

Quant Marketing 1: Information Processing & Demand

Arash Laghaie

Nova School of Business and Economics

Rafael P. Greminger

University College London, School of Management

Sergey Turlo

Goethe University Frankfurt

Fan Zhang

Nova SBE

Shrabastee Banerjee

Tilburg University

Jack Tong

Nanyang Technological University

Cite as:

Laghaie Arash, Greminger Rafael P., Turlo Sergey, Zhang Fan, Banerjee Shrabastee, Tong Jack (2025), Quant Marketing 1: Information Processing & Demand.

Proceedings of the European Marketing Academy, 54th, (125935)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025

