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# ABSTRACT

**Introduction:** This is where you explain ‘why’ you undertook this study. If you are presenting new or novel research, explain the problem that you have solved. If you are building upon previous research, briefly explain why you felt it was important to do so. This is your opportunity to let readers know why you chose to study this topic or problem and its relevance. Let them know what your key argument or main finding is. **Design/Methods:** This is ‘how’ you did it. Let readers know exactly what you did to reach your results. For example, did you undertake interviews? Did you carry out an experiment in the lab? What tools, methods, protocols or datasets did you use?. **Finding/Results:** Here you can explain ‘what’ you found during your study, whether it answers the problem you set out to explore, and whether your hypothesis was confirmed. You need to be very clear and direct and give exact figures, rather than generalise. It’s important not to exaggerate or create an expectation that your paper won’t fulfill. **Research Limitation/Implication:** The limitations of a study are its flaws or shortcomings. Study limitations can exist due to constraints on research design, methodology, materials, etc., and these factors may impact the findings of your study. **Originality/Value:** This is your opportunity to provide readers with an analysis of the value of your results. It’s a good idea to ask colleagues whether your analysis is balanced and fair and again, it’s important not to exaggerate. You can also conjecture what future research steps could be.

**Keywords:** keyword\_1; keyword\_2; keyword\_3; keyword\_4; keyword\_5.

**INTRODUCTION**

Your purpose statement is a great starting point. The introduction should outline the aims of your paper, as well as describe why the topic is important and what it contributes to the body of knowledge. You should also provide background to the research project, highlight the structure of the paper, and explain what made you decide to research this topic/write the article. What is an ideal word count for an introduction? This will depend on the length of your paper, the discipline you are working in, and the journal you’ve chosen to submit to. Generally, it’s good to be concise – it’s important the introduction doesn’t overwhelm the rest of your paper. At the same time, you want to give the reader enough information to understand why the work is important – after all, this is your opportunity to convince them to read on.

**LITERATURE REVIEW & HYPOTHESIS DEVELOPMENT**

This section contains a review of the literature used to support the research concept. The literature review is not limited to theory, but also empirical evidence. Then for the research hypothesis (if any) must be built from theoretical concepts and supported by empirical studies (previous research).

**RESEARCH METHODOLOGY**

Focus on telling the main story, stating the main stages of your research, the methods used, the influences that determined your approach, and why you chose particular samples, etc. Additional detail, such as previously published procedures, can be given in appendices. If you have done empirical research, you need to state your methodology clearly and under a separate heading. It’s important that you provide detail – other researchers should be able to reproduce the experiment. If the work is computational or theoretical, then code, computational, or analytical methods must be included. It is also important to include the equipment and materials used in experiments, along with their sources if there is a risk that the quality of items used may vary. Heading three (representing findings and discussion).

**RESULT AND DISCUSSION**

As with the methodology, focus on the essentials, the main facts and those with wider significance. Don’t go into great detail about each statistic in your results. Again, you want to tell a story and explain it in the most logical order. What are the really significant facts that emerge? For example, findings that further understanding in the field, those that differ from previous findings, and any unexpected results. Consider presenting key facts in tables or graphs or using images to explain your findings. See your chosen journal’s Author Guidelines for information on how these should be formatted, used and displayed. This section on results may well include a discussion of the significance of the findings.

**CONCLUSION**

In this section, the author presents brief conclusions from the results of the research with suggestions for advanced researchers or general readers. A conclusion may cover the main points of the paper, but do not replicate the abstract in the conclusion. Authors should explain the empirical and theoretical benefits, the economic benefits, and the existence of any new findings.

**IMPLICATION/LIMITATION AND SUGGESTIONS**

The author must present any major flaws and limitations of the study, which could reduce the validity of the writing, thus raising questions from the readers (whether, or in what way), the limits in the study may have affected the results and conclusions. Limitations require a critical judgment and interpretation of the impact of their research. The author should provide the answer to the question: Is this a problem caused by an error, or in the method selected, or the validity, or something else?

**ACKNOWLEDGMENT (if any)**

Author (s) may acknowledge a person or organization that helped him/her/them in many ways. Please use the singular heading even if you have many acknowledgments.

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Qrunfleh, S., & Tarafdar, M. (2014). Supply chain information systems strategy: Impacts on supply chain performance and firm performance. International journal of production economics, 147, 340-350. https://doi.org/10.1016/j.ijpe.2012.09.018

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