

## **Research Notes: Mark Ratchford**

April 3, 2025



[Mark Ratchford's](#) paper "Status Quo Bias and Poaching Avoidance in Selecting Strategic Alliance Partners," co-authored with Dipankar Chakravarti and Atanu R. Sinha, has been accepted for publication in *Experimental Economics*. Ratchford is a professor of practice in marketing.

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