

# Planning and Strategy are about shaping the business future

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# **Manuscript Format**

Paper Title (Font: Arial - 14)

ABSTRACT (Font: Arial - 9)

Abstract should state briefly the purpose of the research, design/methodology/approach, the main results and major conclusions. It should not exceed 150 words. No citations should be included in the abstract. (Font: Arial - 9)

**KEYWORDS** (Font: Arial - 9)

Authors should provide appropriate and short keywords. The maximum number of keywords is 6. (Font: Arial - 9)

1. Introduction (Font: Arial - 10, Bold)

This section should be concise and define the background and significance of the research by considering the relevant literature, particularly the most recent publications. When preparing the introduction, please bear in mind that some readers will not be experts in your field of research. (Font: Arial -9)

#### 2. Literature Review (Font: Arial - 10, Bold)

This section is dedicated to the significant literature resources that contributed to the research. The author should survey scholarly articles, books and other sources relevant to the area of research, providing a description, summary, and critical evaluation of each work. (Font: Arial – 9)

# 3. Methodology (Font: Arial - 10, Bold)

This section should contain detailed information about the procedures and steps followed. It can be divided into subsections if several methods are described. (Font: Arial -9)

3.1 Subheading (if any) (Font: Arial - 9, Bold, Italic)

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# 4. Results and Discussion (Font: Arial - 10, Bold)

This section is a comparative or descriptive analysis of the study based on the study results, previously literature, etc. The results should be offered in a logical sequence, given the most important findings first and addressing the stated objectives. The author should deal only with new or important aspects of the results obtained. The relevance of the findings in the context of existing literature or contemporary practice should be addressed. (Font: Arial -9)

# 5. Conclusion (Font: Arial - 10, Bold)

The author should clearly explain the important conclusions of the research highlighting its significance and relevance. (Font: Arial - 9)

#### References (Font: Arial - 10, Bold)

References to the work should follow the 7th APA style and carefully checked for accuracy and consistency. Please ensure that every reference cited in the text is also present in the reference list and vice versa.

- [1] List the reference here
- [2] List the reference here

#### If Any Tables and Figures:

### Tables

- Create tables with the table feature of word processor, not tabs
- Use horizontal and vertical lines to enclose table and headings only
- No vertical lines
- Place a descriptive caption place above the table
- Place tables sequentially at the end of the paper, following any appendices
- Number tables sequentially (1, 2, 3, ...)
- Cite each table in the text

# Figures

- Use jpg or gif format only
- Copyright held by one of the authors
- Write a descriptive caption for each figure and include on a "figure captions" page at the end of the paper (after the tables)
- Send each jpg as a separate file, labeled by figure number.
- Used sparingly
- Number figures sequentially (1, 2, 3, ...)
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Pages :	5-12 Pages
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Text Format :	1.15 Line Spacing