policymakers, practitioners, business organizations, educational institutions, or other relevant stakeholders regarding how the research findings can be implemented to improve decision-making and organizational practices.

Conclusion

The conclusion summarizes the principal findings of the study by directly addressing the research objectives. It should provide a concise synthesis of the main results without repeating detailed statistical analyses or discussions. Additionally, the conclusion should emphasize the overall contribution of the study to academic knowledge and professional practice while reaffirming the significance of the research.

Limitations of the Study

This section transparently acknowledges the limitations encountered during the research process. These limitations may relate to the sample size, geographical coverage, research design, analytical methods, measurement instruments, or variables included in the study. Identifying these limitations demonstrates academic integrity and provides a foundation for future research improvements.

Recommendations for Future Research

Based on the identified limitations, the author should propose specific directions for future investigations. These recommendations may include expanding the research context, employing longitudinal or mixed-method approaches, incorporating additional variables, testing alternative theoretical frameworks, or examining different populations to enhance the generalizability and robustness of future findings.

Acknowledgements (Optional)

The acknowledgement section recognizes individuals, institutions, funding agencies, or organizations that contributed to the completion of the research. Financial support, research grants, institutional assistance, or technical contributions should be acknowledged appropriately while maintaining academic professionalism.

References

The bibliography is compiled using the APA 7th Edition citation style consistently. References should mostly come from reputable scholarly journal articles published in the last five years to reflect the latest developments in knowledge. It's recommended to use around 30–50 references, with at least 80% coming from scientific journals, especially well-known international journals (Scopus) and accredited national journals (SINTA) that are relevant to the research topic.