

Sample Article Title: A Clear and Informative Research Title

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1Department / Institution Name, City, State, Country

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Abstract

This is a sample abstract for the article template. The abstract should briefly present the study background, purpose, methodology or review approach, key findings, and main conclusion. Authors should replace this sample text with a concise summary of their own manuscript while following the journal requirements and formatting shown in this template.

Keywords: *Sample Keyword 1; Sample Keyword 2; Research Topic; Management; Organisational Performance*

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1 Introduction

This paragraph provides a sample introduction. Introduce the research topic, explain its relevance, identify the broader context or problem, and establish why the study is necessary. Use appropriate scholarly references where required.

This paragraph can further explain the research background, identify the research gap, and state the purpose, objectives, questions, or hypotheses of the study. Keep the discussion focused and logically connected to the research problem.

2 Concept and Key Drivers of the Research Topic

This section should define the central concept of the study and briefly discuss the major dimensions, variables, themes, or factors identified in the literature. Use clear sub-points where helpful and support important statements with citations.

- i. **Key factor or theme 1:** Provide a short explanation of the first major concept, variable, or driver relevant to the study.
- ii. **Key factor or theme 2:** Provide a short explanation of the second major concept, variable, or driver relevant to the study.
- iii. **Key factor or theme 3:** Provide a short explanation of the third major concept, variable, or driver relevant to the study.
- iv. **Key factor or theme 4:** Provide a short explanation of the fourth major concept, variable, or driver relevant to the study.
- v. **Key factor or theme 5:** Provide a short explanation of another important concept, variable, or driver relevant to the study.
- vi. **Key factor or theme 6:** Provide a short explanation of an additional concept, variable, or contextual factor relevant to the study.

3 Methodology / Management Practices

This section provides a sample description of the research methodology, review approach, study design, data sources, sampling, instruments, analytical methods, or management practices examined in the article. Replace

this placeholder with the method appropriate to the manuscript.

- i. **Practice / method 1: Describe the first important method, procedure, or management practice used in the study.**
- ii. **Practice / method 2: Describe the second important method, procedure, or management practice used in the study.**
- iii. **Practice / method 3: Describe the third important method, procedure, or management practice used in the study.**
- iv. **Practice / method 4: Describe the fourth important method, procedure, or management practice used in the study.**
- v. **Practice / method 5: Describe the fifth important method, procedure, or management practice used in the study.**
- vi. **Practice / method 6: Describe another important method, procedure, or management practice used in the study.**

4 Results and Discussion

This paragraph is a sample results-and-discussion placeholder. Present the main findings of the study, interpret them in relation to the research objectives, compare them with relevant literature, and explain their theoretical, practical, or managerial implications. Add tables or figures when required by the manuscript.

5 Literature Review

[Author, Year] Summarise the first relevant study, including its purpose, approach, major findings, and contribution to the present research.

[Author, Year] Summarise the second relevant study and explain how it supports, contrasts with, or extends the present study.

[Author, Year] Summarise another relevant study, highlighting the key evidence, context, or research gap identified by the authors.

[Author, Year] Add another literature review entry following the same concise and analytical style.

[Author, Year] Add another recent and relevant source, showing how the literature informs the present research question or framework.

[Author, Year] Add a final literature review entry or synthesis paragraph that identifies the remaining gap and positions the current study.

6 Conclusion

This is a sample conclusion. Summarise the principal findings, explain the overall contribution of the study, note important implications, acknowledge limitations where appropriate, and identify practical recommendations or directions for future research. Do not introduce major new evidence in the conclusion.

References

- [1] Author, A. A., & Author, B. B. (Year). Title of the sample article. Journal Name, Volume(Issue), xx–xx. doi: <https://doi.org/xx.xxxx/xxxxx>
- [2] Author, C. C. (Year). Title of the sample book or report. Publisher / Organisation.
- [3] Author, D. D., Author, E. E., & Author, F. F. (Year). Sample study title. Journal Name, Volume(Issue), xx–xx.