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A section dedicated to the significant literature resources, consulted or employed, that contributed to the study.

Body text: Times New Roman, 12pt, with the first line of each paragraph indented by 1 character. (This applies to all following sections as well.)

1. **Literature Review**

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**2.2 Literature ReviewSecond-level Heading (Times New Roman, 13, Bold)**

The research method explains the implementation methods employed in the study. The method is described clearly and in detail [Times New Roman 12 font, normal]

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1. **Methodology and Procedures**

The research method explains the implementation methods employed in the study. The method is described clearly and in detail [Times New Roman 12 font, normal]

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Explain the results of the research in the form of problem-solving analyzed using relevant theories. The results of the study also revealed the findings of the research. Discussion is accompanied by logical arguments by linking the results of research with theory, the results of other studies.

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Conclusions contain a summary of the results of the research and discussion. Conclusions are research findings in the form of answers to the formulation of research problems or research objectives and research hypotheses. Conclusions are explained briefly and clearly. The suggestion section describes the application or development of science. Conclusions and suggestions do not use points or numbering but are described in one paragraph. [Times New Roman 12 font, normal]

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Describe anyone who directly helps your research such as funders (an institution called non-personal), may be supplemented by the research contract number. Thank you to the intended parties (if any and significant related to the study).

**Funding (Times New Roman, 11, Bold)**

This study was supported by grant from the National Natural Science Foundation of China (82072416).

**References (Times New Roman, 12, Bold)**

Sun A Kim, & Zhaoqi Li. (2025). The Effect of Professional Identity on Customer Orientation among Chinese Estheticians: A Moderated Mediation Model. Research on Economics and Management Science, 1(1), 21–37. https://doi.org/10.70693/rems.v1i1.384(Times New Roman, 12, numbered)

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