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- The text submitted by the author is the original, can be previously published.

- The proposed text may include study results in the fields of business, education, criminology, and hospitality; conceptual ideas; theoretical studies and applications; and ideas based on sustainable development goals.

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- References at least 15 articles (preferably with DOI article)

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- Write Author(s) names without a title and professional positions such as Prof, Dr, Production Manager, etc. Do not abbreviate your last/family name. Always give your First and Last names.

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JOURNAL CONTENT . Article Organization The body of articles should be organized (at least) into the IMRaD structure as follow

1. **Abstract**

   Author/s Names

   List all contributing authors in the correct order. Only the corresponding author should provide their email address. Ensure each author's full name is correct for publication, including or excluding any middle names or initials as needed. Each author's affiliation should be accurate.

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   • Significant contributions to the work's conception, design, data acquisition, analysis, or interpretation.

   Formatting:

   • Title "Abstract": Align left, bold, 12-point font, no paragraph spacing after.

   • Content: Summarize the research (aim, scope, results, and conclusion) in up to 150 words, justified, 12-point font, single spacing.

   Keywords: Italicized, separated by semicolons, with a maximum of 5 words

2. **Introduction.** Provide enough background or context to explain the problem and its significance. Do not write extensively about the subject. Clearly state the rationale or purpose of the study (gap analysis), the general and specific objectives, and any hypotheses. Present a clear "state of the art" of the subject, including relevant literature and theoretical concepts. Include a concise general background. Cite at least five recent related works to support the research's novelty.

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