

Jessica Jumeo Kim

Assistant Professor



Knowledge Group: Marketing

Research Domains:

Teaching Domains:

jessica.kim@unibocconi.it

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