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ACADEMIC JOURNALS

[Journal of Business & Retail Management Research \(JBRMR\)](#), A SCOPUS Indexed and SCIMAGO ranked Journal

79 College Road, Harrow, Middlesex, HA1 1BD, London, UK.

Tel: +44 208 868 9883, E-mail: info@abrmr.com, editor@abrmr.com, Web: www.abrmr.com

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