Paper Title: (Maximum Twenty Five Words, First Letter of Each Word Should be Capitalized)

Author details: To be provided in the cover letter only

**Data availability statement (if any):**To be provided in the cover letter only

**Competing interests (if any):** To be provided in the cover letter only

**Funding (if any):** To be provided in the cover letter only

**Ethics declaration (if any):** To be provided in the cover letter only

**Acknowledgement (if any):** To be provided in the cover letter only

**Use of artificial intelligence (if any):** To be provided in the cover letter only

***Purpose:*** What is the main research question or problem you're addressing? Why is this research important or needed?

***Methods:*** Describe the research design, data collection methods, and analysis. Are you using a qualitative or quantitative approach? Or both?

***Findings****:* Summarize the main results of your research.

What did you discover or conclude?

***Implications:*** How can academicians and researchers benefit from this research? How does the subject domain get contributed? How can practitioners or policymakers use your findings? What are the real-world applications?

***Originality****:* Explain what makes your research unique.

How does your work differ from or build upon previous studies?

ARTICLE INFORMATION ABSTRACT

Received: (office use)

Revised: (office use)

Accepted: (office use)

Published online: (office use)

Keywords:

write 3-5 keywords

of your research

paper in rows

Abbreviations: If abbreviations are used in the text they should be defined in the text at first use, and a list of abbreviations should be provided.

1. Introduction (section 1)

*(Maximum: 1500 words)*

Provide an overview of the study's background, rationale, and research significance. Clearly state the research objectives and articulate the central research questions. Establish the importance of the study in relation to current literature and practice.

2. Review of Literature (section 2)

*(Maximum: 1000 words)*

Critically review relevant prior studies, identify research gaps, and develop a coherent theoretical framework. Highlight how your research contributes to existing scholarly discussions.

3. Methodology (section 3)

*(600–800 words)*

**3.1 Research Design**: Specify the adopted research design (qualitative, quantitative, or mixed methods), with justification supported by relevant literature.

**3.2 Sampling Design**: Detail the sampling technique (probability or non-probability) and the specific method used (e.g., judgmental, snowball, stratified). Include information on the sample frame, unit, and justification of sample size. Address issues of generalizability, response rate, and potential sampling errors.

**3.3 Instrument Design**: Describe the data collection instrument (e.g., survey, observation, interview), its structure (qualitative/quantitative components), and sources of measurement scales used (include references to relevant studies).

**3.4 Data Collection Procedure**: Explain the data collection process, including methods and modes of distribution and receipt of the instrument.

**3.5 Data Analysis Tools**: Specify the software and statistical tools used for data analysis. Justify the selection of analytical techniques.

1. Results (section 4)

Present the study’s key findings using tables and figures, inserted in the text in sequential order. Focus on empirical evidence and statistical outcomes relevant to the research questions.

1. Discussion (section 5)

Interpret the findings in light of existing literature. Avoid repeating results. Offer scholarly explanations, supported by references, for similarities and deviations from previous research.

1. Implications of the Study (section 6)

6.1 Theoretical Implications

Discuss the theoretical contributions of the research. Explain how the findings enhance or diverge from existing theories, and outline potential for future theoretical development.

6.2 Practical Implications

Highlight how findings may be implemented by practitioners. Consider potential managerial applications, process changes, acceptance barriers, required resources, competitive advantages, market impact, and consumer benefits.

6.3 Social Implications

Connect findings to at least one Sustainable Development Goal (SDG). Explain the societal, economic, cultural, or environmental implications, especially for underserved populations.

1. Limitations and Future Scope (Section 7)

Outline the limitations of the study and propose directions for future research.

8. Supplementary and Technical Information

**8.1 Tables**

All tables must be numbered using Arabic numerals. Tables should always be cited in text in consecutive numeral order. For each table, please supply a table caption (title) explaining the components of the table. Identify any previously published material by giving the original source in the form of a reference at the end of the table caption. Footnotes to tables should be indicated by superscript lower-case letters (or asterisks for significance values and other statistical data) and included beneath the table body.

**8.2 Artwork and Illustrations Guidelines**

For the best quality final product, it is highly recommended that you submit all of your artwork – photographs, line drawings, etc. – in an electronic format. Your art will then be produced to the highest standards with the greatest accuracy to detail. The published work will directly reflect the quality of the artwork provided. Electronic figure Submission Supply all figures electronically. Indicate what graphics program was used to create the artwork. For vector graphics, the preferred format is EPS; for halftones, please use the TIFF format. MS Office files are also acceptable. Vector graphics containing fonts must have the fonts embedded in the files. Name your figure files with “Fig” and the figure number, e.g., Fig1.eps.

**8.3 Figure Lettering**

To add lettering, it is best to use Arial (sans serif fonts). Keep lettering consistently sized throughout your final-sized artwork, usually about 2–3 mm (8–12 pt). The variance of type size within an illustration should be minimal, e.g., do not use 8-pt type on an axis and 20-pt type for the axis label. Avoid effects such as shading, outline letters, etc. Do not include titles or captions within your illustrations.

**8.4 Figure Numbering**

All figures are to be numbered using Arabic numerals. Figures should always be cited in text in consecutive numerical order. Figure parts should be denoted by lowercase letters (a, b, c, etc.). If an appendix appears in your article and it contains one or more figures, continue the consecutive numbering of the main text. Do not number the appendix figures, “A1, A2, A3, etc.” Figures in online appendices (Electronic Supplementary Material) should, however, be numbered separately.

**8.5 Figure Captions**

Each figure should have a concise caption describing accurately what the figure depicts. Include the captions in the text file of the manuscript, not in the figure file. Figure captions begin with the term Fig. in bold type, followed by the figure number, also in bold type. No punctuation is to be included after the number, nor is any punctuation to be placed at the end of the caption. Identify all elements found in the figure in the figure caption; and use boxes, circles, etc., as coordinate points in graphs. Identify previously published material by giving the original source in the form of a reference citation at the end of the figure caption.

**8.6 Acknowledgments:** Acknowledge colleagues and scientific/technical staff for their support, no number to the section.

**8.7 Authorship contribution:** Please provide the contribution of each author.

**8.8 Funding:**If you got the financial support from any organizations/agencies, you mention all details under this head. Provide the full name of the agency sanctioned the project along with initials, country, and grant number with the date.

**8.9 Abbreviations:** Abbreviations should be defined at first mention and used consistently thereafter.

**8.10 Footnotes:** Footnotes can be used to give additional information, which may include the citation of a reference included in the reference list. They should not consist solely of a reference citation, and they should never include the bibliographic details of a reference. They should also not contain any figures or tables. Footnotes to the text are numbered consecutively; those to tables should be indicated by superscript lower-case letters (or asterisks for significance values and other statistical data). Footnotes to the title or the authors of the article are not given reference symbols. Always use footnotes instead of endnotes.

**9. References**

Follow APA 7th Edition guidelines for in-text citations and reference list formatting. Examples for various source types are provided below:

* **Journal Article (with DOI):**

Lastname, F. M. (Year). Title of the article. *Title of the Journal, volume number*(issue number), page range. https://doi.org/xxxxx

*Example:*

Johnson, M. T. (2022). The impact of digital transformation on business sustainability. *Journal of Business Strategy, 45*(3), 215-230. <https://doi.org/10.1234/jbs.6789>

Davis, P. R., & Clark, L. J. (2021). Employee engagement and productivity in remote work environments. *Human Resource Management Journal, 39*(2), 112-130. <https://doi.org/10.5678/hrmj.2345>

Miller, S. K., Thompson, D. L., & White, J. P. (2020). Strategic decision-making in global business management. *International Journal of Management Research, 52*(1), 45-62. <https://doi.org/10.9101/ijmr.3456>

* **Book:**
Lastname, F. M. (Year). *Title of the book*. Publisher.

*Example:*

Bryman, A., Bell, E., & Harley, B. (2019). *Business research methods* (5th ed.). Oxford University Press.

* **Book Chapter:**

Lastname, F. M. (Year). Title of chapter. In E. E. Editor (Ed.), *Title of book* (pp. xx–xx). Publisher.

*Example:*

Zhang, X., Kumar, A., & Brown, P. (2019). The role of artificial intelligence in customer experience management. In M. R. Taylor & S. P. Lee (Eds.), *Emerging trends in business and technology* (pp. 89–104). Routledge.

* **eBook:**
Lastname, F. M. (Year). *Title of the book*. Publisher. URL

*Example:*
Author, A. A., Author, B. B., & Author, C. C. (Year). *Title of the book in italics and sentence case* (Edition, if applicable). Publisher. https://doi.org/xxxxx or URL

* **Government Website:**
* Organization Name. (Year). *Title of document*. URL

*Example:*

Ministry of Tourism, Government of India. (2022, June 10). *Incredible India: Tourism statistics and insights*. <https://www.tourism.gov.in/statistics4>

* **Webpage (Personal or Professional Website):**
* Lastname, F. M. (Year, Month Day). Title of webpage. Site Name. URL

*Example:*

Harvard Business Review. (2023, March 12). *The future of leadership in remote work environments*. <https://hbr.org/future-leadership-remote>

*How to improve customer retention through service innovation*. (n.d.). Marketing Insights. <https://www.marketinginsights.com/customer-retention>

* **Conference Proceeding:**
* Lastname, F. M. (Year). Title of paper. In E. E. Editor (Ed.), *Title of Conference Proceedings* (pp. xx–xx). Publisher.

*Example:*

Porter, M. E. (2022). Competitive strategies in the digital era. In R. T. Hill (Ed.), *Proceedings of the International Conference on Business and Innovation* (pp. 45–67). Springer. https://doi.org/10.xxxx

* **Thesis or Dissertation:**
* Lastname, F. M. (Year). *Title of the thesis* (Publication No. [optional]) [Master’s thesis or Doctoral dissertation, Name of Institution]. Database or Archive Name.

*Example:*

Sharma, M. (2021). *Sustainable tourism practices in developing economies: A case study of India* [Master’s thesis, University of Delhi]. University of Delhi Research Repository. https://repository.du.ac.in/theses/2021/sustainable-tourism

* **TV/Radio Broadcast:**
* Lastname, F. M. (Role). (Year, Month Day). Title of episode (No. episode if available) [TV series episode]. In E. E. Producer (Executive Producer), *Title of TV series*. Production Company. URL

CNN. (2022, August 14). *How the economy is shaping consumer behavior* [TV broadcast]. CNN Business. https://www.cnn.com/economy-news

Ensure all in-text citations have corresponding entries in the reference list and that references are formatted with a hanging indent.

**10. In-Text Citation Guidelines (APA 7th Edition)**

Use the **author-date citation system** for all in-text citations:

**1. Parenthetical Citation**

* One author: *(Smith, 2020)*
* Two authors: *(Smith & Lee, 2020)*
* Three or more authors: *(Smith et al., 2020)*

**2. Narrative Citation**

* One author: *Smith (2020) argued that...*
* Two authors: *Smith and Lee (2020) demonstrated...*
* Three or more authors: *Smith et al. (2020) emphasized...*

**3. Multiple Works**

* Same parentheses: *(Smith, 2019; Lee, 2020; Kumar et al., 2021)*

**4. Direct Quotations**

* Include page number: *(Smith, 2020, p. 45)* or *Smith (2020) stated “...” (p. 45).*