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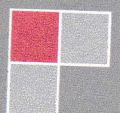


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assurance and empathy but ignoring the significance of tangibility element. The contribution of this research paper is twofold. First, it provides an empirical evidence that how small businesses (service) industry considers the success and failure of businesses using PZ&B dimensions. Second, the paper shows the significance of tangibility service dimension for the success of businesses in the rural areas in developing countries like Pakistan where there is a lack of proper infrastructure for local entrepreneurs who operate (SMEs) service industry.

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NATURE OF ETHICAL MIND: A BUDDHIST PERSPECTIVE

DR. RATUGAMAGE ASHA NIMALI FERNANDO³

Various types of unethical behaviours being reported all over the world. Corruption, sexual abuse, cheating, as well terrorism have become common things in many part of the world. Ethical values and humanism seem to fade away from human mind and behaviour. Most of the people in modern day used to say that "sometimes it is necessary to lie or cheat in order to succeed".

The psychologist Howard Gardner said that it would be crucial in the 21century for parents, educators, and community members to nurture the ethical minds of adolescents and young adults. The ethical mind is one, which makes individuals to recognize their roles and responsibilities as member of various national and international communities.

To develop responsible mind Buddhism has given a practical direction through morality, concentration and wisdom. The Dhamma tells people that if we are ethically pure, the practice if meditation will lead them upwards through a sequence of higher states of consciousness. It can then be used as the basis for a profound, liberating and understanding state of reality. The journey from Sila to Samadhi means the transition from morality to concentration or the development of ethical mind in human life. The purpose of this paper is that to evaluate the nature of ethical mind, which is identified in modern morality and compare it with Buddhist idea of ethics. In addition to that this will evaluate and analyse the Buddhist path to develop moral

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ADVERTISING AND CONSUMER PSYCHOLOGY IN QATAR: BEFORE AND AFTER THE GCC BLOCKADE

DR. EIMAN EISSA⁴

While Qatar had the highest GDP in 2016, it faced the dilemma of the GCC blockade in June 2017. This blockade had a direct effect on the Qatari community, whom united and showed clear signs of patriotism. With this unity, the consumer behavior changed. Consumers turned from the GCC food products that they were using for years to products that are local or from supporting countries.

This blockade was seen as an economic opportunity for the local brands as well as many international brands. It was a new market, since 40% of the food that was available came from blockade countries and consumers boycotted what was still available of these products. Many new brands entered the market and prospered in a short time.

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