ANALYTICS FOR MANAGING CUSTOMER VALUE

Period: a.y. 2023/24 – II sem.

Class times: Room 101 on 19.04.2024, 24.04.2024, and 03.05.2024 at 8:30-11:45

Instructor:

Prof. Dr. Andreas U. Lanz
Dept. of Marketing
andreas.lanz@unibas.ch

Course description

This course provides an overview of selected topics in the domain of seeding and dissemination of individuals, firms, and their content in user-generated content networks, which can be broadly described as the creator economy.

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 this course 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. While individuals typically rely on the former endorsement type and the follow-for-follow approach to build a follower base, firms capitalize on the latter type to pursue a branding and/or sales objective.

This course offers deep dives into both endorsement types. More specifically, students will receive an overview of selected topics in the domain of seeding and dissemination in the first part, before working towards developing a new research direction in the second part, which they will then present in the third part.

Course material

Besides the required readings and the slide deck, students will be contacted concerning further individual readings related to the deep dive into recent works on paid endorsements in the first part (which they will have to present).

Tentative list of topics

Part I

- Introduction to the creator economy
- Deep dives into recent works on unpaid and paid endorsements

Part II

- Presentations of research ideas including group discussions
- 1:1 discussions to crystallize the presented research ideas

Part III

- Presentations of research proposals including group discussions
- Presentations of career milestones including group discussions

Assessment methods

Expectations concerning class participation includes attendance to all three parts, making an active and constructive contribution to the group discussions, and having a positive attitude towards learning. Students will eventually be evaluated as follows:

Class participation:	10 points
Presentation of idea:	20 points
Presentation of proposal:	50 points
Presentation of milestones:	20 points

Faculty bio

Andreas holds a Ph.D. in Business Administration from the University of Mannheim. His multi-method research projects into the creator economy – combining both secondary and experimental data – lie 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' 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).

Required readings

Beichert, Maximilian, Andreas Bayerl, Jacob Goldenberg, and Andreas Lanz (2023), "Revenue Generation Through Influencer Marketing," *Journal of Marketing*, forthcoming.

Goldenberg, Jacob, Andreas Lanz, Daniel Shapira, and Florian Stahl (2023), "Targeting Nearby Influencers: The Acceleration of Natural Triadic Closure by Leveraging Interconnectors," *Journal of Marketing*, forthcoming.

Lanz, Andreas, Jacob Goldenberg, Daniel Shapira, and Florian Stahl (2019), "Climb or Jump: Status-Based Seeding in User-Generated Content Networks," *Journal of Marketing Research*, 56(3), 361–378.

Lanz, Andreas, Jacob Goldenberg, Daniel Shapira, and Florian Stahl (2023), "Buying Future Endorsements from Prospective Influencers on User-Generated Content Platforms*," Journal of Marketing Research*, forthcoming.

Lanz, Andreas, Gregor Reich, and Ole Wilms (2022), "Adaptive Grids for the Estimation of Dynamic Models," *Quantitative Marketing and Economics*, 20, 179–238.

Weiler, Michael, Simon Stolz, Andreas Lanz, Christian Schlereth, and Oliver Hinz (2022), "Social Capital Accumulation Through Social Media Networks: Evidence from a Randomized Field Experiment and Individual-Level Panel Data," *Management Information Systems Quarterly*, 46(2), 771–812.