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# Vol. 21 No. 04 January 2020

### <Research Paper>

What Brings Customer Gapjil? The Intertwined Effects of Perceived Economic Mobility, Self-Other Referent Priming, and Temporal Focus

— Yongju Kwon · Youjae Yi —— 1

## <Research Note>

Liability of Newness, Startup Capabilities and Crowdfunding Success
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The Effect of Population-Level Learning on Entry Likelihood in the

KXXA Korean Marketing Association