

ICMA 4th INTERNATIONAL CONFERENCE

2nd ICBRIGHT 2026

From Sustainability Compliance
to Strategic Value Creation

Title of Manuscript (Time New Roman 16)

Author Name^{1*}, Author Name², Author Name³, ... (Times New Roman 11)
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Abstract.

The abstract text should be formatted using 11-point Times New Roman and justify. The text of your article should start on the same page as the abstract. The abstract follows the addresses and should give readers concise information about the content of the article and indicate the main results obtained and conclusions drawn. As the abstract is not part of the text it should be complete in itself; no table numbers, figure numbers, references or displayed mathematical expressions should be included. It should be suitable for direct inclusion in abstracting services and should not normally exceed 200 words. The abstract should generally be restricted to a single paragraph. Since contemporary information-retrieval systems rely heavily on the content of titles and abstracts to identify relevant articles in literature searches, great care should be taken in constructing both

Keywords: one, one two, one three, one four, one five (Keywords must be in alphabetical order)

INTRODUCTION

In the introduction, it is written in Times New Roman 12, where is the content explains :

For Quantitative Research

The Introduction should include the following components:

1. **Background of the Study:** Explain the real-world context and importance of the topic.
2. **Research Problem:** Define specific problems that the study addresses.
3. **Research Urgency:** Justify the necessity of conducting the study.
4. **Phenomenon Gap:** Describe practical or societal issues that lack adequate solutions.
5. **Research Gap:** Clearly highlight what is missing in the literature:
 - **Theoretical Gap:** Missing or underdeveloped theoretical perspectives.
 - **Empirical Gap:** Lack of empirical evidence or methodological limitations in past studies.
6. **Research Context and Concepts** (Not required for undergraduate (S1) students): Describe the setting of the study and define key terms or constructs.

7. **Literature Review:** Present relevant and up-to-date studies that inform your research.
8. **Theoretical Framework:** Explain the theory used as a basis for analysis.
9. **Previous Research:** Summarize relevant findings and position your study among them.
10. **Hypotheses:** State testable hypotheses derived from theory and literature.

For Qualitative Research

The **Introduction** should include the following components:

1. **Background of the Study:** Discuss the broader context and rationale of the study.
2. **Research Problem:** Describe the central issue or phenomenon to be explored.
3. **Research Urgency:** Explain why this study is relevant, timely, and needed.
4. **Phenomenon Gap:** Identify real-world or practical issues that have not been adequately examined.
5. **Research Gap:** Describe:
 - **Theoretical Gap:** Lack of interpretative or conceptual understanding in existing literature.
 - **Empirical Gap:** Absence of in-depth exploration, especially in specific settings or populations.
6. **Research Context and Concepts** (Not required for undergraduate (S1) students) : Clarify the research setting and define key ideas or themes.
7. **Research Questions:** Pose open-ended, exploratory questions suitable for qualitative inquiry.
8. **Literature Review:** Briefly discuss relevant literature that frames the study.
9. **Theoretical Lens** (*if used*): Explain any interpretive or theoretical perspective applied in the analysis.
10. **Previous Research:** Outline prior qualitative studies related to your topic and how your study differs or contributes.

METHODOLOGY

In the methodology, it is written in Times New Roman 12, The methodology contains research design, data collection methods, data analysis techniques, independent and dependent variables (for quantitative research), Informant Selection Criteria (for qualitative research), For qualitative research in the form of discourse study analysis, literature review or semiotics (format can be adjusted to the available qualitative research writing guide).

RESULTS AND DISCUSSION

In the results and discussion, it is written in Times New Roman 12, Contains research results and analysis of findings. For qualitative research using in-depth interview data collection methods, it is best to include the coding results in the theme categorization as an attachment.

CONCLUSION

Conclusions must be drawn based on research findings, research formulation, and research objectives. Must include limitations and suggestions and recommendations. The conclusion is presented in one paragraph without any form of numerical expression. Also explains the practical and theoretical meaning

ACKNOWLEDGMENT

The who are not mentioned as authors should be acknowledged, and their contribution should be described. All sources of funding for the work must be acknowledged, both the research funder and the grant number (if applicable) should be given for each source of funds.

REFERENCE

Must use reference management (mendeley, enote or zetero) APA Style

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