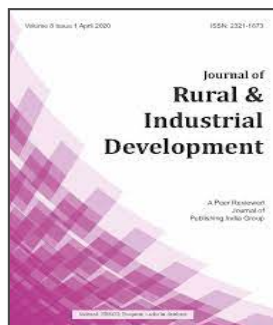


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Journal of Rural and Industrial Development (JRID) shares the findings that accelerate business innovation and research activities, especially how excellence and innovation may be integrated into a rational and influential strategic package. JRID publishes and fosters discussion on international, cross-cultural and comparative academic research about Industrial and Rural Development across the Globe. It serves as multi-industry platform to cover developments in the theory and practices of Industry and business innovation strategies.