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THE LAHORE JOURNAL OF BUSINESS

Lahore School of Economics

Gohar Khudadad, Umer Qayyum, Irfan Ali, Usman Ghani, and Mahwish Zafar
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Lahore Journal of Business (LJB), a peer reviewed publication of Lahore School of Economics, is aimed at providing a specialized forum for dissemination of qualitative and quantitative research in various areas of business administration. LJB invites researchers, policy makers and analysts to submit competitive theoretical and empirical papers that explore and contribute to the understanding of various areas in business domain. The Journal aims at bringing together state of art research findings, particularly from emerging markets, in various business disciplines including (but not limited to) accounting, banking, management, marketing, finance, investments, human resource management and organizational behavior.

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The submission of articles will be followed by an editorial review to determine the relevance of manuscript and scope of the Journal. On editorial acceptance, there will be a double-blind review by our advisory review panel that comprise of eminent international and local researchers and scholars. The recommendations/comments of the referees will be communicated to the corresponding authors. The papers are now being considered for publication. The manuscript can be submitted in electronic format at https://mc04.manuscriptcentral.com/ljb

Key Areas of Interest: *Accounting, Banking, Management, Marketing, Finance, Strategic Management, Strategy, Human Resource Management, Organizational Behavior.*

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