

## **FACULTY SEMINAR**

5<sup>th</sup> February 2024

### **Why Do Media Outlets Report About Academic Research? An Empirical Study of Over 15,000 Marketing Articles**

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#### **ABSTRACT**

Although business schools, journal editorial offices, and researchers aspire to disseminate research findings to stakeholders beyond the academic community, the average article only receives .6 press and 3.5 social media mentions. To shed light on the drivers behind news and social media citations, we analyze a wide range of author-, article-, journal-, and context-specific factors with a sample of 15,900 marketing-related articles published between 2011 and 2019, and we supplement this analysis with experiments with journalists and PR managers of business schools. For example, we show that the composition of the author team, in terms of gender diversity and background as well as the topic choice, significantly impacts news coverage. Our findings provide meaningful insights into the drivers of press and social media citations that can be useful for scholars who aim to achieve broader visibility for their published work.