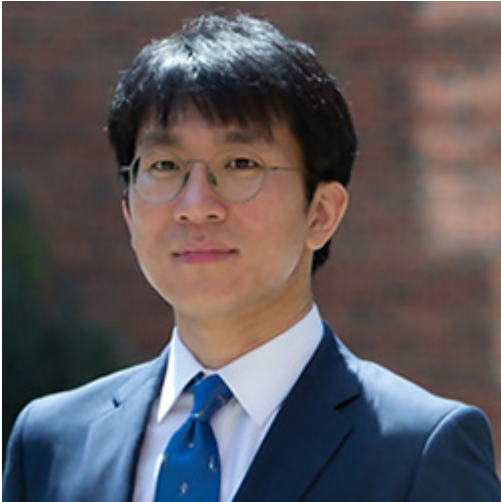


Research Notes: Seungwoo Lee

March 5, 2021



Seungwoo Lee's paper "Managing the Versioning Decision over an App's Lifetime," co-authored with Jie Zhang and Michel Wedel of University of Maryland, College Park, has been accepted for publication in the *Journal of Marketing*. Lee is an assistant professor of marketing.