KLU RESEARCH PROJECT

EFFECTS OF MONETARY AND NON-MONETARY INCENTIVES ON STRATEGIC BEHAVIOR OF CUSTOMERS AND COMPANIES

PROJECT DURATION
February 2023 – January 2026

PROJECT LEADER
Prof. Dr. Jan Becker (Kühne Logistics University - KLU)

BRIEF DESCRIPTION
Companies use monetary and non-monetary incentives to manage customers. The objective of the project is to gain insights that will help to make customer management more efficient for the benefit of both consumers and companies, and to find solutions to reduce the negative consequences of strategic customer behavior for the economy as a whole. It is funded by the German Research Association (DFG).

PROJECT FUNDERS
German Research Foundation (DFG)

PROJECT PARTNERS
Kühne Logistics University (KLU)

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SUBJECTS
Creating Value, Marketing