**Abstract**: The abstract's first 2-4 lines state the problem. The next 2-3 lines mention the study's objective. Following this is a precise method adopted explained in one or two lines, and lastly, the findings of the research and recommendation (one main). The abstract must be 150 words. Please see the authors' guidelines.

**Keywords: mention key words**

1. **Introduction**: The first two paragraphs directly state the problem to be studied and its context. The next paragraphs are the theoretical literature that supports or detracts the statement of the problem. The second last paragraph states the precise objective or research questions, and the last paragraph states the structure of the paper.

2. **Literature review:** The literature review does not list policies or theories. The literature should be wrapped up coherently and logically in the introduction. A literature review (LR) peeks into the existing literature on the problem. It is also the review of grey literature, and the relevant theoretical perspective.

3**. Methods:**  Describe the method clearly as adopted in the research.

4. **Findings:** The findings flow from methods. Present the finding graphically or in a table. Findings are without citation.

5. **Discussion:** The discussion part elaborates on findings related to other published work and it contains references.

6. **Conclusion** resonates with the introduction. The whole argument is summarised without references. The conclusion must be 1 to 3 pages. The last para must have 2 to three recommendations for practicing managers and indications for future research.

The word count should be between **7000-8000** words