

# THE HONG KONG POLYTECHNIC UNIVERSITY DEPARTMENT OF MANAGEMENT AND MARKETING

## Departmental Research Seminar

### Research into the Creator Economy By



**Prof. Andreas Lanz**  
**University of Basel**

**Date : 25 Nov 2025 (Tue)**  
**Time : 10:30 am – 12 noon**  
**Venue : M802, PolyU**

#### 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 \$24 billion and Andreas 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.

**Prof. Andreas Lanz** is a marketing professor and member of the faculty board at the University of Basel. He joined from HEC Paris and holds a doctoral degree from the University of Mannheim.

Prof. Lanz researches social networks and is recognized for his award-winning work on the effectiveness of micro influence for dissemination (i.e., Lanz et al. 2019 as well as Beichert et al. 2024 and Goldenberg et al. 2024). He published in leading academic journals including the *Journal of Marketing* (2024; 2024), *Journal of Marketing Research* (2019; 2024), *Journal of the Academy of Marketing Science* (2025), *Management Information Systems Quarterly* (2022; 2025), *Management Science* (2025), and *Quantitative Marketing and Economics* (2022)—with press coverage, among others, in the *Harvard Business Review* and *MIT Sloan Management Review*.

As for service to academia, Prof. Lanz is regularly invited to review scholarly work, notably as an editorial review board member of the *Journal of Marketing* and *Marketing Science*. He co-chairs the Creator Economy Retreat and the EMAC Creator Economy Special Interest Group. Dedicated to educating talents in academia, he also co-chairs the EMAC Job Market Simulation.

For his contributions, Prof. Lanz received a series of honors including the 2024 Outstanding Reviewer Award from the *Journal of Marketing*, the 2023 Early-Career Scholars Camp Fellowship of the ISMS, the 2021 Don Lehmann Award from the AMA, the 2020 Rigour & Relevance Research Award from the SAMS, and the runner-up prize in the 2018 Doctoral Dissertation Competition of EMAC / Sheth Foundation. Alongside his mentees, he was honored, among others, with the 2025 Don Lehmann Award from the AMA, the 2025 AMA / MSI / H. Paul Root Award, finalist for the 2025 Shelby D. Hunt / Harold H. Maynard Award, the runner-up prize in the 2024 Doctoral Dissertation Competition of EMAC / Enginius, and the Best Student Paper Award from WISE 2022.

**All interested are welcome.**



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