

## LYDIA BUSINESS REVIEW

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### GENERIC PAGE

*Lydia Business Review (LBR)* is an international, peer-reviewed, open-access journal that publishes original academic studies in the fields of finance, accounting, marketing, quantitative methods, production/operations management, and management/organization. The journal aims to generate scientific knowledge on the changing dynamics of the business world and to bridge the gap between the academic community and practice. By highlighting theoretical, empirical, comparative, and critical studies, it encourages scholarly interaction.

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