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## ABSTRACT

The concept of customer churn in its varying contexts is studied. Accordingly, a more comprehensive definition of churn that is grounded on the notion of various types of partnerships (B2C, B2B and B2E) is developed. The authors outline a churn framework after analyzing extant marketing and non-marketing literature. They discover that churn can be attributed to a combination of both entity and non-entity characteristics and that churn continues to be studied through various supervised learning methods in a variety of industries. Various propositions that link each of the churn types to firm profitability are suggested to guide future churn research endeavors.

**Key words:** churn, customer attrition, business churn, employee churn