A TITLE OF THE ARTICLE IS A SPECIFIC AND EFFECTIVE
14pt, bold (12 – 15 words only)

[1]First Author's Name, [2]Second Author's Name, [3]Third Author's Name ←12pt, bold
[1]Corresponding Author Email Address ← 12pt
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Address ← 12pt

Abstract

The abstract should stand alone, which means that there is no citation in the abstract. The abstract should concisely inform the reader of the manuscript's purpose, data and methods, findings, and implications. The abstract should be relatively nontechnical, yet clear enough for an informed reader to understand the manuscript's contribution. An abstract consists of 100 - 150 words. ← 12pt, italic

Keywords: *word#1; word#2; word#3; word#4; word#5; word#6; word#7 ← 12pt, italic A maximum of 7 keywords separated by semicolon (;), crucial to the appropriate indexing of the papers, are to be given. e.g.: financial economics; emerging markets; finance.*

INTRODUCTION

Put your text here (justified, single-spaced, and in 12-pt Times New Roman font). The first few paragraphs of this section should place the work within a broad conceptual framework and motivate its importance to a broad scientific audience. This section should contain sufficient information about the literature used as the framework of knowledge. The last paragraph of the Introduction should clearly state the specific research questions being addressed in the manuscript and address their importance to the field.

METHODS

Put your text here (justified, single-spaced, and in 12-pt Times New Roman font). This section should contain sufficient information to allow others to repeat the research. For well-known methods and their minor variants, it is sufficient to summarize them and provide key references. It is also critical to provide detailed descriptions of the study design and the statistical analyses performed to evaluate all focal hypotheses.

RESULTS

Put your text here (justified, single-spaced, and in 12-pt Times New Roman font). Findings should be described succinctly. When describing large sets of data, extensive sequence information,

additional illustrations, etc. that you will place in the supporting information section, please end the relevant line with [see appendix] in squared brackets so that readers will know where to look.

The major findings can be briefly highlighted at the beginning of this section, but the results should not be repeated. Instead, they should be interpreted using logic and previously published articles.

DISCUSSION

Put your text here (justified, single-spaced, and in 12-pt Times New Roman font). The author should cite here as many sources as possible.

CONCLUSIONS

Put your text here (justified, single-spaced, and in 12-pt Times New Roman font). This short section should include a summary of the major findings of the paper and a discussion of their significance and novelty to the field.

REFERENCES

Put your text here (hanging, justified, single-spaced, and in 12-pt Times New Roman font). Insert cited references here in alphabetical order. Do not insert a line of space between references. Use the format guidelines provided in the Instructions to Authors. Recommended is the Mendeley reference manager using APA style. Please add DOI at the end of the reference if it is available.

Journal article, one author.
Grady, J. S. (2019). Emotions in storybooks: A comparison of storybooks that represent ethnic and racial groups in the United States. Psychology of Popular Media Culture, 8(3), 207–217. https://doi.org/10.1037/ppm0000185

Journal article, two authors.
Grady, J. S., & Yelinek, J. (2019). Emotions in storybooks: A comparison of storybooks that represent ethnic and racial groups in the United States. Psychology of Popular Media Culture, 8(3), 207–217. https://doi.org/10.1037/ppm0000185

Journal article, three or more authors.
Grady, J. S., Her, M., Moreno, G., Perez, C., & Yelinek, J. (2019). Emotions in storybooks: A comparison of storybooks that represent ethnic and racial groups in the United States. Psychology of Popular Media Culture, 8(3), 207–217. https://doi.org/10.1037/ppm0000185

Journal article from a subscription database (no DOI)
Grady, J. S., Her, M., Moreno, G., Perez, C., & Yelinek, J. (2019). Emotions in storybooks: A comparison of storybooks that represent ethnic and racial groups in the United States. Retrieved from http://papers.ssrn.com/sol3/papers.cfm?abstract_id=1527562

Books, in print
Zeithmal, V. E., Bitner, M. J., & Gremler, D. D. (2023). Services Marketing. McGraw-Hill.

Research Reports and Working Papers

Deming, D. & Dynarski, S. (2023). The Lengthening of Childhood (NBER Working Paper 14124). Cambridge, MA: National Bureau of Economic Research. Retrieved from the National Bureau of Economic Research: http://www.nber.org/papers/w14124

Tables

All tables are to be numbered using Arabic numerals. Tables should always be cited in text in consecutive numerical order, e.g., Tab. 1.

For each table, please supply a table caption (title) explaining the components of the table. The thickness of the table lines is 0.5 pt.

Identify any previously published material by giving the source in the form of a reference at the end of the table caption.

Table 1. Table Title (10-pt)

Title (10-pt)	Title (10-pt)	Title (10-pt)
Content (10-pt)	Content (10-pt)	Content (10-pt)
Content (10-pt)	Content (10-pt)	Content (10-pt)
Content (10-pt)	Content (10-pt)	Content (10-pt)

Figures

Graphics should be preferably black and white or in greyscale. Only photographs are allowed in color. Avoid effects such as shading, outline letters, and so forth. The figure resolution should be at least 300 dpi.

All figures are to be numbered using Arabic numerals. Figures should always be cited in text in consecutive numerical order, e.g., Figure. 1.

Keep lettering consistently sized throughout final-sized artwork, usually 8–10 pt.

Formatting Mathematical Equations

All the mathematical equations in the paper have to be defined on their first appearance. However, they shouldn't be the first word of any sentence.

Equations are regarded as being a part of the text and are punctuated accordingly. If it is the end of a sentence, there should be a period at the end of the equation; otherwise, put a comma at the end of it.

Long and tend equations are to be multi-line equations. If an equation breaks into multiple lines, align them properly, and use only one number for the whole equation as far to the right as possible.

Do not capitalize or indent "where" or "with" when listing variables following an equation.