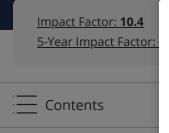
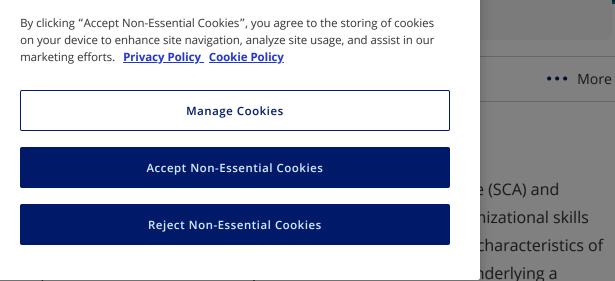
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Abstract

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business's competitive positional advantages. The proposed conceptual model of SCA in service industries and propositions builds on relevant literature in the fields of marketing, strategic management, and industrial organization economics.



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