



**University
of Basel**

Faculty of
Business and Economics



Research into the Creator Economy

Public Inaugural Lecture

Prof. Dr. Andreas U. Lanz

Monday, April 15, 2024, 18.15h

WWZ Auditorium, Faculty of Business and Economics

Peter Merian-Weg 6, Basel

«Research into the Creator Economy»

Prof. Dr. Andreas U. Lanz, Assistant Professor of Digital Marketing Analytics

Abstract The creator economy is a booming industry with around 200 million people considering themselves creators; they follow their passion and share with their online community on the variety of user-generated content networks such as Instagram and SoundCloud their latest creations – from audio to pictures to videos. According to a recent study, the kids of today don't aspire anymore to become astronauts, they want to become Youtubers. Firms quickly realized that behind this booming industry is an untapped potential: the creators' social influence capabilities, meaning creators can act as influencers and endorse products and services on their behalf. The global influencer market with its paid endorsements is now valued at \$21 billion and the public inaugural lecture by Prof. Dr. Andreas U. Lanz will provide an overview of it, from unpaid endorsements – or follow-for-follow approach, which represents the basic form of influencer marketing – to paid endorsements.

Program

Monday, April 15, 2024, 18.15h

18.15h	Welcome Prof. Dr. Alois Stutzer
18.20h	Lecture
18.50h	Public Discussion
19.15h	Apéro

WWZ Auditorium, Peter Merian-Weg 6, Basel



Andreas Lanz is Tenure Track Assistant Professor of Digital Marketing Analytics. His multi-method research into the creator economy – combining both secondary and experimental data – lies primarily in the intersection between marketing, economics, and information systems, and are geared towards understanding the use of social influence for firms (e.g., through influencers) and its impact on society. Andreas Lanz' award-winning work has been published in the Journal of Marketing Research (JMR), the Journal of Marketing (JM), the Management Information Systems Quarterly (MISQ), and Quantitative Marketing and Economics (QME). Given his expertise, Andreas Lanz teaches marketing analytics and strategy on all levels.

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