

# THE LAHORE JOURNAL OF BUSINESS

Lahore School of Economics

*Wajiha Rasheed, Kanwal Iqbal  
Khan, Syed Muhammad Waqar  
Azeem Naqvi and Shahid  
Mahmood*

**Consistency of Debt Policy:  
An Intrinsic Role of Business  
Group Affiliation**

*Anam Shahid and Sadia Arshad*  
**Gamification and Consumer  
Loyalty: The Role of Utilitarian  
and Hedonic Benefit**

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*Barira Bakhtawar,  
Faiza Latif and  
Asifa Kamal*  
**An Analysis of  
Competition and  
Displacement of Business  
Among Media Forms in  
the Advertising Media  
Market of Pakistan**



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## Lahore Journal of Business – Call for Papers

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

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