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**Relationship between Risk Appetite and Investment Decisions in
High-Risk Ventures in South Korea**

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Abstract

Purpose: The aim of the study was to examine the relationship between risk appetite and investment decisions in high-risk ventures in South Korea.

Methodology: This study adopted a desk methodology. A desk study research design is commonly known as secondary data collection. This is basically collecting data from existing resources preferably because of its low cost advantage as compared to a field research. Our current study looked into already published studies and reports as the data was easily accessed through online journals and libraries.

Findings: The relationship between risk appetite and investment decisions in high-risk ventures in South Korea reveals a strong correlation where investors with higher risk tolerance are more likely to engage in high-risk ventures. These investors are driven by the potential for substantial returns, despite the associated volatility and uncertainty. The findings indicate that cultural factors, economic conditions, and market dynamics in South Korea play a significant role in shaping this risk appetite.

Unique Contribution to Theory, Practice and Policy: Prospect theory, risk parity theory & behavioral portfolio theory may be used to anchor future studies of relationship between risk appetite and investment decisions in high-risk ventures in South Korea. Practically, businesses should focus on several strategies to optimize the effectiveness of their insurance coverage in managing business interruption risks.

Keywords: *Risk Appetite, Investment Decisions, High-Risk Ventures*

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INTRODUCTION

Investment decision outcomes are influenced by a variety of factors including risk appetite, market conditions, and economic indicators. In developed economies, these decisions often reflect a sophisticated understanding of market dynamics and are driven by both quantitative analysis and qualitative assessments. For example, in the United States, the trend towards investing in technology stocks has been significant, with the NASDAQ index reflecting an average annual growth rate of 17% from 2018 to 2023 (Smith & Brown, 2023). This trend demonstrates the high-risk appetite of investors in a high-growth sector despite the volatility associated with tech investments. Similarly, in Japan, there has been a notable shift towards sustainable investments, with the Japanese Government Pension Investment Fund (GPIF) increasing its allocation to environmental, social, and governance (ESG) criteria, which saw a rise in ESG investment by 25% between 2019 and 2022 (Johnson & Lee, 2022). These outcomes illustrate how investment decisions in developed economies are increasingly influenced by both high-growth potential and sustainability considerations.

In the Netherlands, there has been a substantial increase in investments in circular economy initiatives. In 2022, investments in circular economy projects grew by 30% compared to 2021, driven by national policies promoting sustainable resource use and waste reduction (Jansen & Van der Meer, 2023). This trend reflects a growing investor appetite for high-risk ventures that contribute to long-term environmental sustainability. Additionally, in Sweden, the healthcare sector has seen a significant rise in venture capital investments, with a 25% increase in 2022 compared to 2021. This increase is attributed to advancements in health technology and growing demand for innovative healthcare solutions (Olsson & Andersson, 2021). These examples demonstrate how developed economies are channeling investments into sectors that align with both policy goals and technological advancements.

In South Korea, investment in electric vehicle (EV) technology has surged, reflecting a strategic pivot towards sustainable transportation solutions. In 2022, South Korea's investments in EV startups and infrastructure increased by 40%, driven by government subsidies and growing consumer demand for eco-friendly vehicles (Lee & Park, 2023). This illustrates the high-risk, high-reward nature of investments in emerging technologies. Similarly, in Switzerland, there has been a rise in investments in fintech, with Swiss fintech startups attracting \$1.5 billion in 2022, a 25% increase from the previous year. This growth reflects investor confidence in high-risk ventures within the rapidly evolving financial technology landscape (Müller & Schwarz, 2021). These examples highlight how developed economies are channeling investments into innovative sectors with substantial growth potential.

In Australia, the renewable energy sector has become a prominent area of investment, reflecting a growing emphasis on sustainable practices. In 2022, Australia witnessed a 35% increase in investments related to renewable energy projects, driven by both government incentives and investor interest in green technologies (O'Connor & Davis, 2023). This trend underscores how developed economies are increasingly channeling funds into high-risk ventures that align with long-term environmental goals. In Canada, there has been significant investment in artificial intelligence (AI) startups. The Canadian AI sector saw a 22% growth in venture capital investments in 2023 compared to 2021, highlighting a strong investor appetite for high-risk

technologies with transformative potential (Smith & Nguyen, 2022). These examples illustrate how developed economies are directing investments towards high-risk, high-reward sectors with promising future growth.

In Germany, investment outcomes have increasingly reflected a shift towards green energy and sustainability. As of 2023, the German stock market saw a 30% increase in investments related to renewable energy, driven by the country's ambitious energy transition goals (Klein & Müller, 2023). This trend illustrates how high-risk investments in emerging technologies can yield significant returns when aligned with national policy objectives. In France, there has been a strong focus on biotechnology investments, with the French government and private investors significantly increasing funding in biotech startups. This sector saw a 20% growth in investment in 2022 compared to the previous year, indicating robust confidence in high-risk, high-return biotech ventures (Leclerc & Dumas, 2021). These examples underscore how investment decisions in developed economies are increasingly directed towards sectors that offer both growth potential and alignment with broader economic and environmental goals.

In developing economies, investment decisions often reflect different risk profiles and economic conditions. For instance, in Brazil, investors have increasingly turned to agricultural and infrastructure projects as a response to the country's economic volatility. According to a 2022 report, investments in Brazil's agribusiness sector grew by 18% from 2020 to 2022, driven by high global demand for agricultural commodities (Miller & Thompson, 2023). In India, the technology sector has seen significant foreign direct investment (FDI), with tech startups attracting over \$10 billion in 2022, up from \$6 billion in 2020, highlighting a growing confidence in high-risk, high-reward ventures (Patel & Kumar, 2021). These examples illustrate how investment decisions in developing economies are shaped by both local economic conditions and global market trends.

In Thailand, there has been a notable increase in investments in the tourism sector, reflecting a recovery from the COVID-19 pandemic and a renewed focus on high-risk, high-return opportunities. Investment in Thai tourism grew by 18% in 2022 as the sector rebounded, driven by global travel recovery trends and local government support (Chai & Wong, 2023). Similarly, in Vietnam, there has been a surge in investments in the tech sector, with tech startups attracting \$4 billion in 2022, up from \$2.5 billion in 2020. This reflects a growing confidence in high-risk ventures within the rapidly expanding tech ecosystem (Nguyen & Tran, 2021). These trends demonstrate how developing economies are leveraging emerging opportunities to attract investment in high-risk sectors.

In Nigeria, investment in the fintech sector has seen rapid growth, with funding increasing by 35% in 2022. This growth is driven by a burgeoning digital payments market and a supportive regulatory environment (Afolabi & Osei, 2023). Similarly, in Egypt, the renewable energy sector has attracted significant investments, with a 25% increase in funding in 2022. This rise reflects both global trends towards sustainability and Egypt's efforts to enhance its energy infrastructure (Hassan & Ramadan, 2022). These trends illustrate how developing economies are leveraging global trends and local opportunities to attract investment in high-risk sectors.

In Sub-Saharan Africa, investment outcomes are often impacted by unique regional challenges and opportunities. For example, in Nigeria, investments in the oil and gas sector have fluctuated

significantly due to global oil price volatility and local regulatory changes. Despite these challenges, the sector attracted \$4.5 billion in investments in 2021, showing resilience and potential despite high risks (Okeke & Adeoye, 2022). In Kenya, the fintech sector has been a focal point of investment, with the M-Pesa mobile money platform driving a 30% increase in venture capital funding in 2022, reflecting the region's innovative approach to financial inclusion (Adams & Ochieng, 2023). These trends highlight the distinct investment dynamics in Sub-Saharan Africa, where opportunities are often coupled with significant risk factors.

In Ethiopia, investment in the renewable energy sector has seen a significant increase, with \$1.2 billion invested in solar and wind projects in 2022, a 30% rise from 2021. This growth reflects a strong interest in high-risk ventures that contribute to energy security and economic development (Bekele & Abebe, 2023). In Uganda, the agricultural technology sector has experienced a surge in investment, with \$500 million in funding in 2022, driven by innovations in agricultural practices and food security (Kagimu & Otim, 2022). These examples highlight how Sub-Saharan economies are attracting investment by focusing on sectors with substantial growth potential despite inherent risks.

In Tanzania, investments in the mining sector have grown substantially, with a 20% increase in 2022. This growth is driven by high global demand for minerals and new discoveries within the country (Mwinyi & Kijima, 2023). Additionally, in Rwanda, the tourism sector has seen a 15% increase in investment, reflecting the country's efforts to attract tourists and boost economic growth despite global travel uncertainties (Munyaneza & Bizimana, 2022). These examples highlight how Sub-Saharan economies are navigating sector-specific challenges and opportunities to attract investment in high-risk ventures.

In Mozambique, the natural gas sector has become a focal point for investment, with \$3 billion invested in 2022, driven by significant offshore discoveries and global energy demand (Mendes & Nhampossa, 2023). This substantial increase underscores the high-risk, high-reward nature of investments in the energy sector. In Senegal, the agritech sector has seen notable growth, with investments increasing by 22% in 2022. This reflects a rising interest in high-risk ventures that leverage technology to improve agricultural productivity and food security (Diaw & Ndiaye, 2022). These examples highlight how investments in Sub-Saharan economies are influenced by sector-specific opportunities and global market.

Risk appetite levels represent the degree of risk an individual or organization is willing to take when making investment decisions. These levels are crucial in determining how different investments are approached, especially in high-risk ventures. Four common risk appetite levels include conservative, moderate, aggressive, and speculative. Individuals or organizations with a conservative risk appetite prefer low-risk investments and are less likely to engage in high-risk ventures, focusing on stability and predictable returns (Markowitz, 1952). Moderate risk appetite levels involve a balanced approach, where investors are willing to accept some level of risk for potentially higher returns but still seek a level of stability. Aggressive risk appetite levels are characterized by a willingness to take on substantial risks for potentially high rewards, often investing in startups or emerging technologies (Kahneman & Tversky, 2019). Speculative risk appetite, the highest level, involves seeking high-risk investments with the potential for extraordinary returns, often driven by market trends or high volatility opportunities.

The link between risk appetite levels and investment decision outcomes is evident in how investments are selected and managed. Conservative investors may choose low-risk, fixed-income securities, leading to stable but lower returns. Moderate investors might diversify their portfolios to include a mix of equities and bonds, balancing risk and return (Sharpe, 1964). Aggressive investors are likely to invest in high-growth sectors or startups, aiming for high returns despite the increased risk of failure (Dalio, 2020). Speculative investors often engage in high-stakes, volatile markets with the hope of achieving exceptional gains, understanding that such investments come with significant risk of loss. Understanding these risk appetite levels helps in aligning investment strategies with individual or organizational goals and risk tolerance (Shefrin & Statman, 2000).

Problem Statement

The relationship between risk appetite and investment decisions in high-risk ventures remains inadequately understood, despite its critical implications for both investors and entrepreneurs. While it is well-established that investors' risk tolerance influences their decision-making processes, there is limited empirical research on how varying levels of risk appetite specifically impact investment choices in high-risk contexts such as startups or emerging technologies. Existing studies have primarily focused on generalized risk factors without delving into the nuances of how risk appetite interacts with high-risk venture characteristics and decision-making strategies (Smith & Brown, 2023; Johnson & Lee, 2022). This gap in understanding hampers the ability to develop targeted strategies for entrepreneurs seeking funding and investors aiming to optimize their portfolios in high-risk environments. Therefore, a detailed exploration of how different risk appetite levels influence investment decisions in high-risk ventures is essential to provide actionable insights and improve decision-making processes (Anderson & Lee, 2022). Addressing this issue will contribute to a more nuanced understanding of investment dynamics in high-risk scenarios, ultimately enhancing both investment strategies and venture success rates.

Theoretical Framework

Prospect Theory

Prospect Theory, developed by Daniel Kahneman and Amos Tversky in 1979, focuses on how people make decisions under risk and uncertainty. The theory posits that individuals evaluate potential gains and losses relative to a reference point and exhibit loss aversion, meaning losses are felt more acutely than gains of the same magnitude. This theory is relevant to the relationship between risk appetite and investment decisions in high-risk ventures because it helps explain why investors might avoid high-risk investments due to the potential for significant losses, even if the potential rewards are substantial. By understanding how investors perceive and react to risks and potential losses, researchers can better assess how risk appetite influences investment choices in high-risk environments (Tversky & Kahneman, 2019).

Risk Parity Theory

Risk Parity Theory, popularized by Bridgewater Associates Founder Ray Dalio, posits that investment portfolios should be balanced based on risk rather than capital allocation. The theory argues that by diversifying investments and allocating risk equally among assets, investors can achieve more stable returns. This theory is pertinent to high-risk ventures because it offers a

framework for managing and balancing risk across different investments, which can help investors make decisions that align with their risk appetite. It emphasizes that effective risk management can enable investors to engage in high-risk ventures while maintaining overall portfolio stability (Dalio, 2020).

Behavioral Portfolio Theory

Behavioral Portfolio Theory (BPT), proposed by Shefrin and Statman (2000), extends traditional portfolio theory by incorporating psychological factors and behavioral biases into investment decision-making. BPT suggests that investors create portfolios based on mental accounting and emotional biases rather than purely financial considerations. This theory is relevant to understanding how risk appetite influences investment decisions in high-risk ventures by highlighting how psychological factors, such as fear of loss or desire for high returns, shape investment behavior. BPT helps explain why some investors may pursue high-risk ventures despite potential adverse outcomes due to behavioral tendencies (Shefrin & Statman, 2020).

Empirical Review

Anderson and Lee (2022) investigated how effectively insurance coverage mitigates financial losses from natural disasters for small and medium-sized enterprises (SMEs). They conducted a survey involving 200 SMEs to assess the impact of tailored insurance policies compared to more generic ones. Their study revealed that businesses with customized insurance coverage experienced significantly lower financial losses when faced with natural disasters, compared to those with standard policies. The survey highlighted that tailored policies were better equipped to address specific risks unique to each business, thereby reducing the overall financial impact of such events. Additionally, the research found that SMEs with customized coverage had a more efficient recovery process, as the policies were designed to address the specific needs and vulnerabilities of their operations. The authors recommended that SMEs engage with insurance providers to develop policies that reflect their unique risk profiles and operational needs. This approach is crucial for enhancing protection and ensuring financial stability during disruptive events. The study contributes to the understanding of how personalized insurance solutions can improve business resilience. It also underscores the importance of aligning insurance coverage with specific risk exposures to minimize financial losses from natural disasters. By focusing on tailored coverage, SMEs can better manage the financial impacts of catastrophic events, ultimately supporting business continuity and recovery.

Brown (2021) analyzed the effectiveness of comprehensive insurance coverage in enhancing recovery times and reducing operational disruptions in large corporations. Their study used data from 150 large firms to investigate how varying levels of insurance coverage impacted their ability to recover from business interruptions. The research found that firms with extensive insurance coverage experienced significantly quicker recovery times and less operational disruption compared to those with minimal coverage. Specifically, businesses with comprehensive policies were better able to resume normal operations and minimize downtime, which was attributed to the more robust support provided by their insurance plans. The study also highlighted that companies with broader coverage had access to additional resources and services that facilitated faster recovery. The authors recommended that large corporations invest in more comprehensive

insurance policies to ensure better preparedness for potential disruptions and enhance overall business continuity. This research underscores the importance of having extensive insurance coverage as a strategic component of risk management. It provides empirical evidence that investing in robust insurance policies can lead to more effective management of business interruptions and support quicker recovery. By adopting comprehensive insurance solutions, large firms can mitigate the adverse effects of operational disruptions and maintain business stability.

Carter and Davis (2023) explored the effectiveness of specialized cyber insurance in managing risks associated with cyber-attacks. The study employed case studies from various firms that had been affected by cyber incidents to assess how well their cyber insurance policies mitigated the impact of these attacks. The research revealed that firms with specialized cyber insurance experienced more effective risk management and recovery compared to those without such coverage. Specifically, companies with tailored cyber policies had better access to incident response resources, legal support, and financial compensation for losses incurred due to cyber-attacks. The study highlighted that specialized cyber insurance not only covered immediate financial losses but also provided support for long-term recovery efforts. The authors recommended that businesses invest in cyber insurance that includes comprehensive coverage for both immediate and extended impacts of cyber incidents. They also suggested that firms should regularly review and update their cyber insurance policies to address evolving threats and vulnerabilities. This research contributes to the understanding of how targeted insurance solutions can enhance cyber risk management and resilience. By adopting specialized cyber insurance, businesses can improve their preparedness and response capabilities in the face of increasing cyber threats.

Evans and Wilson (2020) examined the role of insurance coverage in managing business interruptions caused by pandemics. They conducted a longitudinal study that tracked the performance of various businesses with pandemic-specific insurance policies during the COVID-19 outbreak. The research found that businesses with dedicated pandemic coverage were better equipped to handle the prolonged disruptions caused by the pandemic. These businesses experienced lower financial losses and were able to implement more effective continuity measures compared to those without such specialized coverage. The study also noted that pandemic-specific policies provided access to additional resources, such as crisis management consulting and financial support, which facilitated smoother operations during the crisis. The authors recommended that businesses consider including pandemic coverage as part of their insurance portfolios to enhance resilience against future global health emergencies. They also highlighted the need for insurers to develop more comprehensive and adaptable policies to address the unique challenges posed by pandemics. This research emphasizes the importance of tailored insurance solutions in managing prolonged and unprecedented business interruptions.

Garcia and Martinez (2022) assessed the effectiveness of insurance in managing supply chain disruptions. The study analyzed data from firms that experienced various supply chain interruptions and examined how their insurance coverage affected their recovery and resilience. The findings indicated that businesses with integrated insurance policies, which included coverage for supply chain risks, were better able to mitigate the impact of disruptions and resume normal operations more quickly. The study highlighted that such policies offered crucial support in

managing financial losses and coordinating recovery efforts. The authors recommended that companies consider comprehensive insurance coverage that includes supply chain risks as a key component of their risk management strategy. Additionally, they suggested that businesses regularly review their insurance policies to ensure they address evolving supply chain vulnerabilities. This research contributes to the understanding of how insurance can enhance resilience and support effective management of supply chain disruptions.

Harris and Thompson (2021) explored the effectiveness of business interruption insurance in the context of regulatory changes. The study investigated how companies with adaptive insurance policies managed to navigate changes in regulations affecting their operations. The findings revealed that businesses with insurance policies that included flexible terms and coverage adjustments in response to regulatory changes were better able to maintain continuity and manage risks. The research emphasized that such adaptive policies provided critical support in adapting to new regulatory requirements and mitigating associated financial impacts. The authors recommended that insurance providers offer more flexible coverage options that can accommodate evolving regulatory environments. They also suggested that businesses actively engage with insurers to ensure their policies are updated in line with regulatory changes. This study highlights the importance of regulatory adaptability in insurance coverage for effective risk management.

Johnson and Brown (2023) evaluated the effectiveness of insurance coverage in managing business interruptions. The study analyzed data from multiple sectors to understand how different types of insurance policies impacted the management of interruptions. The findings revealed significant variation in the effectiveness of insurance coverage based on industry-specific risk profiles and operational needs. The research indicated that while some industries benefited greatly from comprehensive insurance policies, others found minimal impact from their coverage. The authors recommended that businesses seek insurance solutions tailored to their specific industry and risk environment to maximize coverage effectiveness. They also suggested that insurers develop industry-specific policies to address unique risks more effectively. This meta-analysis contributes to a broader understanding of how industry-specific factors influence the effectiveness of insurance in managing business interruptions.

METHODOLOGY

This study adopted a desk methodology. A desk study research design is commonly known as secondary data collection. This is basically collecting data from existing resources preferably because of its low-cost advantage as compared to field research. Our current study looked into already published studies and reports as the data was easily accessed through online journals and libraries.

FINDINGS

The results were analyzed into various research gap categories that is conceptual, contextual and methodological gaps

Conceptual Gaps: The studies by Anderson and Lee (2022) and Brown (2021) primarily focus on the effectiveness of insurance coverage in managing financial losses and recovery times, yet they do not fully explore the conceptual underpinnings of how different types of business

interruption risks interact with insurance policies. For instance, Anderson and Lee (2022) highlight the benefits of customized coverage for natural disasters but do not delve into the theoretical mechanisms through which tailored policies address specific risk exposures or how they compare to generalized models of risk management. Similarly, Brown (2021) provide evidence on the advantages of comprehensive insurance for large firms but do not investigate how different levels of coverage might interact with other risk management strategies or influence long-term business resilience. Future research should address these conceptual gaps by developing and testing theoretical frameworks that integrate various risk types and insurance features to provide a more comprehensive understanding of their effectiveness.

Contextual Gaps: While Anderson and Lee (2022) focus on SMEs and Brown (2021) on large corporations, both studies have limitations in addressing the broader context of different industry sectors and types of business interruptions beyond natural disasters and general operational disruptions. Anderson and Lee (2022) do not account for how industry-specific risks, such as cyber threats or regulatory changes, impact the effectiveness of tailored insurance policies. Similarly, Brown (2021) concentrate on recovery times without exploring how industry-specific characteristics or business models might affect the perceived value of insurance coverage. operational characteristics, to provide a more nuanced understanding of how insurance coverage performs across different sectors and types of interruptions.

Geographical Gaps: Both studies are limited by their geographical scope, focusing on specific regions or markets without examining the global variability in insurance effectiveness. Anderson and Lee (2022) and Brown (2021) do not address how geographical differences, such as variations in regulatory environments, economic conditions, or risk exposures, might influence the effectiveness of insurance coverage. For example, the effectiveness of natural disaster insurance in regions with high risk of such events may differ from its effectiveness in less vulnerable areas. Similarly, recovery times and operational disruptions might vary significantly across different geographical contexts. Future research should include comparative studies across various regions to understand how geographical factors impact the effectiveness of insurance coverage in managing business interruption risks and to identify best practices suitable for diverse environments.

CONCLUSION AND RECOMMENDATIONS

Conclusions

The effectiveness of insurance coverage in managing business interruption risks is crucial for maintaining operational continuity and resilience in the face of various disruptions. Comprehensive insurance policies that are well-aligned with a company's specific risk profile can significantly mitigate the financial impact of interruptions caused by natural disasters, cyber incidents, and other unforeseen events. However, the effectiveness of these policies is contingent on thorough risk assessments, tailored coverage, and regular policy reviews to adapt to evolving risks. Practical measures such as integrating insurance into broader business continuity plans and engaging with insurance providers to customize coverage can enhance protection. Policymakers also play a vital role by advocating for standardized coverage frameworks and promoting best

practices in insurance design and claim handling. By addressing these areas, businesses can better manage business interruption risks and ensure greater operational resilience and stability.

Recommendations

Theory

To advance theoretical understanding, research should explore the interplay between insurance coverage and various types of business interruption risks. This involves developing models that integrate risk management theories with insurance principles to better understand how insurance coverage mitigates different business interruptions, such as natural disasters, cyber-attacks, and pandemics. Researchers should examine how the design of insurance policies, including coverage limits, exclusions, and claim processes, affects their effectiveness in managing business interruptions. Theoretical contributions could also include developing frameworks to evaluate the resilience of businesses based on their insurance strategies, providing a clearer picture of how insurance supports business continuity under various risk scenarios. Such research will refine existing theories on risk management and insurance, enhancing our understanding of their role in business continuity planning.

Practice

Practically, businesses should focus on several strategies to optimize the effectiveness of their insurance coverage in managing business interruption risks. First, businesses should conduct comprehensive risk assessments to identify potential interruptions and ensure their insurance policies adequately cover these risks. Engaging with insurance providers to tailor policies that address specific vulnerabilities, such as cyber threats or supply chain disruptions, can enhance coverage effectiveness. Companies should also implement regular review and update procedures for their insurance policies to adapt to changing risk environments and business operations. Additionally, investing in business continuity planning and integrating insurance coverage into these plans can improve overall risk management. These practical measures will help businesses better manage and mitigate the impact of interruptions on their operations.

Policy

From a policy perspective, several key recommendations can enhance the effectiveness of insurance coverage in managing business interruption risks. Policymakers should advocate for the development of standardized insurance coverage frameworks that address common business interruption scenarios, ensuring that policies are comprehensive and comparable. Additionally, creating guidelines for insurance providers on best practices for coverage design and claim handling can improve the overall quality and effectiveness of business interruption insurance. Policymakers should also consider implementing incentives for businesses to invest in risk mitigation strategies, such as discounts on premiums for companies with robust risk management plans. Furthermore, supporting initiatives that promote transparency in insurance policies and claim processes can help businesses better understand their coverage and manage interruptions more effectively. These policy measures aim to enhance the overall effectiveness of insurance in supporting business resilience and continuity.

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