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Abstract (Max 250 word)
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Introduction

eneral requirements: (1) The manuscript should be in the form of research in the field of Marketing Management, Financial and Banking Management, Human Resource Management, Operation Management & Management of Information System, Entrepreneurship. Jurnal Manajemen Bisnis does not accept manuscript from article review; (2) The manuscript which sent to the

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This section contains the research background, purpose, contribution (the research benefit from theoretical and practical), research results, and implication (Practical advice based on research result). The research result and implications in the introduction section are only suggestions (not mandatory). Use APA 6th style to make a citation.

Every in-text citation must be linked directly to its corresponding item in the **References** section using standard word processor features (e.g., *Bookmark* and *Hyperlink/Cross-reference* in Microsoft Word). Authors are strongly encouraged to use reference management software such as Mendeley, Zotero, or EndNote, and ensure the hyperlinking function is activated.

Literature Review and Hypotheses Development

This section contains theoretical underpinning and literature referenced pertaining to previous research that is related to the topic and also highlighted a research gap. It is highly recommended that the literature referenced is published no more than ten years. Also, it is suggested to prioritize the literature as the following order: reputable international journals, accredited national journals, national journals, international symposiums, national symposiums, and textbooks.

For research with hypothesis testing, the hypothesis development is built based on supporting theory, previous research, and logical reasoning. After the explanation is formulated, then write your hypothesis with this following format:

***H_1**: write the formulated hypothesis.*

For qualitative research (without hypothesis testing), then presented in this section is a literature review (theory and previous research and argumentation focused on research review). If necessary, research focus could be written in this part in the question form by the following format:

***R_Q**: write the problem that represents the research focus.*

Research Methods

This section consists of the research design, subject/object/population/sample, operational definition and measurement of variable, data collection technique and instrument, and data analysis techniques.

Results and Discussion

This section contains the data characteristic of subject/object/sample/respondent, data analysis result, instrument, and hypothesis testing results (if any), the answer to the research question, findings, and interpretation. This section, if possible, can be graphed for each research variable. Furthermore, the descriptive statistic value was presented (e.g., Mean, SD, Maximum, Minimum) with its interpretation. At the end of the section showed the hypothesis research result and its discussion completely. In the discussion part, the manuscript should compare the research results with previous research results. Research implications and future direction are allowed to be presented.

Conclusion

This section presents the research conclusion, implications, limitations, and advice for future research. The implications are practical advice from result research. Research limitations include all aspects that can be considered by researchers to refine future research, while the research advice is a future direction for the next research based on the limitations highlighted.

References

Citing References in Text with Hyperlinks

Every in-text citation must be linked directly to its corresponding item in the **References** section using standard word processor features (e.g., *Bookmark* and *Hyperlink/Cross-reference* in Microsoft Word). Authors are strongly encouraged to use reference management software such as Mendeley, Zotero, or EndNote, and ensure the hyperlinking function is activated.

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Fiscal policy plays a critical role in driving long-term national economic development (Agu et al., 2014). In addition, the psychological aspects of human memory and emotional regulation have been widely discussed in contemporary health literature (Carey, 2019).

References

Contains all sources cited within the text. Please follow **APA Style 7th Edition**. Below are examples of standard entry formats:

Journal Article:

Agu, S. U., Okwo, I. M., Ugwunta, O. D., & Idike, A. (2014). Fiscal policy and economic growth in Nigeria: Emphasis on various components of public expenditure. *Singaporean Journal of Business Economics, and Management Studies*, 2(12), 24–37. https://doi.org/10.12816/0006800

Magazine Article:

Schaefer, N. K., & Shapiro, B. (2019, September 6). New middle chapter in the story of human evolution. *Science*, 365(6457), 981–982. https://doi.org/10.1126/science.aay3550

Schulman, M. (2019, September 9). Superfans: A love story. *The New Yorker*. https://www.newyorker.com/magazine/2019/09/16/superfans-a-love-story

Newspaper Article:

Carey, B. (2019, March 22). Can we get better at forgetting? *The New York Times*. https://www.nytimes.com/2019/03/22/health/memory-forgetting-psychology.html

Whole Book:

Rabinowitz, F. E. (2019). *Deepening group psychotherapy with men: Stories and insights for the journey*. American Psychological Association. https://doi.org/10.1037/0000132-000

Sapolsky, R. M. (2017). *Behave: The biology of humans at our best and worst*. Penguin Books.

Edited Book Chapter:

Aron, L., Botella, M., & Lubart, T. (2019). Culinary arts: Talent and their development. In R. F. Subotnik, P. Olszewski-Kubilius, & F. C. Worrell (Eds.), *The psychology of high performance: Developing human potential into domain-specific talent* (pp. 345–359). American Psychological Association. https://doi.org/10.1037/0000120-016

Government Report:

National Cancer Institute. (2019). *Taking time: Support for people with cancer* (NIH Publication No. 18-2059). U.S. Department of Health and Human Services, National Institutes of Health. https://www.cancer.gov/publications/patient-education/takingtime.pdf

Webpage on a Website:

Fagan, J. (2019, March 25). *Nursing clinical brain*. OER Commons. https://www.oercommons.org/authoring/53029-nursing-clinical-brain/view