

1. Introduction (about 150-200 words)

- Explain why your research topic is important to the Applied Management context by using academic and non-academic sources;
- Introduce the purpose of this literature review is to ... (i.e., your research question);
- Introduce your primary article used in this literature review and explain how it is relevant to your research question;
- Briefly mention what supportive articles are used in this literature review to develop discussion.

2. Literature Review (about 1000 words)

- No more than 3 sub-headings

2.1 Section one (e.g., your key concept)

For each of the paragraphs in the literature review sections, please make sure:

- Start your paragraph with a clear topic sentence introducing the main point;
- Evaluate your key concepts (e.g., definitions or explanations) or discuss the research findings by using at least two different articles;
- Use connecting words or other phrases (from the phrase bank) to indicate the connection between those research findings from the articles;
- Propose your critical statement/evaluation/conclusion based on the research findings at the end of the paragraph.

3. Conclusion (about 150-200 words)

- Restate the purpose of the literature review;
- Summaries the key points discussed in the literature review sections;
- Provide suggestions based on your literature review;
- Identify 1-3 limitations of the literature review.

Reference List

- Jian, L., Guo, S., & Yu, S. (2023). Effect of Artificial Intelligence on the development of China's wholesale and retail trade: The role of management. *Sustainability*, 15, 1-19.
- Raza, S. A., Umer, A., Qureshi, M. A., & Dahri, A. S. (2020). Internet banking service quality, e-customer satisfaction and loyalty: The modified e-SERVQUAL model. *The TQM Journal*, 32(6), 1443-1466.
- Raza, S. A., Umer, A., Qureshi, M. A., & Dahri, A. S. (2020). Internet banking service quality, e-customer satisfaction and loyalty: The modified e-SERVQUAL model. *The TQM Journal*, 32(6), 1443-1466.
- Raza, S. A., Umer, A., Qureshi, M. A., & Dahri, A. S. (2020). Internet banking service quality, e-customer satisfaction and loyalty: The modified e-SERVQUAL model. *The TQM Journal*, 32(6), 1443-1466.
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