# Title

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**Type of manuscript:** research paper/ theoretical paper/review paper (choose one option)

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**Abstract:** A single paragraph. The abstract should not be less than **2000 signs (without space)**. The text of the abstract must be concise, clear, free of background information, and with a clear and objective view of the main concepts of the paper. It should not contain results that are not presented and not substantiated in the main text of the paper. The abstract should not contain abbreviations and citations. The abstract should specify the purpose of the article, briefly describe the author’s contribution to the solution of the research problem, the scientific novelty, and the practical significance of the results obtained, the main conclusions of the research. The text of the abstract must be concise, clear, free of background information, and with a clear and objective view of the main concepts of the paper. It should not contain results that are not presented and not substantiated in the main text of the paper. The abstract should not contain abbreviations and citations. The abstract should specify the purpose of the article, briefly describe the author’s contribution to the solution of the research problem, the scientific novelty, and the practical significance of the results obtained, the main conclusions of the research. The text of the abstract must be concise, clear, free of background information, and with a clear and objective view of the main concepts of the paper. It should not contain results that are not presented and not substantiated in the main text of the paper. The abstract should not contain abbreviations and citations. The abstract should specify the purpose of the article, briefly describe the author’s contribution to the solution of the research problem, the scientific novelty, and the practical significance of the results obtained, the main conclusions of the research. The text of the abstract must be concise, clear, free of background information, and with a clear and objective view of the main concepts of the paper. It should not contain results that are not presented and not substantiated in the main text of the paper. The abstract should not contain abbreviations and citations. The abstract should specify the purpose of the article, briefly describe the author’s contribution to the solution of the research problem, the scientific novelty, and the practical significance of the results obtained, the main conclusions of the research.

**Keywords:** keyword 1; keyword 2; keyword 3. The keywords are presented in the paper in order to attract the attention of interested readers, to simplify the search of the manuscript through searchers. The number of keywords (phrases) should be from 5 to 10, which are given in alphabetical order. **The keywords should not replicate words from the title of the paper.**

**Funding:** “There is no funding for this research”/ “This research was funded by NAME OF FUNDER, grant number XXX”/“The APC was funded by XXX”.

**1. Introduction.** The introduction should briefly place the study in a broad context and highlight why it is important. It should define the purpose of the work and its significance. Please highlight controversial and diverging hypotheses when necessary. Finally, briefly mention the main aim of the work and highlight the principal conclusions. As far as possible, please keep the introduction comprehensible to scientists outside your particular field of research.

**2. Literature Review.**

*2.1. Sub-title*

The current state of the research field should be reviewed carefully, and key publications cited. This section gives the analysis of research and publications, which set the beginning of the solution of this problem and which are the basis for the author / authors. It should be identified the impute of the scientists in the investigated issue. The unresolved issues are allocated, which are part of the general problem, which the paper is devoted to.

The correct link in the article text to the source, listed in the literature list at the end of the article, should be as follows:

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**3. Methodology and research methods (for research and theoretical papers).**

This section gives a brief description of the positive and negative methodological experience, determines the hypotheses that underlie the research, scientific theories and schools, within which this research is carried out, methodological and empirical limitations of the research. **The authors should identify the hypothesis of the investigation.**

This section also describes the methods of data collection and processing used in the study, the empirical bases of the study. If the article contains the results of sociological research, then the name of the organization or persons who conducted the research should be noted as well as the type of research, the period of its conduct and the range of the analysed data, the sampling error, methods of data collection (for example, interviews, observations, experiments, analysis of the content etc.) and so on. If the article contains the results of statistical analysis of data, then this section describes the applied methods of data analysis, gives the characteristics of the adequacy and reliability of the results obtained, provides information on the sources of statistical information, databases, etc.

The methodology and methods should be described with sufficient details to allow the reader to verify the results of the study. If there are any restrictions on the disclosure of part of the information or access to data, this should be indicated in this section.

**4. Results**.

This section presents the basic material of the research with the full justification of the received scientific results. The submitted material must be logically linked, clearly stated, and have the appropriate structure (if necessary, each part may have a name). During the presentation of the material, the scientific style should be followed.

All Figures and Tables should be cited in the main text as Figure 1, Table 1, etc.

Tables should be placed in the main text near to the first time they are cited.

All Figures and Tables should have the Sources or indicate “developed/consolidated by the authors”.

**Table 1.** Title of table.

|  |  |  |  |
| --- | --- | --- | --- |
| Title 1 | Title 2 | Title 3 | Title 5 |
| entry 1 | data | data | data |
| entry 2 | data | data | data |

Sources: indicate the source presented in the references or write developed/compiled/systematized by the authors based on (XXXX, Year).



**Figure 1.** Title of figure.

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The text following an equation/formula need not be a new paragraph. Please punctuate equations/formulas as regular text:

$f\left(x\right)=\left\{\begin{array}{c}-x, \&x<0\\x, \&x\geq 0\end{array}\right.$ (1)

where x, y, … describe each parameter of the equations/formulas.

**All Figures and equation/formula could be available for formatting.**

**5. Discussion**

This section should contain a comprehensive comparison analysis of the obtained findings with the results of previous studies. The analysis should highlight similarities and differences between the current findings and those reported in earlier research, providing insights into how the new data align with or challenge established theories and conclusions. Additionally, this section should identify patterns, trends, and gaps revealed through the comparison, emphasizing the contributions of the current study to the existing body of knowledge. Key areas of agreement and divergence should be discussed in detail, considering the context, methodologies, and scopes of the compared studies. Where applicable, potential reasons for discrepancies or confirmations should be explored, such as differences in sample size, geographical focus, research design, or temporal factors. This comparative analysis will provide a deeper understanding of the implications and significance of the obtained findings, positioning them within the broader academic and practical discourse.

**6. Conclusions**.

This section is a concise summary of the main findings of the study. Revealed new phenomena and confirmed facts should be described and accompanied by an appropriate comment. The conclusions should be logically consistent with the title and purpose of the article, thorough, contain a comparison of the results with the analogs, recommendations for their implementation. It is advisable to give a clear vision of the prospects for further research in this area.

**Author Contributions:** For research articles with several authors, a short paragraph specifying their individual contributions must be provided. The following statements should be used “conceptualization, X.X. and Y.Y.; methodology, X.X.; software, X.X.; validation, X.X., Y.Y. and Z.Z.; formal analysis, X.X.; investigation, X.X.; resources, X.X.; data curation, X.X.; writing-original draft preparation, X.X.; writing-review and editing, X.X.; visualization, X.X.; supervision, X.X.; project administration, X.X.; funding acquisition, Y.Y.

X.Y. is the initials of the author. **F**irst name and **L**ast name – F.L.

**Table 2.** Contributor Roles Taxonomy (CRediT)

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| --- | --- |
| **Conceptualization**  | Ideas; formulation or evolution of overarching research goals and aims.  |
| **Data curation**  | Management activities to annotate (produce metadata), scrub data and maintain research data (including software code, where it is necessary for interpreting the data itself) for initial use and later re-use.  |
| **Formal analysis**  | Application of statistical, mathematical, computational, or other formal techniques to analyse or synthesize study data.  |
| **Funding acquisition**  | Acquisition of the financial support for the project leading to this publication.  |
| **Investigation**  | Conducting a research and investigation process, specifically performing the experiments, or data/evidence collection.  |
| **Methodology**  | Development or design of methodology; creation of models.  |
| **Project administration**  | Management and coordination responsibility for the research activity planning and execution.  |
| **Resources**  | Provision of study materials, reagents, materials, patients, laboratory samples, animals, instrumentation, computing resources, or other analysis tools.  |
| **Software**  | Programming, software development; designing computer programs; implementation of the computer code and supporting algorithms; testing of existing code components.  |
| **Supervision**  | Oversight and leadership responsibility for the research activity planning and execution, including mentorship external to the core team.  |
| **Validation**  | Verification, whether as a part of the activity or separate, of the overall replication/reproducibility of results/experiments and other research outputs.  |
| **Visualization**  | Preparation, creation and/or presentation of the published work, specifically visualization/data presentation.  |
| **Writing - original draft**  | Preparation, creation and/or presentation of the published work, specifically writing the initial draft (including substantive translation). |
| **Writing - review & editing**  | Preparation, creation and/or presentation of the published work by those from the original research group, specifically critical review, commentary or revision – including pre- or post-publication stages.  |

**Conflicts of Interest**: Indicate a conflict of interest or write "Authors declare no conflict of interest". Authors should identify any personal circumstances or interests that may influence the presentation or interpretation of research findings. The sponsor’s role in the study development; in the collection, analysis or interpretation of data; or in the decision on the results publication must be declared.

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**References**

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References should be listed in alphabetical order by the first author’s last name at the end of the article. References to other publications must be carefully checked for completeness and accuracy.

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List of references:

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* references to own publications are permitted only when it is necessary;
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**References [example]**

1. Nguyen, V. I. (2023). Increasing Sustainable Performance Through Green Human Resource Management: The Role of Green Supply Chain Management and Corporate Social Responsibility. *Marketing and Management of Innovations, 14*(4), 1–16. [[Google Scholar](https://scholar.google.com.ua/scholar?cluster=10475011361975961971&hl=uk&as_sdt=0,5)] [[CrossRef]](https://doi.org/10.21272/mmi.2023.4-01)
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4. Shaukat, F., Zaman, H. M. F., Nguyen, T. T. N., & Souvanhxay, P. (2023).The Interplay of Eco-Innovation and Market Uncertainty on Green Marketing Orientation and Business Performance. *Marketing and Management of Innovations*, *14*(4), 48–68. [[Google Scholar](https://scholar.google.com.ua/scholar?cluster=6472248124246836548&hl=uk&as_sdt=0,5)][[CrossRef]](https://doi.org/10.21272/mmi.2023.4-04)

**УКРАЇНОМОВНА АНОТАЦІЯ (ДЛЯ АВТОРІВ З УКРАЇНИ)**

**Ім’я, прізвище першого автора,** науковий ступінь, місце роботи, країна

**Ім’я, прізвище другого автора,** науковий ступінь, місце роботи, країна

……

**Назва статті**

Україномовна анотація обсягом не менше 2000 знаків.

**Ключові слова:** від 5 до 10 слів.