Quantitative Marketing and Economics

QME

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Quantitative Marketing and Economics (QME) publishes research in the intersection of Marketing, Economics and Statistics. Our focus is on important applied problems of relevance to marketing using a quantitative approach. We define marketing broadly as the study of the interface between firms, competitors and consumers. This includes but is not limited to consumer preferences, consumer demand and decision-making, strategic interaction of firms, pricing, promotion, targeting, product design/positioning, and channel issues. We embrace a wide variety of research methods including applied economic theory, econometrics and statistical methods. Empirical research using primary, secondary or experimental data is also encouraged.

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