

ARTICLE SUBMISSION GUIDELINES

1. Originality and Relevance

1. The manuscript is a **full-length original research article**.
2. It has **not been published** previously and is **not under consideration** by any other journal.
3. The topic is **within the scope** of the ESTEEM Academic Journal.

4. Manuscript Format

1. The manuscript file is in **Microsoft Word format**, using the **latest [ESTEEM Academic Journal template](#)**
2. The manuscript must be a minimum of 10 typed pages, including all tables, figures, and illustrations, but excluding the references section.
3. **All illustrations, figures, and tables** are placed at appropriate points within the text, after they are first cited.
4. The text follows the **stylistic, formatting, and bibliographic** requirements as outlined in the journal's template.

5. Quality and Integrity

1. The manuscript has been thoroughly **spell-checked** and **grammar-checked**.
2. The **discussion** is well-supported by relevant and up-to-date references.
3. The **similarity index (plagiarism check)** is below **20%**, excluding references.
4. The use of AI-generated content in the manuscript is **below 40%**, excluding the references section.
5. The author has used **original figures**. Any reused figures from other sources are accompanied by **official permission** from the copyright holder.

6. References

1. The manuscript includes **at least 20 references**.
2. A **minimum of 40%** of these references are **from the last five (5) years**, including at least **two (2)** from the

current year

- 3. References are formatted correctly and cited properly in the text.
- 4. URLs or DOIs must be provided for all online sources referenced in the manuscript

5. Additional Submission Requirements

- 1. The author agrees that the submission has **not been previously published**, nor is it being considered elsewhere (unless explained in the *Comments to the Editor* section).
- 2. The submission uses the **official ESTEEM Academic Journal template**.
- 3. Authors are required to **suggest two potential reviewers** in the *Comments for the Editor* section.

SUBMISSION CHECKLIST

Authors have to follow the checklist as listed in [UiTM OJS ESTEEM Academic Journal](#)

REVIEWING PROCESS

ESTEEM Academic Journal (EAJ) follows the established policy of a **double blind review process** consisting of at least two peer reviewers per submission. Since EAJ has a dynamic Editorial Board, we are constantly seeking for qualified external reviewers around the globe to join us.

Initial Screening

Upon submission via the [UiTM OJS ESTEEM Academic Journal](#) manuscript submission system, the **Editorial Office** conducts an initial screening to verify that:

- All required files are complete
- The manuscript falls within the journal's scope
- The manuscript adheres to formatting and ethical standards

Manuscripts that do not meet these criteria may be **desk rejected** without external review.

Assignment to Associate Editor

If the manuscript passes the initial screening, it is assigned to an **Associate Editor**, who is responsible for overseeing the peer review process.

Reviewer Invitation and Review

The Associate Editor invites **qualified reviewers** with relevant expertise to assess the manuscript. Reviewers evaluate:

- Originality and significance of the research

- Soundness of methodology
- Clarity of presentation
- Validity of conclusions

Editorial Recommendation

Based on the reviewers' reports, the Associate Editor makes a recommendation:

- **Reject**
- **Major Revision**
- **Minor Revision**
- **Accept**

Authors are then notified of the decision, along with the reviewers' feedback.

Revision and Rebuttal

For revised submissions, authors are required to submit a **point-by-point rebuttal letter** addressing all reviewer comments. This ensures a transparent and efficient revision process.

The revised manuscript may be sent back to one or more of the original reviewers for reassessment.

Final Decision and Publication

After final evaluation, the Associate Editor submits a recommendation to the **Editor-in-Chief**, who makes the final decision. Once accepted, the manuscript will be scheduled for publication in the **next available regular issue** of the journal.