

Stanford

Kwabena Donkor

Assistant Professor of Marketing at the Graduate School of Business and
Center Fellow at the Stanford Institute for Economic Policy Research

Bio

ACADEMIC APPOINTMENTS

- Assistant Professor, Graduate School of Business
- Center Fellow, Stanford Institute for Economic Policy Research (SIEPR)

Teaching

COURSES

2025-26

- Customer Acquisition for New Ventures: MKTG 326 (Spr)

2024-25

- Customer Acquisition for New Ventures: MKTG 326 (Spr)

2022-23

- Customer Acquisition for New Ventures: MKTG 326 (Spr)