



Emotional Dynamics in Intercultural Business Communication: Exploring Language Standardization in International Knowledge Exchange

(Note: Utilize Century for the typography of letters, 18))

The full name of each author, where more than one author has contributed to the article, please provide detailed information for the corresponding author(s)
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ABSTRACT

The abstract is required to be self-contained, devoid of citations. It should succinctly convey the manuscript's objectives, methodologies, findings, and significance. The abstract must strike a balance between being accessible to a non-specialist audience while providing sufficient clarity for an informed reader to comprehend the manuscript's contribution. The abstract page should feature the manuscript's title exclusively, excluding the author's name or any other identification labels. It is expected to be in English, comprising 150-200 words, and positioned on a distinct page preceding the main text of the manuscript. (Letter size: 11)

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1. INTRODUCTION

The article's length is expected to fall within the range of 15 to 25 pages. The editor holds the discretion to determine the acceptable manuscript length; nevertheless, manuscripts deviating significantly from the specified word count may necessitate revision by the author(s) before editorial consideration. The stipulated word count excludes tables, figures, and references.

The commencement of the main article sections should feature an introductory segment elucidating the study's purpose, motivation, research methods, research gap, and findings. This introduction should strike a balance, being relatively accessible to non-specialist readers while ensuring sufficient clarity for an informed audience to grasp the manuscript's contribution.

2. LITERATURE REVIEW

In this section, the author will discuss the purpose of a literature review. Contains a description of the theories and previous research that became the basis for developing hypotheses (if any) and research models.

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3. RESEARCH METHODS

This section typically has the following sub-sections: sampling (a description of the target population, the research context, and units of analysis; sampling; and respondents' profiles); data collection; and measures (alternatively: measurement).

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4. ANALYSIS AND DISCUSSION

The author needs to report the results in sufficient detail so that the reader can see which statistical analysis was conducted and why, and later to justify their conclusions.

Reporting results: The author may assume that the reader has a working knowledge of basic statistics (i.e., typically the contents covered in a 1st statistics course).

Different authors take different approaches when writing the discussion section. According to Feldman (2004:5), Perry et al. (2003: 658), and Summers (2001: 411412), the discussion section should: 1) Restate the study's main purpose; 2) reaffirm the importance of the study by restating its

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main contributions; 3) summarize the results in relation to each research objectives or hypothesis, without introducing new material; 4) relate the findings back to the literature and to the results reported by other researchers; 5) provide possible explanations for any unexpected or non-significant findings; 6) discuss the managerial implications of the study; 7) highlight the main limitations of the study that could influence its internal and external validity; 8) and discuss insightful (i.e., non-obvious) directions or opportunities for future research related to the topic.

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5. CONCLUSION AND SUGGESTION

In this section, the author presents brief conclusions from the results of research with suggestions for advanced researchers or general readers. A conclusion may cover the main points of the paper, but do not replicate the abstract in the conclusion. Not only do authors write down the major flaws and limitations of their study, which can reduce the validity of the writing, thus raising questions from the readers (whether, or in what way), the limits in his studies may have affected the results and conclusions.

Limitations require critical judgment and interpretation of the impact of their research. The author should provide the answer to the question: Is this a problem caused by an error, or in the method selected, or the validity, or otherwise?

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