

**THE IMPACT OF INFLATION ON THE CONTINUITY OF FIRMS : AN
EMPIRICAL STUDY ON THE INDUSTRIAL SECTOR COMPANIES
LISTED ON THE AMMAN STOCK EXCHANGE**

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Abstract

The current study aims at, identifying inflation and its impact on the continuity of firms for industrial sector companies listed on the Amman stock exchange. To accomplish the study objectives, the researcher use a descriptive statically methodology by analyzing financial data of listed companies of (63) institution, with dedicated conditions, where they filtered by (10) companies, the study found a number of results, the most important of which was the presence of statistical significance at the level of significance of inflation on factors of continuity of the establishment, and the results showed a negative impact of inflation on these factors. The study recommends the need to invest in the stable operating environment in the prices due to the negative impact of inflation on the profits of enterprises.