

LBS Journal of Marketing and Analytics (LBS JOMA)
Manuscript Submission Template

Title of the Manuscript (*First-Level Heading*)

(Concise, informative, and reflective of the study's scope, max 15 words)

Author(s) Information (*Second-Level Heading*)

Full Name (First Last, e.g., John Doe)

Affiliation (University/Institution Name, Department)

Email Address

ORCID ID (if available)

(If multiple authors, list all with corresponding details. Indicate the corresponding author with an asterisk)

Abstract (150-250 words) (*Second-Level Heading*)

(Summarizing the purpose, methodology, key findings, and implications of the study.)

Keywords (3-6 keywords) (*Second-Level Heading*)

(Separated by commas, relevant to the study.)

1. Introduction (800-1,200 words) (*First-Level Heading*)

1.1 Background of the study (*Second-Level Heading*)

1.2 Research problem and objectives (*Second-Level Heading*)

1.3 Contribution to marketing and analytics literature (*Second-Level Heading*)

2. Literature Review (1,200-1,500 words) (*First-Level Heading*)

2.1 Theoretical framework and past research (*Second-Level Heading*)

2.2 Identification of research gaps (*Second-Level Heading*)

3. Methodology (1,000-1,500 words) (*First-Level Heading*)

3.1 Research design and approach (qualitative, quantitative, or mixed-methods) (*Second-Level Heading*)

3.2 Data collection and analysis techniques (*Second-Level Heading*)

3.3 Ethical considerations (if applicable) (*Second-Level Heading*)

4. Results and Discussion (1,500-2,000 words) (*First-Level Heading*)

4.1 Presentation of key findings (tables, figures where needed) (*Second-Level Heading*)

4.2 Interpretation and comparison with existing literature (*Second-Level Heading*)

4.3 Managerial and theoretical implications (*Second-Level Heading*)

5. Conclusion and Recommendations (500-800 words) (*First-Level Heading*)

5.1 Summary of findings (*Second-Level Heading*)

5.2 Practical applications and future research directions (*Second-Level Heading*)

References (*Second-Level Heading*)

(Follow APA 7th edition referencing style. List all sources cited in the manuscript.)

Tables and Figures (*Second-Level Heading*)

- Tables should be numbered sequentially (e.g., Table 1, Table 2) and include descriptive captions.
- Figures (graphs, charts, or images) should be high resolution and labeled clearly.

Appendices (if applicable) (*Second-Level Heading*)

(Include additional data, survey instruments, or supplementary materials that support the study.)

Formatting Guidelines (*Second-Level Heading*)

- **Font:** Times New Roman, 12 pt
- **Spacing:** 1.5 line spacing
- **Margins:** 1-inch margins on all sides
- **File Format:** Microsoft Word (.docx) or LaTeX (if applicable)
- **Word Count:** 5,000–8,000 words (excluding references and appendices)

Ethical Declaration (*Second-Level Heading*)

(Authors must confirm that their work is original, free from plagiarism, and not under review elsewhere. Any conflicts of interest should be disclosed. Follow the ethics policy shared on journal website)

Correspondence:

For any queries, contact the editorial team at editor.lbsjoma@journals.uol.edu.pk