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[ARTICLE TITLE: CONCISE, INFORMATIVE, TITLE CASE, MAXIMUM 18 WORDS]

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Article type: [Original Research / Qualitative Study / Mixed Methods / Conceptual Article / Systematic Review]

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ABSTRACT

Provide a structured abstract of 200–250 words in clear American English, without citations or unexplained abbreviations.

Purpose—	<i>[State the research problem, objective, and relevant context.]</i>
Method—	<i>[State the design, participants or data source, sample size, data-collection period, and analytical technique.]</i>
Findings—	<i>[Report the principal findings and direction of the relationships or themes.]</i>
Conclusion and Implications—	<i>[State the main conclusion and its theoretical, managerial, social, or policy implications.]</i>
Originality/Value—	<i>[Explain the specific novelty and contribution to the relevant literature.]</i>

Keywords: *[four to six lowercase keyword phrases; separated by semicolons; avoid variable codes and overly general terms]*

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INTRODUCTION

Establish the practical and theoretical significance of the problem using recent and traceable literature. Identify an empirical, theoretical, methodological, or contextual gap; explain why it matters; state the research objective or question; and conclude with a specific novelty and contribution statement. Single-organization studies must demonstrate relevance beyond the immediate setting.

[Write the Introduction here. Substantive paragraphs should normally contain three to six sentences and develop one coherent idea.]

LITERATURE REVIEW AND HYPOTHESIS / CONCEPTUAL FRAMEWORK

Adapt this heading to the article type. Quantitative studies should synthesize theory and evidence to develop hypotheses. Qualitative studies may use “Theoretical or Conceptual Framework.” Conceptual articles should develop propositions. Review articles should use a review background and research questions. Avoid a study-by-study summary.

Theoretical Foundation and Key Constructs

[Critically synthesize the relevant theories, concepts, definitions, dimensions, and debates.]

Hypothesis / Proposition Development

[Explain the theoretical mechanism, relevant empirical evidence, and boundary conditions for each expected relationship.]

H1. [State the hypothesis or conceptual proposition clearly and directionally.]

METHOD

Describe the research design, context, population or data source, sampling and sample-size justification, data-collection period, instruments and source scales, analytical procedure, software and version, ethical approval, informed consent, missing-data treatment, and robustness or trustworthiness procedures where relevant. Provide enough detail for evaluation or replication.

Research Design and Context

[Replace this instructional text with the manuscript content.]

Population, Sample, and Data Collection

[Replace this instructional text with the manuscript content.]

Measurement / Data Sources

[Replace this instructional text with the manuscript content.]

Data Analysis

[Replace this instructional text with the manuscript content.]

Ethical Considerations

[State the ethics committee, approval or exemption number and date, informed-consent procedure, and privacy safeguards. Explain when approval was not required.]

RESULTS

Present findings clearly and objectively according to the research design. Report descriptive information, measurement or trustworthiness checks, model or thematic results, hypothesis tests, effect sizes, confidence intervals, and diagnostic or robustness tests as appropriate. Do not paste raw statistical-software screenshots.

Sample / Data Characteristics

[Replace this instructional text with the manuscript content.]

Table 1
Constructs and Measurement Sources

Construct	Operational definition	Number of items	Source
Construct A	[Concise definition]	[n]	[Author, year]
Construct B	[Concise definition]	[n]	[Author, year]
Outcome	[Concise definition]	[n]	[Author, year]

Note. Define all abbreviations and statistical symbols. Use “Source” only when the table reproduces or adapts external material.

Main Findings

[Replace this instructional text with the manuscript content.]

Figure 1

Example of a Proposed Research Framework



Note. Use high-resolution, editable figures. Refer to every table and figure in the text before it appears. Explain line types, abbreviations, and sources where applicable.

DISCUSSION

Interpret rather than repeat the Results. Explain the theoretical mechanism of each major finding; compare it critically with prior research; discuss contradictory or non-significant results, alternative explanations, and boundary conditions; state the theoretical contribution; and provide specific managerial or policy implications. As a general guide, the Discussion may account for approximately 25–30% of the main text, depending on the study design and complexity.

Interpretation of the Main Findings

[Replace this instructional text with the manuscript content.]

Theoretical Contributions

[Replace this instructional text with the manuscript content.]

Managerial, Social, or Policy Implications

[Replace this instructional text with the manuscript content.]

Boundary Conditions and Alternative Explanations

[Replace this instructional text with the manuscript content.]

CONCLUSION

Answer the research objective or question, synthesize the principal findings, and state the main theoretical and practical contribution without repeating the Discussion. Present limitations honestly and identify specific future research directions.

[Replace this instructional text with the manuscript content.]

AUTHOR CONTRIBUTIONS

Use the CRediT taxonomy. Example roles include Conceptualization; Methodology; Validation; Formal Analysis; Investigation; Data Curation; Writing—Original Draft; Writing—Review and Editing; Visualization; Supervision; Project Administration; and Funding Acquisition.

[Author initials]: [CRediT roles].

FUNDING

[State the funder and grant number, or: “This research received no external funding.”]

CONFLICT OF INTEREST

[State any conflict, or: “The authors declare no conflict of interest.”]

ETHICAL APPROVAL

[State the approving committee, approval or exemption number, and date. Explain when ethical approval was not required.]

INFORMED CONSENT

[State how informed consent was obtained, or explain why it was not applicable.]

DATA AVAILABILITY

[Provide a repository link and identifier, or state the conditions under which the data are available.]

SUPPLEMENTARY MATERIALS

Upload relevant instruments, interview protocols, codebooks, search strategies, review corpora, anonymized datasets, analysis code, robustness tests, or additional tables and figures as supplementary files when ethically permissible.

[Supplementary File 1. Research Instrument; Supplementary File 2. Anonymized Dataset; Supplementary File 3. Analysis Code.]

ACKNOWLEDGMENTS

[Acknowledge individuals, institutions, or organizations that contributed but do not qualify for authorship. Delete this section when not applicable.]

DECLARATION OF GENERATIVE AI AND AI-ASSISTED TECHNOLOGIES

AI tools must not be listed as authors. Authors remain responsible for verifying all text, data, citations, figures, and analytical outputs. Disclose the tool, purpose, and manuscript section when such technologies were used.

[If no AI tool was used: “The authors declare that no generative AI or AI-assisted technologies were used in the preparation of this manuscript.”]

REFERENCES

Use APA Style, 7th edition, consistently. At least 80% of the references should normally be primary scholarly sources, particularly peer-reviewed journal articles. Original research articles should generally cite approximately 25–35 relevant sources; conceptual articles approximately 40–70 sources; systematic reviews should follow the search protocol. Prioritize recent international literature while retaining seminal sources where relevant. Use reference-management software and manually verify every citation, author name, year, DOI, and URL. Delete the examples below before submission.

Hair, J. F., Hult, G. T. M., Ringle, C. M., & Sarstedt, M. (2022). A primer on partial least squares structural equation modeling (PLS-SEM) (3rd ed.). SAGE.

Sunarjo, W. A., Nurhayati, S., Adn, F. S., Satrio, D., & Taruna, M. S. (2026). Building trust and convenience: How online reviews, ratings, and ease of use drive fashion purchase decisions. *International Journal of Management, Economic, Business and Accounting*, 5(1), 14–31. <https://doi.org/10.58468/ijmeba.v5i1.219>

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