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## **New paper accepted for publication in Psychology and Marketing**

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The manuscript entitled "Rewarding Customers Who Keep a Product: How Reinforcement Affects Customers' Product Return Decision in Online Retailing" has been accepted for publication in Psychology and Marketing, a leading journal in the field of marketing research. The paper was jointly written by Katja Gelbrich, Jana Gäthke, and Alexander Hübner (University of Luxembourg).

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