Grand rule: use double-spaced Times New Roman to write the content of your manuscript under the following criteria: (1) Title (17 points), (2) contents (including tables, tables’ and figures’ titles) (10 points), and (3) footnotes (Times New Roman, 8 points). **This section is eliminated upon submission of your manuscript.**

Abstract

(10 pt) The writing of an abstract (between 50 to 200 words) should be clear, concise, and easily comprehensible by non-specialists. The abstract summarizes the main elements of the paper, preferably related to the values, purposes, methods, and findings of the study. It should not contain any references nor equations.

*Keywords:* Include up to six keywords (separated by semicolons ;) that describe your research for indexing and web searches.

1. Introduction (500 – 1000 words)

(10 pt) This section aims to entice the reader to the core compelling aspects of the research undertaken. State the motivation of the research by highlighting key managerial and/or theoretical context being addressed in the study. By avoiding a detailed literature survey or summarized results of the study, a good introduction should:

* States broad theme or topic of the study
* Highlights academic and practical importance
* Cites most important prior studies relevant to the current research
* Emphasizes most important knowledge gaps, inconsistencies, and/or controversies being addressed by the current research
* Indicates the research problem/questions, specific objectives, and the context of the current research
* Provides an outline pertaining to the structure of the remaining content in the article

1. Literature review (1000 – 1500 words)

(10 pt) This section represents the theoretical underpinnings of the current research. First of all, the theory section should extend, not repeat, those that have been introduced as a background of the study. Secondly, the results of the literature survey provide the readers with: (1) a background of the selected theories and/or concepts relevant to the current research, (2) a summary (i.e. critical evaluations, organization, and synthesis) of relevant but pertinent previous studies, and (3) a critical inquiry (agreement or disagreement with the previous theoretical positioning and/or research findings) of the summary.

1. Methods (500 – 1000 words)

(10 pt) This section provides sufficient details pertaining to the design and execution of the current research as well as the justification for the use of specific research methods. The details allow both the readers and independent researchers for evaluating the reliability and validity of the findings as well for replicating the current research. The following sub-sections are typical in the writing of Methods:

* Sampling
  + Target population, research context, units of analysis
  + Sampling method
  + Respondent profile
* Data collection methods and processes
* Measures

1. Results (1000 – 1500 words)

(10 pt) Results should be clear and concise, which provides interpretations of the data analysis summary (descriptive and inferential). Sufficient details must cover the use and justification of certain statistical analysis as well as description and interpretation of results, the latter of which cover both the confirmed or rejected hypotheses of the current research.

1. Discussion (1000 – 1500 words)

(10 pt) Discussion section is perhaps the most important section of a scientific article. It elaborates the significance of the results for both the current and prior relevant research. Do not restate the findings reported in the result section nor add additional reports not stated earlier. Some authors combine the writing of results and discussion to provide a seamless transition between findings and significance of findings. The following sub-sections are typical in the writing of Methods:

* Summary of findings (often linked with theoretical contributions)
* Managerial implications
* Limitations and directions for future research

1. Conclusions (100 – 300 words)

(10 pt) A conclusion section should be brief and may act as a standalone section or form a subsection of a Discussion or Results and Discussion section.

For further guidance on writing a good manuscript for publication in a journal, please refer to: <https://www.researchgate.net/profile/Theuns_Kotze/publication/228376642_Guidelines_on_writing_a_first_quantitative_academic_article/links/0f31753bf72faa62b5000000/Guidelines-on-writing-a-first-quantitative-academic-article.pdf>.

**References**

References begin on their own page and are listed in alphabetical order by the first author's last name. Only references cited within the text are included. All references should be in 10-point font and double-spaced. For both the submitted and accepted-for-publication, IJBS uses the [American Psychological Association (APA) style in the 6th edition of the APA Publication Manual](http://www.muhlenberg.edu/library/reshelp/apa_example.pdf).

**Footnotes**

Footnotes are to be used sparingly and must be concise. Most articles contain no more than 10 footnotes, and each footnote should not exceed 40 words. Format footnotes in plain text, with a superscript number appearing in text and the corresponding note after the reference section.

**Tables**

Tables should not appear within the text but at the end of the document. Each table should be numbered consecutively and submitted on a separate page. Please indicate appropriate table placement in the text ("Insert Table 1 about here"). Tables must be numbered in the order in which they are to appear.

**Figures**

Figures should not appear within the text but follow any tables.Each figure should be numbered consecutively and submitted on a separate page. Please indicate appropriate figure placement in the text ("Insert Figure 1 about here"). Figures must be numbered in the order in which they are to appear. The term "figure" refers to a variety of material, including line drawings, maps, charts, graphs, diagrams, photos, and Web shots, among others.

The cost of color printing is borne by the authors, so you may consider gray scaling images prior to submission.

**Appendices**

If Appendices are provided, they appear on a new page after the figures. Multiple appendixes are labeled with letters (Appendix A, Appendix B). A single appendix is labeled without letters (Appendix). Multiple appendixes must be numbered in the order in which they are to appear.