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GUIDELINES FOR AUTHOR(S)

GENERAL

Articles should present ideas, theoretical review, methods, and findings that contain novelty in the scope of business, management, and entrepreneurship. It also explains briefly aspects that distinguish research from prior studies and how current research becomes basis for future research agendas. Research novelty should be highlighted as the contribution to knowledge in the field.

In general, article can be written in English or Bahasa. Article is written in A4 paper size (21 cm x 29,7 cm) with custom margin set in the article's template. Article contains two main parts: (1) article's identity and abstract, and (2) body of article. The first part showcases article's title, author(s)' name and affiliation, article's identity, and bilingual abstract. As for the second part, it contains introduction, theoretical background, research methods, result and discussion, conclusion, and references. Each section of both parts will be explained below. Article may has appendix as its special case. The guidelines for writing appendix as well as table, figure, and formula are also thoroughly explained below.

GUIDELINES FOR WRITING THE ARTICLE

1. Article's Identity and Abstract

a. Title

In this page, article title is written. The title should clearly portrays the whole content, contains 15 words at maximum, and is written in the format of capitalized each word, center, bold using Cambria 14pt in size. Subtitle can be used when needed following the format of capital first letter using Cambria 12pt in size.

b. Authors and Affiliation

Under the title, author(s) name is written without academic title. Each author's name is separated by comma, and authors should put number behind the last authors' name indicating their affiliation. Furthermore, under the authors' name, affiliations are written, if authors come from the same institution, only one affiliation should be provided.

c. Article's Identity

Article's identity and abstract are written in the format of double columns, in which article's identity is positioned in the left side. It contains four parts: corresponding author, article history, article identity, and DOI. As for corresponding author, author must fill in the name and email address, while the rests are editors' responsibility to fill in. This part is written using Cambria, 11pt with 1.15 spacing.

d. Abstract

Abstract is written in both English and Bahasa and placed in the left side of the first page. The abstract is a brief and simple summary form of the entire text. Author(s) should include the following: research objective(s) which explain primary research questions that must be answered; research method that describes how author(s) conducted the research; the most significant research results/findings; the main implication of research findings; and research limitations (if any). The abstract can contain up to 150 words. Below each abstract, keywords must be provided. The author(s) must choose three to five words or phrases that are relevant and accurately portray the research topic, methodology, and significant findings of the study. Each keyword is separated by semicolon. Each abstract is written using Cambria, 11pt with 1.15 spacing.

2. Body of Article

The body of article consists of six sections: introduction, theoretical background, research methods, result and discussion, conclusion, and references. In general, the body of article is written using format single column, Cambria 12pt in size for the main text and justified with 1.15 spacing, except for the text in the table and tables and figure's title and source. Each section is written in the format of uppercase, bold, and aligned left. In the case of using subsection, number should be placed in front of the subsection title in the format of 2.1., 3.1, 4.1., depending on in which section the subsection is used. In more detail, subsection uses bold and capitalized each letter format. All sections of the article will contain more than one paragraph, and to separate them, the author(s) must double tap to indicate a new paragraph. As for the gap between one section to another, the author(s) use triple tap to show the beginning of new section.

INTRODUCTION

The introduction discusses the author(s)' reasons for doing the research. It should begin with an overview of the research issue, provide context, and demonstrate the study's urgency and reason. Relevant and current literature is offered to display both research gap and the novelty of the research. Furthermore, author(s) must specify the research goal(s). Introduction section should be chronologically cohesive, with clear logical relationships between paragraphs. The introduction follows the format of using Cambria 12pt in size and justified with 1.15 spacing.

THEORETICAL BACKGROUND

The theoretical background part includes descriptions of concepts, variables, and relationships among variables. The author(s) must present a brief and systematic theoretical background. This section only contains concepts that are significantly relevant to the study topic and may contain subsections. Similar to the previous section, this section uses Cambria 12pt and justified with 1.15 spacing as its format. As for the subsections, the example is displayed below.

2.1. The Subsection is Written in Bold and Capitalized Each Word

2.2. Digital Marketing Strategy Use and Business Sustainability

RESEARCH METHODS

Research methods section should include detailed and systematic procedures so that other researchers can replicate current study. If current research method refers to prior ones, authors must include precise and suitable references. All stages, materials, and equipment used should be described clearly. Authors are also strongly advised to include additional relevant information to increase study's validity. For the format, this section follows the rule of using Cambria 12pt and justified with 1.15spacing. Author(s) may utilize subsections as shown below.

3.1. The Subsection is Written in Bold and Capitalized Each Word

3.2. Characteristics of Respondents

RESULT AND DISCUSSION

Result and discussion section presents all the research findings, both main and additional, as the result from thorough and systematic data analysis conducted previously. Each finding that is present in this section must be followed by the discussion, one of which is by comparing current research with prior ones, especially those discussed in the introduction section. Except for the table and figure that may be displayed, this section uses Cambria 12pt and justified with 1.15 spacing as its format. Additionally, this section must be written properly and logically, and author(s) may provide this section in single section or in two subsections. The example of the subsections is displayed below.

4.1. The Subsection is Written in Bold and Capitalized Each Word

4.2. Examples of Table and Figure are Displayed Below

CONCLUSION

The conclusion section highlights the research significant findings by referring to the study's objectives. The author(s) are urged to provide research limitations and suggestions for improvements, as well as future research agendas. Conclusions should be written concisely and rationally based on facts gathered during the research. The author(s) should present this section in no more than two paragraphs and avoid using bullet points or numbers to list conclusions. This section follows the format of using Cambria 12pt in size and justified with 1.15 spacing.

REFERENCES

The references are organized using Mendeley or Zotero in accordance with the American Psychological Association (APA) 7 guidelines. The author(s) should only include references that are cited in the text. Furthermore, while it is not necessary to have an extensive list of references, a minimum of 12 sources must be included,

with 80% coming from primary sources. Journal papers mentioned in the references are no more than 5 years old, except if they are still relevant, author(s) can include 30% of them at the most. As for the format, this section uses Cambria 12pt in size and justified with 1.15 spacing. The author(s) should double tap to show the gap between references, and the example of this section writing is shown below.

Okundaye, K., Fan, S. K., & Dwyer, R. J. (2019). Impact of information and communication technology in Nigerian small-to medium-sized enterprises. Journal of Economics, Finance and Administrative Science, 24(47), 29–46. https://doi.org/10.1108/JEFAS-08-2018-0086

Tirta, A., & Sarli, P. W. (2021). Indonesia's SME Hold Economy to Growth. How Can They Scale Up? https://www.weforum.org/agenda/2021/09/how-can-indonesian-smes-scale-up/

Kurniawati, E., & Setiawan, A. (2019). The Role of Indonesian Micro, Small, and Medium Enterprises Owners in Choosing e-Commerce Strategy in the Global Market. 1st International Conference on Social Knowledge Sciences and Education, 320, 191–194. https://doi.org/10.2991/icskse-18.2019.37

APPENDIX

Appendix is only use in a special case where author(s) needs space to put tables or any other data that long and cannot be simplified, thus, displaying them within main text is impossible. Appendix can consist of two parts at the maximum, is only single page for each appendix, and must be organized as short as possible. Separating between appendixes, author(s) must put number behind each appendix, e.g., Appendix 1, Appendix 2. Each appendix must be put on a new page, separately from the main text. The word appendix is written in capital first letter, bold, Cambria 12pt, and aligned left, as shown below.

Appendix 1. Appendix's title (only if any – put in a new page)

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Appendix 2. Appendix's title (only if any – put in a new page)

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3. Table, Figure, and Formula

Academic writing often contains tables, figures, and formulas in it. As for displaying them, each format is shown as follows.

a. Table

Tables shown in the article are only them relevant with the text. Author(s) is encouraged to only put tables within the text, however, in the special case in which the table cannot be simplified and it is significantly relevant with the article, author(s) may put it in the appendix. Table put in the appendix must be mentioned in the text.

Author(s) must mention the number indicating table's order in the entire article and title of the table showing the table's content. Table's order, title, and content are written in Cambria 11pt with single spacing. Specifically for the table's order and title, they are written centred and on the table. Each table must be followed by source and year. It is mentioned under each table, written using Cambria 10pt, aligned left with single spacing.

Table 1. Characteristics of Respondents

No	Characteristics		Percentage
1	Age	< 20	5%
		20 – 24	40%
		25 – 29	55%
2	Educational Background	Non-Degree	35%
		Degree	65%

Source: Explained (Year)

b. Figure

Figures shown in the article are only them relevant with the text. Author(s) must mention the number indicating figure's order in the entire article and title of the figure showing the figure's content. Figure's order and title are written under the figure in Cambria 11pt, bold, centred, and single spacing. Each figure must be followed by source and year. It is mentioned under figure's order and title, written using Cambria 10pt and centred with single spacing.

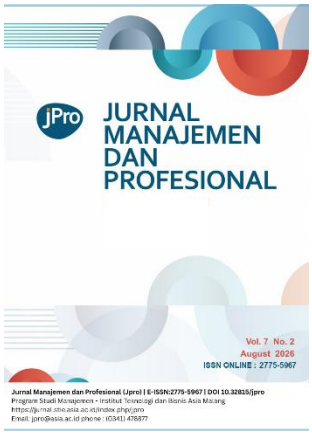


Figure 1. Journal Cover

Source: Explained (Year)

c. Formula

Author(s) may display formula in their article. It is written within the text, in Cambria 12pt, and justified with 1.15 spacing. Author(s) should place a number as the last part of the formula indicating the formula's order. The example is shown as follows.

$Y = \alpha + \beta 1.X1it + \beta 2.X2it + \beta 3.X3it + e$ …………………………………………………….(1)