

Jessica Jumeo Kim

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Knowledge group: Marketing

Research domains:

Teaching domains:

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Biography

Articles in Scholarly Journals

Frontiers: The Impact of Loosening Concealed Carry Laws on Firearm Demand

JESSICA J., K., J., Y.-C. CHEN, "Frontiers: The Impact of Loosening Concealed Carry Laws on Firearm Demand", Marketing Science, March 2025, vol. 44, no. 3, pp. 496-504