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The Title Should Accurately and Concisely Describe the Content of the Paper and Be Written in English

(CAMBRIA 14, Capitalize Each Word, BOLD, CENTER)

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ABSTRACT

The abstract should be no more than 250 words and provide a concise, factual summary of the context or problem, objective, method or implementation approach, principal results or outcomes, and main conclusion or contribution relevant to Journal of Economics, Business and Accounting. Avoid citations, tables, figures, undefined abbreviations, and overly general statements. Define any essential abbreviation at first use. (Cambria 9)

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INTRODUCTION

Manuscripts should be prepared on A4 paper using Cambria, with 11-point main text, justified alignment, consistent paragraph spacing, and figures/tables sized to remain readable. Recommended structure: Introduction, Method, Results and Discussion, Conclusion, Acknowledgment (if any), and References. Use APA 7th Edition consistently unless the editorial office specifies otherwise.

Manuscripts submitted to ECONEXA should formulate a substantive problem in economics, business, accounting, finance, banking, marketing, entrepreneurship, consumer behavior, MSMEs, creative economy, or applied market research. The Introduction should explain the economic or managerial context, state the problem, synthesize relevant theory and empirical evidence, identify the gap, and specify the contribution to scholarship, management, industry, or policy.

Authors should distinguish clearly between theoretical propositions, empirical evidence, and managerial or policy interpretation. Where relevant, state hypotheses or research questions and define the unit of analysis, market, organization, sector, or institutional setting addressed by the study.

METHOD

Describe the research design, data source, observation period, population/sample or unit of analysis, variable operationalization, instruments, and analytical procedures. Quantitative studies should state model specification, estimation technique, diagnostic or robustness tests, and software where relevant. Qualitative or case studies should describe case selection, data sources, coding/analysis, and credibility procedures. Accounting studies should explain measurement bases and data extraction rules clearly.

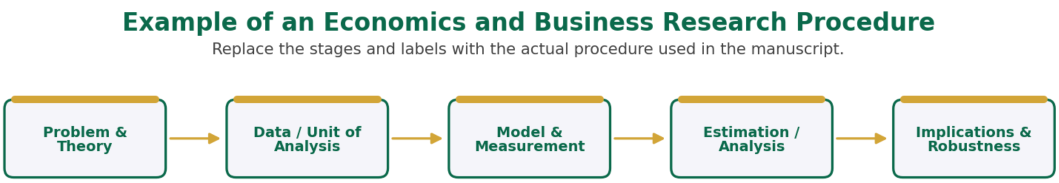

Figure 1. Illustrative workflow for Journal of Economics, Business and Accounting (replace with the actual manuscript procedure).

A flowchart may be used when it improves clarity. Explain each stage in the text, keep the sequence consistent with the method section, and ensure that labels reflect the actual procedures rather than generic placeholders.

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Table 1. Example of a variable and measurement table (Center, Cambria 10/11)

No	Variable / Construct	Measurement / Data Source
1	Outcome variable	Operational definition and measurement
2	Main predictor	Operational definition and expected relationship
3	Control variable	Control rationale and measurement
4	Data source	Survey, financial report, database, or interview
5	Analysis	Econometric, statistical, qualitative, or mixed approach

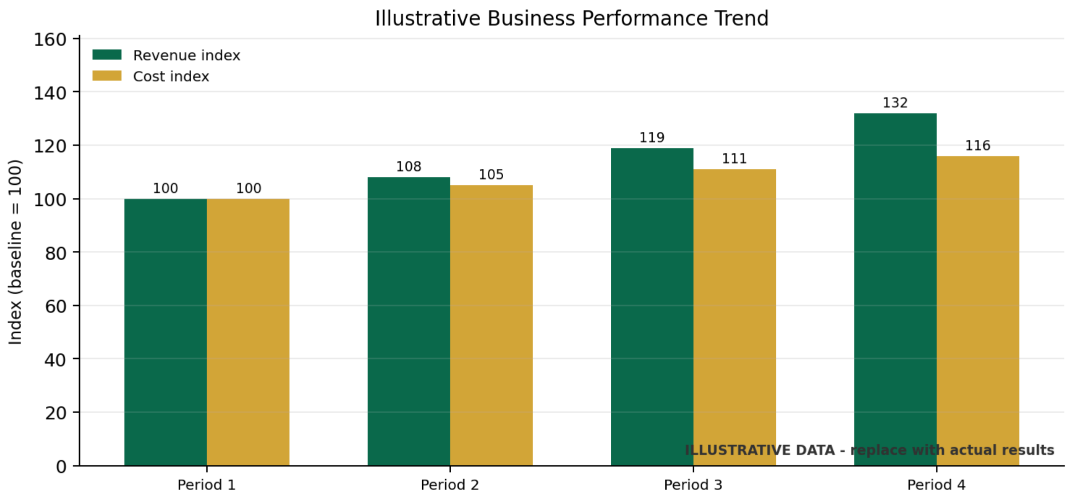

Figure 2. Example of a results/outcomes visualization using illustrative data (replace with actual manuscript results).

Variables, Constructs, and Financial Measures

Define every construct and financial or accounting measure unambiguously. State units, transformations, ratios, index construction, and data treatment. For latent constructs, report item sources and evidence of validity and reliability. For financial-statement data, specify accounting periods and data-cleaning decisions.

Econometric and Statistical Reporting

Report coefficients or effect estimates together with appropriate uncertainty measures and model diagnostics. State assumptions, robustness checks, endogeneity treatment, multicollinearity checks, or sensitivity analyses when relevant to the design. Avoid interpreting statistical significance without discussing economic or managerial significance.

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RESULTS AND DISCUSSION

Present descriptive findings before inferential, econometric, qualitative, or model-based results as appropriate. Discussion should interpret the magnitude and direction of effects, connect findings to economic or business theory, compare with prior evidence, and explain managerial, accounting, market, or policy implications. Distinguish clearly between evidence supported by the data and broader interpretation.

CONCLUSION

Summarize the principal economic, managerial, accounting, or policy contribution without introducing new results. State implications that follow directly from the findings, acknowledge material limitations, and identify focused opportunities for future research.

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REFERENCES

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