

THE LAHORE JOURNAL OF BUSINESS

Lahore School of Economics

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Afreen Malik*

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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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