

# Stanford

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## Kwabena Donkor

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

### Bio

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#### ACADEMIC APPOINTMENTS

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

### Teaching

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#### COURSES

##### 2022-23

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

#### STANFORD ADVISEES

##### Doctoral Dissertation Reader (AC)

Surya Ierokomos