

Liliia SANDYHA, PhD (Philol.), Assoc. Prof.
ORCID ID: 0000-0002-3124-664X
e-mail: liliia.sandyga@knu.ua
Taras Shevchenko National University of Kyiv,
Kyiv, Ukraine

Yuliia KYSHENIA, PhD (Philol.), Assoc. Prof.
ORCID ID: 0009-0000-7149-6005
e-mail: julia.kyshenia@knu.ua
Taras Shevchenko National University of Kyiv,
Kyiv, Ukraine

BUSINESS NEOLOGISMS IN MODERN ENGLISH

Background. *The article focuses on business neologisms in modern English and their formation mechanisms. Neologisms are defined as recently coined lexemes or word combinations that denote new concepts and phenomena or existing words that have acquired new meanings and are still in moderate circulation amongst the majority of speakers of a certain community. Business neologisms provide profound insight into current business and lifestyle trends, they simultaneously reflect and shape modern reality.*

Methods. *The research methods used in the survey are: 1) semantic analysis (to investigate the lexical meanings of business neologisms in modern English); 2) descriptive method (to provide a description of business neologisms and analyze their similarities and differences); 3) structural analysis (to consider productive word-formation methods of business neologisms, mainly abbreviation, compounding, blending); 4) statistical method (to calculate business neologisms under consideration and classify them into word-formation groups).*

Results. *The research showed that the most productive word-formation mechanisms of business neologisms are compounding (40 % of the neologisms of the sample), blending (26 % of the sample), and abbreviation (21 % of the sample). Less popular word-formation mechanisms of business neologisms are affixation (11 % of the sample) and analogy (2 % of the sample).*

Conclusions. *The sphere of business is a productive source of neologisms that embody new phenomena in the English-speaking environment. The latter include the sphere of employment overall and the portrait of modern employees and their preferences and lifestyles in*

particular. The business neologisms under consideration reflect the emergence of new types of employees (e.g. new collar worker, HENRY, office-park dad), modes of working (e.g. WFB, nomadification, hushed hybrid), some of which appeared in the aftermath of Covid-19 (e.g. ghost colleagues), inflation varieties (e.g. greedflation, cheapflation), business trends (e.g. AI washing, Slowvember, tip creep) etc.

Keywords: *neologism, abbreviation, blending, compounding.*

Background

Cut-throat competition between companies and permanent rat race between employees, AI stealing jobs from humans, the growing empowerment of women in the business world, inflation and others are listed as the phenomena reflecting modern business trends and challenges. The aim of current study is to research business neologisms which represent the aforementioned phenomena as a complex notion, in particular their formation types.

Neologisms as a linguistic phenomenon have always served as a loudspeaker of modern trends, values and new phenomena as they depict the changes the world in general and a certain society are undergoing. Neologisms appear in various spheres of modern life with some of the popular ones being the IT, social media, ecology, business, the culinary sphere, Coronavirus (Covid-19), to name a few. Numerous linguists have researched neologisms in different fields, in particular M. Asif et al. analyzed neologisms related to Covid-19 (Asif et al., 2021), Y. Li investigated the sources of English neologisms (Li, 2024), E. Mattiello researched the role of analogy in the formation of English lexemes (Mattiello, 2016), H.-J. Schmid analyzed the processing of neological coinages by people's cognitive systems (Schmid, 2008).

H.-J. Schmid stipulates that neologisms have given up their status of nonce-formations and are either undergoing the process of becoming the language norm or have already become one but are still deemed to be new by the majority of a speech community (Schmid, 2008, p. 1). Moreover, they must possess phonological, morphological, and semantic transparency both for speakers and message recipients (Aithison, 2003, p. 181). There may be exceptions to this rule, namely should a speaker attempt to create an unusual neologism (which may be described as an author's neologism) for the sake of

being humorous or standing out from the crowd (Lipka, 2000). Schmid notes that irregular forms have lower chances of gaining popularity as hearers feel certain reluctance towards their processing (Schmid, 2008, p.16).

Certain researchers state that a neologism has its expiry date, namely S. Usevics (Usevics, 2013) stipulates that new lexemes must not be older than twenty-five years to maintain the status of a neologism. However, we consider it impossible to determine a specific lifespan for a neologism and we believe that it is the word's presence in dictionaries of neologisms and media and its absence from reputable English monolingual dictionaries that give it the status of one.

E. Mattiello (Mattiello, 2016, pp. 28–29) mentions seven criteria neologisms usually meet, in particular:

- 1) transparency (phonological, morphological and semantic);
- 2) regularity, namely neological coinages have to follow regular word-formation patterns;
- 3) productivity, i.e. the usage of productive (not outdated) patterns;
- 4) decodification, i.e. provision of additional contextual material to ensure the intended meaning of a neologism is understood clearly;
- 5) informativity, i.e. using the minimum number of constituents and eliminating the ones which may hinder the understanding of a neologism, especially when compounding is involved;
- 6) mnemonic effect, e.g. choosing a metaphor-based compound over a borrowing due to imagery and motivation, alliteration or rhyme produce the effect as well;
- 7) analogy, i.e. usage of existing forms for the creation of new ones.

H.-J. Schmid describes five major factors that determine the speed and ease of neologisms' comprehension, namely:

- 1) the scope of context and linguistic cotext (linguistic environment of a lexeme);
- 2) clarity of morphological structure;
- 3) understanding of the constituent morphemes, specifically the first one;
- 4) "family size" (i.e. limited group of recognized lexemes with these components) of the component morphemes;
- 5) knowledge of the semantic relationship between the components of a neologism (Schmid, 2008, p. 13).

Y. Li states that English neologisms generally follow three main word-formation patterns, namely, traditional word formation (union/combination, affixation, abbreviation (clipping and acronym), and hybrid methods (blending)), old words acquiring new meanings in modern English, and the combination of foreign words and native words (Li, 2024, p. 211).

We define neologisms as existing or recently coined lexemes or word combinations that denote new concepts and phenomena and are used by most representatives of a certain speech community to a limited extent (Sandyha et al., pp. 129–130).

Methods

In the framework of current research business neologisms denoting new professions, working modes, types of inflation, the repercussions of recent coronavirus on the business environment were selected from lexicographic sources of neologisms About Words – Cambridge Dictionaries Online Blog (CD), Word Spy (WS), and reputable Internet sites such as <https://www.thetimes.co.uk>, <https://www.investopedia.com>, <https://www.forbes.com>, etc.

The research methods were utilized in accordance with the aim, objectives and the material of the research, namely: 1) semantic analysis (to examine the lexical meanings of business neologisms); 2) descriptive method (to describe the neologisms and research their resemblances and discrepancies); 3) structural analysis (to study productive word-formation types of business neologisms, in particular abbreviation, blending, and compounding; 4) statistical method (to calculate business neologisms under consideration and classify them into word-formation groups).

Results

Let us now consider the neologisms formed in the business environment from the semantic and structural perspective. First of all, let us analyze different types of new employees.

There is a new generation of young employees who can be categorized into different groups on the basis of their income, desire to have kids and their lifestyles in general. The latest fad on TikTok and other social media is *DINKWADs*, i.e. child-free young couples in which both partners receive high salaries and have a dog: "dual income, no kids, with a dog" (CD) (abbreviation).

There are similar alternatives to DINKWADs that have appeared on social media, in particular **DINKs** (child-free couples with a double income) and **SINKs** (child-free single income couples) (Gale, 2024). A. Gale stipulates that the DINKWAD phenomenon signals major transformations in the values of American citizens as several decades ago a lot of Americans pursued the American Dream of being happily married with two or more children, a pet dog, owning accommodation in the suburbs surrounded by a white-picket fence, one or two automobiles etc. However, nowadays, the past ideal of a nuclear family is not coveted by the American society. Parenting-free lifestyle involving financial freedom and extensive travelling are characteristics of the new American Dream (Gale, 2024). What is more, more discretionary incomes can be directed towards investments and retirement savings which give childless individuals and couples an opportunity to take early retirement. Jack Kelly, a Forbes journalist provides the 2022 statistics from the United States Census Bureau which claim that 43 % of US households were childless, a 7 % growth from the previous decade. However, J. Kelly stipulates that there are some DINKs who choose to remain childless, while the others may decide to have children later in life (Kelly, 2024).

There are also **SINBADs** (Single Income, No Boyfriend/Assets/Dude) who are single childless individuals, **PODWOGs** (Parents of DINKs Without Grandchildren), and **KIPPERS** (Kids in Parents' Pockets Eroding Retirement Savings) which denote parents of childfree couples and grown-up children who are still financially reliant on their parents (Kelly, 2024).

The situation with childless individuals and couples is a double-edged sword as, on the one hand, it contributes to the reduction of pressure on resources and infrastructure brought along by overpopulation. On the other hand, it may cause a decline in the birth rate with the aftermath of workforce scarcity and elderly population (Kelly, 2024).

People who earn a substantial income, however, cannot call themselves affluent yet as they spend it all on various family costs, in particular housing, schooling and thus do not possess numerous assets or retirement savings are called **HENRYs** (high earners, not rich yet), the term being coined by Shawn Tully in a 2003 Fortune

Magazine. HENRYs are the "working rich" as should they stop working, they are bound to lose their wealth (Kenton, 2024).

The neologism *office-park dad* (WS) (compounding) denotes a male white-collar employee who is married, has children and lives in the suburbs and seems to be satisfied with his work-life balance overall.

On the other hand, the adult people who either do not have a respectable job or work somewhere part-time without receiving a decent salary, live with their parents and prefer to do nothing during the day except entertain themselves and play video games are called *failsons* and *faildaughters* (both compounding) (WS).

There is a new cohort of individuals who do not desire to commute to work as they resent the state of being stuck in daily traffic jams. These "anti-commuters" have chosen a new way of working: *WFB* (working from boat) (abbreviation). A mobile Starlink satellite dish allows all kinds of digital nomads to work remotely while maintaining their work-life balance far away from the city treadmill. Some employees who do hybrid working may need to come to the office several days a week, however, they still prefer to return to WFB the other commute-free days. Some schoolchildren may face socialization difficulties and schooling challenges while WFB, however, the parents may try to solve these issues by "boatschooling" their children or should an opportunity arise, sign them up for a term in local schools (Thomson, 2024).

A broader trend of individuals becoming more mobile and thus, choosing teleworking and migrating to foreign countries is called *nomadification* (CD) (suffixation). Some employees may enjoy the benefits of a *paycation* (CD) (blending), i.e. telecommuting for a certain period of time while being able to travel the world. There is also a new breed of digital nomads called *tethered nomads* (CD) (compounding). The latter balance traveling to different places and telecommuting from different parts of the world with staying in a particular point and working locally during a certain timespan.

Unbearable at times sums that students have to pay for their higher education worldwide have discouraged many talented and ambitious school leavers from entering colleges and universities. Many smart youngsters who do not possess university degrees have been employed by companies where they perform

challenging tasks and receive a decent salary. This new breed of employees is called *new collar workers* (CD) (compounding). On the other hand, new collar workers possessing no bachelor's degree may be overlooked for promotion.

The pandemic of Covid-19 has forever changed people's ways of working as many employees were forced to switch to teleworking and some members of staff have embraced this way of working even after the pandemic due to some of its undisputable benefits. On the flip side, nowadays there are a lot of people called *ghost colleagues* (CD) (compounding), who work home alone and do not socialize with their peers a lot.

Entrepreneurs who do not employ personnel and take on a large number of responsibilities in order to decrease costs are called *solopreneurs* (blending) (CD). Derivatives are the adjective *solopreneurial* and the phenomenon itself being called *solopreneurship* (CD). Some entrepreneurs deem that they are the only ones who are able to run their business, the perspective being called *entrepreneur's syndrome* (UD) (compounding).

With regard to golden agers, not all retirees decide to stop working after reaching their retirement years. Certain employees advancing their retirement age may choose the option of a gradual reduction in their working hours before they retire completely, the phenomenon being called *flexirement* (CD) (blending). What is more, some energetic individuals may wish to continue working and thus prefer *unretirement* (CD) (prefixation).

The relationships between employers and their personnel are reflected in a vast array of neological coinages as well. For instance, certain individuals choose to quit a company in case they do not share the values promoted by the management of their company, the phenomenon being called *conscious quitting* (CD) (compounding). Some employees may even post a video on TikTok about their resignation in which they may comment on the reasons for doing so, in particular, failure to maintain one's work-life balance or low morale, which is denoted by a neologism *Quit-Tok* (CD) (blending).

Certain employees may also have to perform some time-consuming routine administrative assignments called *vampire tasks* (CD) (compounding). A new approach to maintaining one's work-life

balance is manifested in a strategy embraced by *snail girls* (CD) (compounding), the neologism denoting female employees who try to maintain their life harmony by taking time to relax and avoiding heavy workloads and the pressure of meeting tight deadlines.

Several neologisms from the sample describe the processes at work connected with dishonest practices on the part of certain employees. For instance, *hushed hybrid* (CD) (compounding) is yet another modern mode of working which presupposes that an employee combines their office work with teleworking without informing their employer and therefore, not receiving their approval. Sometimes employees decide to take a *hush trip* (CD) (compounding), i.e. a secret journey during which they combine travelling with remote work without informing their employer.

Some demotivated or lazy office workers may only pretend to be working by using a special gadget or installing particular software to make their computer mouse move at regular intervals. By doing this, they intend to trick their management into thinking they are doing their job while doing nothing in fact, with the neologism *mouse jiggling* (CD) (compounding) denoting the process.

On the contrary, certain employees may have more than one job and may prefer to inform their management about the fact and receive no criticism against the act which is called *sunlighting* (Joglekar, 2003) (analogy). Overall, sunlighting is considered as an ethical phenomenon as it does not affect an employee's performance in a primary company and may even improve their skills and foster their professional development, which may bring benefits to their company. The neologism was born as a positive analog of *moonlighting* which is regarded as unethical because of its secrecy. E. Mattiello who researched the role of analogy in English word-formation claims the model and the target words are closely related phonologically, morphosyntactically and semantically (Mattiello 2016, p. 106).

A new way of working called *coffee badging* (CD) (compounding) describes the act of commuting to work in order to have a cup of coffee with one's colleagues and leaving afterwards to continue teleworking.

Certain employees may do volunteering and donate a certain percentage of their income to good causes, for instance, a *fivever* (UD) (affixation) is an individual who does volunteering five hours every week and/or donates five percent of his/her income to charity.

It is an indisputable fact that AI has become deeply embedded in many professions and certain companies even encourage their employees to use their own AI tools at work, the practice being called **BYOAI**: "bring your own artificial intelligence" (CD) (abbreviation). The neological acronym **AlaaS** standing for "artificial intelligence as a service" denotes a service which gives businesses an opportunity to purchase a vast array of AI tools from a single source (CD). Sometimes companies may pay lip service to using AI products to improve the quality of their services while in fact they use them sparingly or not at all, the phenomenon known as **AI washing** (CD) (suffixation).

The sphere of investment has witnessed the birth of several neologisms, in particular **centibillionaire** (CD) (prefixation), i.e. a person who possesses assets and stocks worth \$100 billion minimum. On the other hand, there are **bag holders** (CD) (compounding), i.e. investors whose shares plummeted and lost in value. Sometimes investors learn about certain stocks from social media, the latter being called **meme stocks** (CD) (compounding).

Inflation has also become a source of several neological blendings, namely **greedflation** (CD), **ripflation** (CD), and **skimpflation** (CD). In the case of the first two neologisms, companies raise the prices of their goods and services unjustifiably blaming inflation for doing so. In case of **skimpflation** it is the quality of products and services that deteriorates, however, the prices remain unchanged. One more variation of inflation is called **cheapflation** (CD) (blending), the situation when the product's price remains unchanged as in the case with skimpflation, however, the main ingredient is of lower quality or smaller quantity.

The sphere of tipping has also welcomed a neologism: **creep tip** (CD) describes the process of a gradual increase in the number of industries and services in which tipping is becoming acceptable and desirable.

An ecologically-minded movement that discourages customers from excessive shopping amidst the Christmas season is called **Slowvember** (CD) (blending). Slowvember actually performs the function of curbing **Christmas creep** (CD) (compounding), the tendency of Christmas advertising, music and goods appearing earlier every coming year.

There is one more neological blend called *Swiftonomics* (Mitra, 2024) (blending) which was coined with dedication to a famous US singer Taylor Swift and denotes the influence of her concerts on the local and international economy. The Eras Tour which began in 2023 has boosted local economies in the USA and all over the world as numerous Taylor Swift fans attended the singer's concerts and spent money on accommodation, food, transportation in the cities that hosted Taylor Swift's shows.

Discussion and conclusions

Thus, the sphere of business has proved to be a productive source of neologisms that embody new phenomena in the sphere of employment, employees' lifestyles and new business tendencies of the English-speaking community. The neologisms under consideration reflect the emergence of new professions, types of employees, business trends, inflation varieties, post-Covid working modes. Table 1 displays the business neologisms under consideration categorized into their word-formation types. The research revealed that the most productive ways of forming neologisms in business are compounding (40 % of the sample), blending (26 % of the sample), and abbreviation (21 % of the sample). Less productive ways of forming neologisms are affixation (11 % of the sample) and analogy (2 % of the sample).

Table

Glossary of Business Neologisms

| 1. Compounding | 2. Blending | 3. Abbreviation |
|----------------------------|--------------------|------------------------|
| 1. Christmas creep | 1. cheapflation | 1. AlaaS |
| 2. coffee badging | 2. flextirement | 2. BYOAI |
| 3. conscious quitting | 3. greedflation | 3. DINK |
| 4. creep tip | 4. paycation | 4. DINKWAD |
| 5. entrepreneur's syndrome | 5. Quit-Tok | 5. HENRY |
| 6. faildaughter | 6. ripflation | 6. KIPPER |
| 7. failson | 7. skimpflation | 7. SINBAD |
| 8. ghost colleague | 8. Slowvember | 8. SINK |
| | 9. solopreneur | 9. PODWOG |

Ending table

| 1. Compounding | 2. Blending | 3. Abbreviation |
|---|--|-----------------|
| 9. hush trip 10. hushed hybrid 11. meme stocks 12. mouse jiggling 13. new collar worker 14. office-park dad 15. social entrepreneur 16. social entrepreneurship 17. snail girl 18. tethered nomad 19. vampire task | 10. solopreneurial 11. solopreneurship 12. Swiftonomics | 10. WFB |
| | 4. Affixation | 5. Analogy |
| | 1. AI washing (suffixation) 2. centibillionaire (prefixation) 3. fiver (suffixation) 4. nomadification (suffixation) 5. unretirement (prefixation) | 1. sunlighting |

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Лілія САНДИГА, канд. філол. наук, доц.

ORCID ID: 0000-0002-3124-664X

e-mail: liliia.sandyga@knu.ua

Київський національний університет імені Тараса Шевченка,
Київ, Україна

Юлія КИШЕНЯ, канд. філол. наук, доц.

ORCID ID: 0009-0000-7149-6005

e-mail: julia.kyshenia@knu.ua

Київський національний університет імені Тараса Шевченка,
Київ, Україна

ДІЛОВІ НЕОЛОГІЗМИ В СУЧАСНІЙ АНГЛІЙСЬКІЙ МОВІ

Вступ. У статті розглядаються ділові неологізми в сучасній англійській мові та механізми їх утворення. Неологізми визначаються як нещодавно створені лексеми або словосполучення, які позначають

нові поняття та явища або існуючі слова, які набули нових значень і все ще знаходяться в помірному обігу серед більшості носіїв певної спільноти. Ділові неологізми дають глибоке розуміння сучасних тенденцій ведення бізнесу та способу життя, вони водночас відображають і формують сучасну реальність.

Методи. У дослідженні використані такі методи: 1) семантичний аналіз (дослідити лексичні значення ділових неологізмів у сучасній англійській мові); 2) описовий метод (надати характеристику діловим неологізмам та проаналізувати їх схожість і відмінність); 3) структурний аналіз (для розгляду продуктивних способів словотвору ділових неологізмів, а саме аббревіації, словоскладання, блендингу); 4) статистичний метод (для підрахунку ділових неологізмів і класифікації їх на словотвірні групи).

Результати. Дослідження показало, що найпродуктивнішими словотворчими механізмами ділових неологізмів є словоскладання (40 % неологізмів вибірки), блендинг (26 % вибірки) та аббревіація (21 % вибірки). Менш популярними механізмами словотворення ділових неологізмів є афіксація (11 % вибірки) та аналогія (2 % вибірки).

Висновки. Сфера бізнесу є продуктивним джерелом неологізмів, які уособлюють нові явища в англомовному середовищі. Останні включають в себе сферу зайнятості загалом та портрет сучасних працівників, їх уподобання та стилі життя. Досліджувані ділові неологізми відображають появу нових типів працівників (*new collar worker*, *HENRY*, *office-park dad*), способів роботи (*WFB*, *nomadification*, *hushed hybrid*), деякі з яких з'явилися після пандемії COVID-19 (*ghost colleagues*), різновиди інфляції (*greedflation*, *cheapflation*), бізнес-тенденції (*AI washing*, *Slowvember*, *tip creep*) тощо.

Ключові слова: неологізм, аббревіація, блендинг, словоскладання.

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