

The Interface of Marketing and Finance: Understanding the Value of Key Signals and Metrics

Alexander Edeling

KU Leuven

Simone Wies

Goethe University Frankfurt

Paul Hilfrich

Goethe University Frankfurt

Lars Gemmer

University of Cologne

CHRISTIAN SCHULZE

Frankfurt School of Finance & Management

Cite as:

Edeling Alexander, Wies Simone, Hilfrich Paul, Gemmer Lars, SCHULZE CHRISTIAN (2025), The Interface of Marketing and Finance: Understanding the Value of Key Signals and Metrics. *Proceedings of the European Marketing Academy*, 54th, (125953)

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

