

Title (Garamond 16pt Font Size, Bold, Max. 15 words)

First Author Name¹ *, Second Author Name² (Max. 5 Authors)

¹Affiliation of the first author, City, Country; e-mail of the first author

²Affiliation of the second author, City, Country; e-mail of the second author

Abstract: The abstract must stand alone, meaning there should be no citations within the abstract. The abstract should briefly inform readers about the background of the problem, the purpose of the research, the methods, the results, and the implications. The abstract should be relatively non-technical, but clear enough that knowledgeable readers can understand the contribution of your research. The abstract should not contain statistical figures. The abstract should consist of 200-250 words.

Keywords: written alphabetically, consisting of 3-5 words

Introduction

What is the research problem that you are investigating? Present supporting data for your research problem. This introduction should contain at least four elements: the research problem; presentation of data relevant to your topic; previous researchers who have investigated the same topic but arrived at different findings, thus creating a research gap for you to investigate; and your research objectives. This introduction should be relatively non-technical, but clear enough for knowledgeable readers to understand the contribution of your research. Use references from high-quality scientific journals..

Literature Review and Hypotheses Development

The literature review is the theoretical core of an article. In this section, you discuss the various theories you use to construct your conceptual framework/research model. You also discuss the various theories and previous studies you use to construct your research hypothesis. In addition, the literature review discusses various grand theories relevant to your research topic, as well as the theories you will use to analyze your findings in the discussion subchapter.

A good literature review is not merely a summary of relevant previous research. In a literature review, researchers critically evaluate, reorganize, and synthesize the work of others. In a sense, compiling a literature review is like making a smoothie or fruit juice: the final product is a thick mixture that looks very different from the individual ingredients used as inputs. The key to a successful literature review lies in your ability to “digest” information from various sources, evaluate it critically, and present your conclusions in a concise, logical, and reader-friendly manner.

Novice researchers often naively believe everything they read or are afraid to criticize the work of others. However, academic research is about critical inquiry! Therefore, it is very important for you to critically evaluate the material you read. Do you agree with the arguments and conclusions of other researchers? If not, why? Can you identify any contradictory arguments or findings? How can one explain these contradictions? Are the findings of previous studies applicable in all contexts or are they context-specific? What are the criticisms of the conceptual models or measurement approaches discussed in the literature? What limitations should be considered when interpreting the results of previous studies?

You should carefully read the latest available literature to identify specific gaps, inconsistencies, and/or controversies that could form the basis of your own research. Always demonstrate that you have considered an issue from multiple perspectives and that you are aware of the arguments for and against a particular point of view. Many researchers in the field of service marketing, for example, use the SERVQUAL measurement scale without considering the existing criticism of it.

To compile an appropriate literature review, one must overcome three specific challenges, namely: finding relevant literature on a particular topic, managing information, and presenting a logical, integrated, and easy-to-read review of the latest knowledge on a particular topic. Consider the following search strategies: ScienceDirect; Proquest Database; EBSCOhost (Business Source Premier and Business Source Premier); Emerald; Taylor and Francis; Infotrac; Wiley Interscience; and other open access journals using Google Scholar.

Methods

The methods section describes the steps followed in conducting the research and also provides a brief justification for the research methods used. This section should contain sufficient detail to allow readers to evaluate the appropriateness of your methods and the

reliability and validity of your findings. Furthermore, the information should enable experienced researchers to replicate your research. The methodology section usually has the following subsections: Sampling (description of the target population, research context, and unit of analysis; sampling; and respondent profiles); Data Collection; Measurement (Alternatively: Measurements); Data Analysis; Data Validity.

Results

The results section summarizes the data collected for the study in the form of descriptive statistics and also reports the results of relevant inferential statistical analyses (e.g., hypothesis testing) performed on the data. You need to report the results in sufficient detail so that readers can see what statistical analyses were performed and why, as well as to justify your conclusions. Mention all relevant results, including those that contradict the stated hypothesis. There is no fixed recipe for presenting the findings of a study. Therefore, we will first consider general guidelines and then move on to options for reporting descriptive statistics and hypothesis test results.

You should present your findings as concisely as possible while still providing enough detail to adequately justify your conclusions and allow readers to understand exactly what you did in terms of data analysis and why. You can assume that readers have a basic knowledge of statistics (i.e., typically the content covered in a first-year statistics course). Therefore, there is no need to discuss basic statistical procedures in detail. However, you may need to explain advanced multivariate statistical methods (e.g., repeated measures ANOVA, two-way ANOVA, multiple regression analysis, factor analysis, path analysis, mediation analysis) in more technical terms.

Figures and tables (separate from the main body of the manuscript) often allow one to present findings in a clear and concise manner. All figures and tables must be numbered and named. All figures and tables must be described in the paragraph before or after them. Remember that all figures and tables are not just attachments or data without explanation.

In the results of this study, researchers must present at least two things. First, the presentation of findings in the field, which can be in the form of processed interview transcripts or observation data or documentation data or statistical data that has been processed and compiled using the software used. Second, researchers must explain these findings in the preceding or following paragraphs.

Discussion

In many ways, this is the most important part of an article. Since it is the last thing readers see, it can have a significant impact on their perception of the article and the research conducted.

Various authors take different approaches when writing the discussion section. According to Feldman (2004:5), Perry et al. (2003: 658), and Summers (2001: 411-412), the discussion section should: Restate the main objectives of the study; Reaffirm the importance of the study by restating its main contributions; Summarize the results related to each research objective or hypothesis stated without introducing new material; Connect the findings with the literature and results reported by other studies; Provide possible explanations for unexpected or insignificant findings; Discuss the managerial implications of the research; Highlight the main limitations of the research that may affect its internal and external validity; Discuss insightful (i.e., unclear) directions or opportunities for future research on the topic.

The discussion section should not simply repeat the findings reported in the results section or report additional findings that have not been discussed previously in the article. The focus should be on highlighting the broader implications of the research findings and linking them back to previous research. Ensure that the conclusions you reach follow logically and are

supported by the evidence presented in your research.

This discussion must include at least two things. First, analyze your research findings in the results using various theories that you have mentioned in the literature review. Remember that the literature review is not just an attachment, but is used to analyze your findings. How are your findings viewed from a theoretical perspective? Second, compare your findings with various findings from previous researchers that you have mentioned in the literature review. Which researchers have findings similar to yours and state the logical reasons why their findings are similar to yours? Conversely, which researchers have findings that differ from yours and state the logical reasons why their findings differ from yours? It should be noted that in the discussion, you no longer present the findings data (for example, you do not present statistical figures, interview transcripts, or other data), but you analyze your findings using various theories and previous studies. Use previous studies from the last 5 years at most so that your research is up to date with the latest research.

Conclusion

The conclusion should be clear, concise, and based on the main findings as a whole. The conclusion should include at least three things: a concise, succinct main conclusion and its logical reasoning; the limitations of your research, providing suggestions for future researchers to improve upon your research; and the uniqueness of your research compared to previous studies.

References

The reference list uses the American Psychological Association 7th with the Mendeley Desktop application, not Mendeley Reference. Include the DOI in the cited article. All references cited must be included in your bibliography. The bibliography consists of primary sources (80% taken from scientific journals published within the last 5 years, 20% from other supporting sources, methodology books, grand theory books). The minimum number of references is 40. In addition, you must cite at least 5 BISEI journal articles whose titles are relevant to the title of your research.

Reference Examples:

(Type: journal articles)

Setyobudi, B., Nengtyas, T. A., Suspaharianti, & Nawawi, M. A. (2025). Dampak Beban Kerja Pada Tingkat Turnover Intention Karyawan di Dealer Mobil Bekas Rara Jaya Motor (RJM). *BISEI : Jurnal Bisnis Dan Ekonomi Islam*, 10(2), 67–76. <https://doi.org/10.33752/bisei.v10i2.10552>

(Type: single-author book)

Madya, S. (2021). *Teori dan Praktik Penelitian Tindakan (Action Research)*. Bandung: Alfabeta.

(Type: two-author book)

Tabachnick, B. G., & Fidell, L. S. (2024). *Using Multivariate Statistics* (Fifth ed.). Needham Heights, MA: Allyn & Bacon.

