

THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

Departmental Research Seminar

Racial Pay Gap in Influencer Marketing By

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Date : 8 Mar 2023 (WED)
Time : 9:30 – 11 am
Venue : Online via Zoom

Abstract

Is there a racial pay gap in influencer marketing? Using a novel data set, we find while there is no significant difference in pay between Black and White influencers, Black macro-influencers were paid significantly more than their White counterparts in certain campaigns. This is not due to racial bias in favor of Blacks but rather firms' desire to signal their response to racial inequality during periods of increased public attention to racial inequality. Firms valued Black macro-influencers more than their White counterparts to maximize the visibility of their signaling. Our empirical findings imply that firms' response to racial inequality is opportunistic and that it only benefits visible Black influencers.

Prof. Koen Pauwels is Distinguished Professor at Northeastern University and co-director of its Digital, Analytics, Technology and Automation (DATA) Initiative. He received his Ph.D. from UCLA, where he was chosen Top 100 Inspirational Alumnus. After getting tenure at the Tuck School of Business at Dartmouth, Koen helped build the startup Ozyegin University in Istanbul. Named a worldwide top 2% scientist, Koen published over 80 articles on marketing effectiveness, available at marketingandmetrics.com. This research was awarded by managers (Google, WPP and Syntec), academics (O'Dell, Davidson, and Varadarajan) and both (Gary Lilien ISMS-MSI-EMAC Practice Prize). Koen is Associate Editor for the *Journal of Marketing* and the *Journal of Consumer Research*. His managerial books include 'Break the Wall: Why and How to Democratize Digital in Your Business', and 'It's Not the Size of the Data – It's How You Use It: Smarter Marketing with Analytics and Dashboards'. As Principal Research Scientist at Amazon's Advertising Marketing & Insights team, Koen leads research and publication efforts focused on changing the way data is leveraged to drive advertising success, including recommendations to hundreds of thousands of advertisers.

All interested are welcome.



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