

M.Sc. Julian Runge

Ph.D. student at the Institute of Marketing, School of Business and Economics, Humboldt University of Berlin

Research interests

Pricing in the digital economy, freemium pricing, data-driven product customization, managerial decision making and support

[Publications](#) (please click to be forwarded to Google Scholar)

Education

M.Sc. Economics and Management Science, Humboldt University Berlin, Germany

B.Sc. Economics, Goethe University Frankfurt am Main, Germany

Studies abroad as exchange student:

M.A Economics, New School for Social Research, New York, USA

M.B.A., ISCTE Business School, Lisbon, Portugal