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Advanced Research In Economics and Business Strategy is a peer reviewed scientific biannual international and free of charge, open-access journal, issued regularly by Faculty of Economics, Business and Management Sciences - University of Oran 2 (Governmental university affiliated with the Ministry of Higher Education and Scientific Research in Algeria), in two issues (June and December) from each year. The Journal is interested in the following fields of research (Business, Management and Accounting; Economics, Econometrics and Finance).

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We are delighted to present a diverse and high-quality selection of nine research papers covering a wide range of topics in economics and business strategy. This issue features contributions from scholars in several African countries, including Zimbabwe, Tanzania, Namibia, Kenya, Democratic Republic of Congo, Nigeria and Saudi Arabia.

The chosen papers reflect the journal's commitment to publishing innovative and impactful research that addresses critical issues facing businesses and economies today. We are particularly impressed by the geographical diversity of the research and its potential to contribute to the development of knowledge within a global context.

We extend our sincere gratitude to all the authors who submitted their work to this issue. We also acknowledge the invaluable contribution of our reviewers who dedicated their time and expertise to ensuring the quality and rigor of the published research.

We encourage our readers to delve into the thought-provoking research presented in this issue. We believe these papers will spark valuable discussions and inspire further research in the fields of economics and business strategy.

*Special thanks:*

We express our deepest appreciation to the following members who played a crucial role in making this issue possible:

- The editorial board members for their ongoing support and guidance.
- The managing editor and editorial staff for their tireless efforts in ensuring the smooth publication process.

We look forward to receiving your continued submissions for future issues of Advanced Research in Economics and Business Strategy Journal.

Pr. BELGOUM Farid

Editor-in-Chief

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