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[Title <=15 Words]

The Online Customer Decision-Making Styles as Sustainable Marketing Innovation Strategies for the New Normal (*Theme necessarily attached to the focus of the magazine: innovation for sustainable development*)

[Título <=20 palabras]

Toma de Decisiones del Consumidor en Línea como Estrategias de Innovación por Mercadotecnia Sostenible para la Nueva Normalidad

Name author (corresponding author): ORCID [0000-0003-0558-1943](https://orcid.org/0000-0003-0558-1943) (Mandatory)

Occupation (Research-Professor; Researcher; PhD Student)

University/Research Center Name: Universidad de Guadalajara, Centro Universitario de Ciencias Económico Administrativas, México.

e-mail: jmejia@cucea.udg.mx

Name author 1/ORCID/ University/Research Center Name/Institutional email

Occupation (Research-Professor; Researcher; PhD Student)

Name author n/ORCID/ University/Research Center Name/Institutional email

Occupation (Research-Professor; Researcher; PhD Student)

Keywords [3-5]: profile online customer, online customer decision-making styles, marketing innovation strategy, new normal

Palabras Clave [3-5]: toma de decisiones del consumidor en línea; estrategias de innovación; mercadotecnia; nueva normalidad

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ABSTRACT (330 maximum words in *simple present and past tense into the different sections*)

Context. In the present tense, provide a brief and clear description of the circumstances, conditions, years, periods, regions, etc., surrounding a particular situation, including both the *object* and the *subject* of study, to allow the reader to contextualize the study. Do not cite directly.

Problem. In the present tense, create a brief and clear problematization narrative, as an approach that presents and explores a specific problem, highlighting its causes, effects, and context. This approach questions assumptions, reveals tensions, and promotes critical reflection to identify possible solutions. Problematize brief and clearly to identify, question, and determine the problem to understand its causes, effects, and complexities. This approach challenges existing assumptions, reveals tensions and contradictions, and opens a space for critical reflection and debate on possible solutions or new perspectives. Conclude with a research question.

Purpose. In the present tense, please mention the purpose of the research based on the main themes of the journal: the multidisciplinary, as a research strategy that integrates and generates new knowledge from the dialogue and interaction among two or more disciplines relating *innovation* that involves the [OECD Oslo Manual](#) published by OECD *for the achievement of Sustainable Development Goals* by United Nations 2030 Agenda.

Methodology. In the past tense, please describe the process used to solve the research question posed as the basis of the problem. Thus, it should specify the date, location, subjects of study, as well as the process of how the factors, indicators, sample calculation, and stages of the proposed experiment were obtained or determined, etc. Explain how you determine your measurement instruments' reliability and validity and other indicators (e.g., the necessary, sufficiency, coverage, consistency, etc.) involved in the design. It is important to mention the intervention period, brief and clearly description of the subject under study.

Theoretical and Practical Findings. In the past tense, please emphasize how their research findings have a theoretical contribution (*Scientia*) and a practical contribution (*Praxis*) as a result of their discussion, highlighting the originality of such contribution regarding *multidisciplinary, and innovation* ([OECD Oslo Manual](#)) focusing their contributions on one or more of the [Sustainable Development Goals](#), the main themes of the journal.

Originality based on a multidisciplinary approach that promotes innovation for sustainable development. In the present tense, you should emphasize how your research performs a multidisciplinary exercise that promotes innovation ([OECD Oslo Manual](#)) for sustainable development ([Sustainable Development Goals](#)). It is required to explain both in the literature review section and in the discussion.

Conclusions and limitations. Please emphasize the conclusions or the main conclusion of the research and the limitations as an opportunity for future studies, based on *multidisciplinarity and innovation for sustainable development*

RESUMEN (330 palabras máximo en verbos en *tiempo pasado simple*)

Contexto. En tiempo presente, hacer breve y clara descripción de las circunstancias, condiciones, años, períodos, regiones, etc. que rodean a una situación en particular tanto del *objeto* como del *sujeto* de estudio, que permita al lector, ubicar el estudio.

Problema. En tiempo presente, problematice breve y claramente, a fin de identificar, cuestionar y determinar el problema para entender sus causas, efectos y complejidades. Este enfoque desafía las suposiciones existentes, revela tensiones y contradicciones, y abre un espacio para la reflexión crítica y el debate sobre posibles soluciones o nuevas perspectivas. Cierre con una pregunta de investigación.

Objetivo. En tiempo presente, mencione el propósito de la investigación, basados en los ejes de la revista, que son la *multidisciplinarietà* como una estrategia de investigación integradora que busca la generar nuevos conocimientos a partir del diálogo e interacción entre dos o más disciplinas relacionadas con la *innovación* que implica al [Manual de Oslo de la OCDE](#) así como el logro de los [Objetivos de Desarrollo Sostenible](#) de las Naciones Unidas (Agenda 2030).

Metodología. En tiempo pasado, describa el proceso usado para resolver la pregunta de investigación planteada como base del problema. Así, se explica el proceso de cómo se obtuvo, o determinó los factores, indicadores, el cálculo de la muestra, las etapas del experimento propuesto, etc.Cuál fue el proceso de la *confiabilidad* y *validez* del diseño de sus instrumentos de medición u otros parámetros que se consideren como la *necesidad*, *suficiencia*, *cobertura*

,consistencia, etc. implicados en el diseño del mismo. Es importante mencionar el periodo de intervención así como una breve y clara descripción del sujeto bajo estudio.

Hallazgos Teóricos y Prácticos. Hallazgos Teóricos y Prácticos. En tiempo pasado, se debe enfatizar cómo sus hallazgos de investigación tienen una contribución teórica (*Scientia*) y una contribución práctica (*Praxis*) como resultado de su discusión, resaltando la originalidad de tal contribución respecto a la *multidisciplinariedad*, la *innovación* ([Manual de Oslo de la OCDE](#)), concretando sus aportes a uno o varios de los [Objetivos de Desarrollo Sostenible](#) ejes de la revista.

Originalidad basada en un enfoque multidisciplinario que promueve la innovación para el desarrollo sostenible. En tiempo presente, debe enfatizar cómo su investigación realiza un ejercicio multidisciplinario que promueva la innovación ([Manual de Oslo de la OCDE](#)) para el desarrollo sostenible ([Objetivos de Desarrollo Sostenible](#)). Se requiere explicar tanto en la sección de la revisión de literatura, como en la discusión.

Conclusiones y limitaciones. Debe presentar las conclusiones o la principal conclusión de la investigación así como las limitaciones como oportunidad de estudios futuros, basados en la *multidisciplinariedad e innovación para el desarrollo sostenible*.

1. INTRODUCTION (500 words in *present tense*)

This section brief and clearly describes why the document should be published, based on the context environment (subject of study), state of the art (object of study), aligned to the posed problem. The solution approach must be based on the scope and approaches of the journal: *transdisciplinarity*, *and innovation for sustainable development*. The section ends either with the statement of a research question and/or the precision of the problem to be solved. It highlights why the research is valuable and original.

2. CONTEXT DESCRIPTION (1000 words in *present tense*)

It refers to a description of the environmental context around the subject of study unfolds and its relationship with the object of study (state of the art) at three or four possible levels: worldwide, international, country, or locality.

3. LITERATURE REVIEW (2200 words in *past tense*)

In the past time, provide a literature review from **5** to **10** years old as a research base (**90%**). The section discusses state of the art based on a brief and clear bibliometric study. Each variable, factor proposed, experimental design, etc. of your model to be proved must be posed as a hypothesis (or several hypotheses) and shown during this stage of the document. However, it is worth noting that citing laws, theories, postulates, etc., is done in the present tense due to their validity.

3.1.The design of the final instrument

In the past tense, please describe the design process of the final questionnaire, protocol, or procedure for the intervention or experiment.

3.2. Conceptual Model/Experimental Model.

Please provide a detailed description, in the past tense, of the final conceptual model design (ex-ante), the final experimental model design, the final protocol design, etc., based on the research. You should present a comprehensive outline of each of these models.

4. METHODOLOGY AND MATERIALS (2000 words in *simple past tense*)

Please provide a detailed description of the procedures performed that relate to the subject under study. Describe the stages or processes involved in the procedure, whether the study was conducted using a sample or a census approach, how the sample and data were collected, the methods of measurement, and the descriptive and inferential statistical tools employed. Include details on any materials, equipment, software, etc., used, as well as calibration protocols and measurement procedures. This section should offer sufficient detail for the methodology to be replicated in similar conditions elsewhere

5. RESULTS (2300 words in *simple past tense*)

This is the stage where the first evidence and facts are provided, results of the application of the methodology. This stage describes the researchers' first findings, calculations, discoveries, and

observations. The results are during and after the intervention of applying the designed instrument, experimental procedure, measurement protocol, etc., in the fieldwork. For instance, in a contrast comparison, the researchers' observations are the resulting data below or above the acceptable ranges? Are the results of the calculations based on the data presented with some error? Are they within the range to proceed with their analysis?

6. DISCUSSION (4000 words in *simple present tense*)

This stage is considered the most important of the document because it presents the author's contributions (or authors). It refers to the critical analysis of the results as the first findings of the research assessment based on the contextual environment (subject of study) and its relationship with state of the art (object of study), basis of the journal: multidisciplinary and innovation for sustainable development. Arguments must be shown with originality by the author (or authors) to demonstrate (or reject) new theory relationships based on the facts. The results of previous research must be contrasted and explained with the new results emphasizing the two types of expected contributions (in *simple conditional tense*).

6.1.Theoretical implications (*Scientia*)

This section must be based on the review of state of the art (object of study), the *multidisciplinary, and innovation for sustainable development*, the proposed theoretical framework, and the results obtained. Hence you should explain the contributions of the discoveries based on factors, variables, indicators, elements, materials, etc., and new relationships amongst them. You should explain the potential as new knowledge that the multidisciplinary of these contributions would have to scientific disciplines and beyond if there is a tendency to form one or several new ones, and the *innovation for sustainable development* implications to the environment, social impact, circular economy, etc.

6.2.Practical implications (*Praxis*)

This section must be based on the review of the context environment (subject of study) on the posed levels, the *multidisciplinary*, the *innovation for sustainable development*, and the results obtained. Hence you should explain how the contributions could be practiced amongst

similar study subjects, with expected benefits in the areas of competence of their research such as technological, social groups, environmental, etc.

7. CONCLUSION (500 words in *simple present tense*)

Finally, this stage must be brief and clear in the description of at least three main aspects.

7.1. How answer the question and explain the research hypothesis or hypotheses.

How was the research question answered? How was the problem solved? Were the hypothesis or hypotheses confirmed or rejected? This stage should emphasize what should be established as new knowledge from the study, relating to the introduction, the research question, and the hypotheses raised. It highlights why the research based on multidisciplinary and *innovation for sustainable development*, main themes of the journal, have been valuable and original.

7.2. Research findings.

In this section, the main findings of the research should be summarized based on the evidence found and the arguments of the previous discussion. Emphasize the contribution due to its theoretical implications (*Scientia*) to state of the art (object of study) and the contribution due to its practical implications (*Praxis*) to the environment context (subject of study).

7.3. Research final scope.

In this section, the closing is made up with a reflection on the scope and/or limitations of the study, for example, the lack of more significant variability in the study subjects, the lack of experimental conditions, the lack of time, human, technical, financial resources, etc. the lack of facilities for the study subjects, new environmental, political, economic conditions, etc. for the establishment of future studies based on the current results.

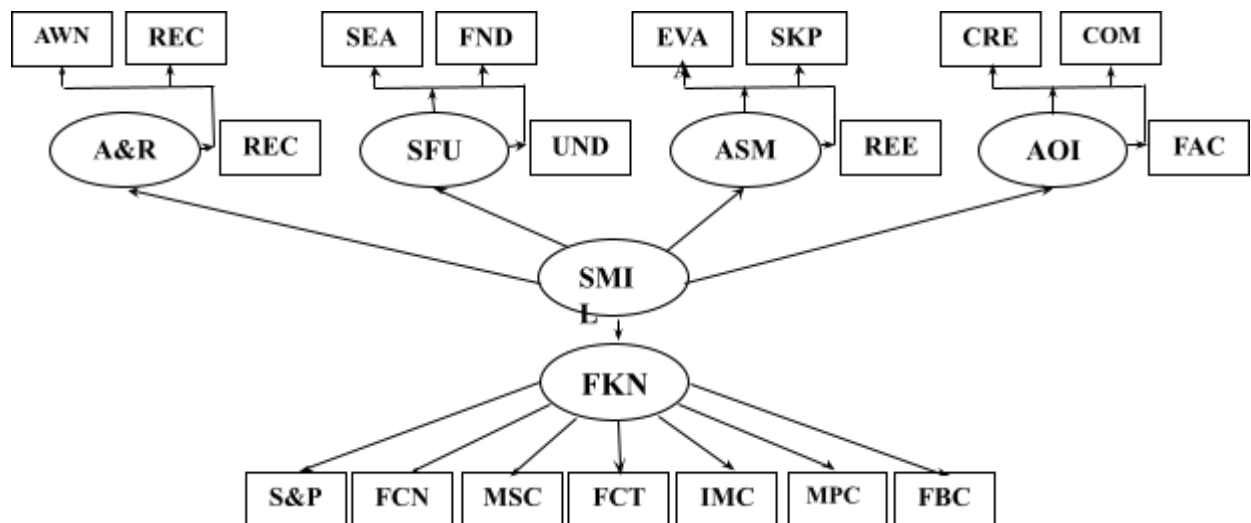
8. REFERENCES (No more than 4 pages or 1200 words)

8.1. All references must be associated with their doi assignments

8.2. Citations are shown in the notation system between parentheses, where the author's first surname, year, and page number appear; if you need to specify any expression, place the page.. e.g., (Sánchez-Meza, 2010, p. 63).

8.3. Graphs, tables, diagrams, drawings, photographs, etc., they must be within the article's body with a consecutive number in bold, acronyms also in bold and noted immediately. The contents of the graph, table, diagram, etc. are in Times New Roman size point-10. The source will be placed below such an issue, e.g., **See Figure 1**

Figure 1. Final Proposal of framework underlying factors SMIL vs FKN



Notes: **SMIL.** Social Media Information Literacy

A&R. Awareness and Recognition; **AWN.** Awareness of Information; **REC.** Recognition; **UST.** Use of Technology; **SFU.** Search and Find to Understand; **SEA.** Search; **FND.** Find; **UND.** Understand; **ASM.** Assessment; **EVA.** Evaluation; **SKP.** Skepticism; **REE.** Reevaluation; **AOI.** Abilities over information; **CRE.** Creation; **COM.** Communication; **FAC.** Final Action; **S&P.** Satire and Parody; **FCN.** False Connection; **MSC.** Misleading Context; **FCT.** False Context; **IMC.** Imposter Content; **MPC.** Manipulated Content; **FBC.** Fabricated Content.

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8.5. Most relevant examples:

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Citation examples

Amnesty International (AI, 2019) [narrative]; (Amnesty International [AI], 2019)
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Katz, F. (comp.) (1990). *Revuelta, rebelión y revolución. La lucha rural en
México del siglo XVI al siglo XX* (vol. 2). Era.

Shakespeare, W. (2004). *Hamlet* (J. M. Valverde, ed. y trad.). Planeta; Paidós.
(Original published en 1609).

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Herrera, E. (2019, 28 de octubre). *La economía no va mal, pero el agro sí*.
Razón Pública. <https://bit.ly/2WxhuXv>

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(s. f.). *Programa técnico*. Retrieved 28 october 2019.
<https://bit.ly/36ojlIV>

Book Chapters

Pereyra, C. (1982). Estado y sociedad. En P. González Casanova y E. Florescano
(coords.), *México, hoy* (pp. 289-305). Siglo XXI.

Articles with DOI or URL

Lizasoain, L. (2020). Criterios y modelos estadísticos de eficacia escolar. *Revista de
Investigación Educativa*, 38(2), 311-327.
<https://doi.org/10.6018/rie.417881>

Osorio-Delgado, M. A., Henao-Tamayo, L. J., Velásquez-Cock, J. A., Cañas-Gutiérrez, A. I., Restrepo-Múnera, L. M., Gañán-Rojo, P. F., Zuluaga-Gallego, R. O., Ortiz-Trujillo, I C. y Castro-Herazo, C. I. (2017). Aplicaciones biomédicas de biomateriales poliméricos. *DYNA*, 84(201), 241-252. <https://doi.org/10.15446/dyna.v84n201.60466>

Articles with more than 20 authors:

Castiblanco, R., Moreno, H., Rojas, S., Zamora, F., Rivera, A., Bedoya, M.A., Aróstegui, J., Rodríguez, D., Salinas, G., Martínez, W., Camargo, D., Sánchez, A., Ramírez, Y., Arias, M., Castro, K. Y., Carrillo, H., Valdez López, J., Hermosa, F., Daza, C., ... Hernández, T. (2020). La variación de los esfuerzos mecánicos en la cadera con el ergómetro de escaleras. *Revista de Salud Pública*, 16(2), 41-67.

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