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Ju-Young Kim, Martin Natter, & Martin Spann

Ju-Young Kim is Professor for Quantitative Marketing at Goethe University Frankfurt since October 2018. Before joining Goethe-University, she was Head of the Services Marketing Group at the Karlsruhe Institute for Technology (KIT). She holds a degree in business administration and a PhD in Marketing from Goethe University Frankfurt.

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Martin Natter is part of the review board of IJRM and acted as co-editor of Schmalenbach's zfbf and sbr from 2006 until 2019. He has participated in numerous research projects including an SFB and a WWTF Project. In July

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