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Title of Research Work (Font: 14, Bold, Centered Aligned, Capitalize First Letter from Each Word Except for the Following List (at, around, by, after, along, for, from, of, on, to, with, without, for, and, nor, but, or, yet, so, a, an, & the). The title should be no more than 25 words and should be a declarative phrase without punctuation at the end. Do not use abbreviations in the title or heads unless they are unavoidable.

Author (Name, Font: 12, Bold), *Author Affiliation with Institute, University, City, Country, (Font-12, line spacing 1.0, Italic)*

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Keywords	Abstract
(Three to	Abstract should be written in a single paragraph and should be between 150 to
eight key	300 words. The abstract must summarize the purpose of your research, the
words	methodology adopted, key findings, conclusion and Recommendations. Avoid the
(Font: 12)	use of abbreviations or acronyms within the abstract unless absolutely necessary.
Elections,	It should be in 12-point, italicized, Times New Roman font. Make sure that your
Army,	abstract is single-spaced with a justified alignment for a clean and professional
Pakistan,	appearance. All paper should be in Times New Roman Style and Use Normal
Political	Page Layout margins . Define abbreviations and acronyms the first time they are
System	used in the text, even after they have been defined in the abstract. Note : There are
	different types of research, each requiring specific methods to be conducted
	effectively. All types of established research designs are acceptable and
	considered for publication in the "Research Mosaic" journal. Furthermore, the
	editor reserves the right to amend, abridge or otherwise alter the contents of the
	manuscript to make it suitable for publication. However, every effort will be
	made not to affect the spirit or effectiveness of the paper.

1. INTRODUCTION (Font: 12, Bold) Main Heading

The text should be written in Font 12 with 1.0 line spacing. All text must be justified for a clean and professional appearance. This section provides sufficient background information to establish the context of the research problem. It should clearly explain the issue at hand, giving readers the necessary understanding of why the study is important. The objectives of the research must be clearly stated, highlighting the aims and rationale behind conducting the study.

After each paragraph, when introducing a new headline or sub-headline, use a tab to separate the first line of the new section.

1.1. Research Objectives if any (Font: 12, Bold)

• The text should be in Font 12, with 1.0 spacing, and presented in either bulleted or numbered form. The text should also be justified.

1.2. Research Questions if any (Font: 12, Bold)

• The text should be in Font 12, with 1.0 spacing, and presented in either bulleted or numbered form. The text should also be justified.

2. LITERATURE REVIEW (Font: 12, Bold)

The text should be in Font 12 with 1.0 spacing, and justified. This section provides background information about the research variables and explores their interrelationships based on the existing literature. In-text citations should include the author's last name and the year of publication. For instance, in order to retain customer, it is important to satisfy them (Jhon 2013). The study of Sesmi (2013) shows that customer satisfaction is one of the most important factors for consumer retention. For references, follow the 7th edition APA (American Psychological Association) format. All sources cited should be included in a reference list formatted according to APA guidelines.

2.1. Research Hypotheses if any (Font: 12, Bold)

• The text should be in Font 12, with 1.0 spacing, and presented in either bulleted or numbered form. The text should also be justified.

3. THEORETICAL FRAMEWORK (If required, Font: 12, Bold)

The text should be in Font 12 with 1.0 spacing and justified. If any figure is included, it should be of high quality, clearly presented, and integrated within the text. The theoretical framework should outline the key theories and concepts that underpin the research, providing a clear rationale for their relevance and application to the study.

4. MATERIALS AND METHODS (Font: 12, Bold)

The research design should be presented in Font 12, with 1.0 line spacing. All text should be justified, ensuring that it is concise yet detailed enough to allow replication of the methodology used in the study. If figures or tables are included, they should be of high quality and displayed clearly to support the research. The methodology should include a step-by-step explanation of how the study was conducted, covering sampling techniques, data collection, and analysis methods. This section should facilitate an understanding of the procedures that led to the conclusions.

5. RESULT (Font: 12, Bold)

The text should be in Font 12 with 1.0 spacing. Tables and graphs should be centeraligned, with font sizes ranging from 10 to 12, using Times New Roman. Results should be presented in a logical sequence through paragraphs, tables, and figures, avoiding any repetition. The section should provide a concise and precise description, interpretation, as well as the

experimental conclusions that can be drawn. Tables and figures must be placed within the text where they are referenced, not as annexure.

Tables

Table captions should be clear, concise, and placed above the table. All tables should be editable, without being in image format. Tables should be numbered using Arabic numerals in a unified style, such as Table 1, Table 2, Table 3, etc. Any symbols used within the table should have their corresponding meanings provided directly below the table.

Figures

Figures should be numbered sequentially with clear captions. The captions should be editable and placed below the figures. Figures should also be numbered using Arabic numerals in a unified style, such as Figure 1, Figure 2, Figure 3, etc.

6. DISCUSSION (Font: 12, Bold)

The text should be in Font 12 with 1.0 spacing and justified. This section interprets the results of the study and relates them to the existing body of knowledge. It discusses how the findings align with or differ from previous research in the respective area, considering both the methods and the results. The discussion should provide insights into the implications of the findings for the field and suggest potential areas for further research.

7. CONCLUSION (Font: 12, Bold)

The text should be in Font 12 with 1.0 spacing and justified. This section provides a concise yet pointed evaluation of the research activities and findings. It summarizes what the researcher has achieved through the study, highlighting the key outcomes and their significance in addressing the research objectives.

7.1. Implications and Recommendations (Font: 12, Bold)

The text should be in Font 12 with 1.0 spacing and justified. Research implications tell us how and why your results are important for the field at large. They help answer the question of "what does it mean?" Implications tell us how your work contributes to your field and what it adds to it. They are used to explain why your research is significant for ongoing theory, practice, policymaking, and future research. While recommendations provide actionable suggestions based on the findings of the study, offering potential solutions or steps for further research, practice, or policy changes. It should be clearly stated and directly linked to the research conclusions.

Conflict of Interest (Font: 12, Bold): The text should be in Font 12 with 1.0 spacing and justified. In this section, declare whether or not the submitted work was carried out with a conflict of interest. If yes, please state any personal, professional or financial relationships that

could potentially be construed as a conflict of interest. If no, please add "The authors declare no conflict of interest".

Author Contributions (Font: 12, Bold): The text should be in Font 12 with 1.0 spacing and justified. In this section, state each author's contribution to this work, it can be up to several sentences long and should briefly describe the tasks of individual authors. e.g., AB conducted the research; CD analyzed the data; AB wrote the paper; ...; all authors had approved the final version.

Funding disclosure (Font: 12, Bold): The text should be in Font 12 with 1.0 spacing and justified. In this section, add funding information here, e.g., this research was funded by NAME OF FUNDER, grant number XX. If there was no funding, the following wording should be used: "This research received no specific grant from any funding agency in the public, commercial, or not-for-profit sectors". This information will be included in the published article.

Acknowledgment (Font: 12, Bold): The text should be in Font 12 with 1.0 spacing and justified. In this section, if the authors wish to thank A, B, C.

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