**MANUSCRIPT TITLE**

**(Times new roman, 14, Bold)**

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# ABSTRACT

# (200- 250 WORDS)

**Introduction/Main Objectives:** Describe the topic your paper examines. Provide a background to your paper and why is this topic interesting. Avoid unnecessary content. **Background Problems:** State the problem or economic/business phenomena studied in this paper and specify the research question(s) in one sentence. **Novelty:** Summarize the novelty of this paper. Briefly explain why noone else has adequately researched the question yet. **Research Methods:** Provide an outline of the research method(s) and data used in this paper. Explain how did you go about doing this research. Again, avoid unnecessary content and do not make any speculation(s). **Finding/Results:** List the empirical finding(s) and write a discussion in one or two sentences. **Conclusion:** Provide conclusion(s) and implication(s) of your research. What conclusions did you get and what are the implication(s)? What is the main take-home message?

**Keywords:** keyword\_1; keyword\_2; keyword\_3; keyword\_4; keyword\_5 (Times new roman, 12, Bold, uppercase, separated by semicolon (;)

**1. INTRODUCTION (Times new roman, 12, Bold, uppercase)**

What is the purpose of this research? Why did you do the research? The main body of this article should begin with an introductory section which provides further details on the purpose of the paper, motivations, research methods and findings. The introduction should be relatively non-technical, yet clear enough for a knowledgeable reader to understand the manuscript's contribution. (Times new roman, 12, single space)

**1. Subheading\_Lv.1**

“Introduction” in the manuscript is important to show the background of the research. This section analyzes empirical, theoretical and methodological issues to contribute to the extant literature. This introduction will be linked to the following sections, the most obvious of which is a literature review. (Times new roman, 12, single space)

**1.1. Subheading\_Lv.2**

Explaining the problem’s formulation should cover the following points: (1) Problem recognition and its significance; (2) clear identification of the problem and the appropriate research questions; (3) coverage of problem’s complexity; (3) novelty of the research, and (4) well-defined objectives. (Times new roman, 12, single space)

**2. Subheading \_lv.2**

"Literature Review" describes the gaps to be researched and solved. The literature review serves as a source of research questions and especially the basis or hypotheses that respond to the research objectives. We recommend the use of current and primary sources from trusted international references (top-level journals). (Times new roman, 12, single space)

**2. RESEARCH METHODOLOGY (Times new roman, 12, Bold, uppercase)**

**1. Subheading\_Lv.1.**

The Second part of the manuscript, “Methodology and Data Analysis” is designed to describe the nature of the data. This method should be well described and improve the model, approach to analysis and steps taken. Equations must be numbered not cropped images.

This section usually has the following subsections: Sampling (description of the target population, research context, and unit of analysis; sample; and profile of respondents); data collection; and action (or alternatively, measurement). (Times new roman, 12, single space)

**2.2** **Subheading\_Lv.1.**

The research methodology should include the following: A brief description of the research methodology used; the reasons for choosing a particular method are well explained; the research design is accurate; sample design is appropriate; the data collection process is carried out correctly; relevant data analysis method. (Times new roman, 12, single space)

**3. RESULT AND DISCUSSION (Times new roman, 12, Bold, uppercase)**

Authors need to report their results in sufficient detail so that readers can see which statistical analysis was carried out and why, and then to justify their conclusions.

In the "Discussion and Analysis" Section, the analysis of the research outputs" It shows the theory and evidence of the results. This section not only describes the numbers but also discusses this in-depth analysis to address the gaps it is trying to solve. (Times new roman, 12, single space)

**4. CONCLUSION (Times new roman, 12, Bold, uppercase)**

In this section, the author presents a brief conclusion from the research results with suggestions for further researchers or general readers. The conclusion may cover the main points of the paper, but do not replicate the abstract in the conclusion. The author must explain the empirical and theoretical benefits, economic benefits, and the existence of each new finding. (Times new roman, 12, single space)

**5. LIMITATION (Times new roman, 12, Bold, uppercase)**

The author should present any major shortcomings and limitations of the study, which could reduce the validity of the paper, thereby raising questions from the reader (whether, or in what way), the limitations of this study may have influenced the results and conclusions. Limitations require critical assessment and interpretation of their research impact. The author must provide an answer to the question: Is this a problem caused by an error, or in the chosen method, or validity, or something else? (Times new roman, 12, single space)

**6. ACKNOWLEDGMENT (Times new roman, 12, Bold, uppercase)**

The author can acknowledge a person or organization who helped him in many ways. Please use a single header even if you have multiple acknowledgments. (Times new roman, 12, single space)

# REFERENCE (Times new roman, 12, Bold, uppercase)

(In this section, authors should list all reference documents cited in the text. In writing references, authors are encouraged to use a reference management tool, such as Mendeley. Citation and reference lists should follow the American Psychological Association (APA) style of reference (twentieth ed. 6).Otherwise, please follow the sample reference format and quotation as indicated in the guidelines.

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