

Academic Reach and Practice Relevance: Unlocking Academic Influence through Managerial and Media Channels

Michael Haenlein
ESCP Business School
Philip Pollmann-Fervers
University of Cologne
Samuel Stäbler
Tilburg University
Stefan Stremersch

Chaired Professor of Marketing, Erasmus School of Economics, Erasmus University
Rotterdam

Cite as:

Haenlein Michael, Pollmann-Fervers Philip, Stäbler Samuel, Stremersch Stefan (2025), Academic Reach and Practice Relevance: Unlocking Academic Influence through Managerial and Media Channels. *Proceedings of the European Marketing Academy*, 54th, (126347)

Paper from the 54th Annual EMAC Conference, Madrid, Spain, May 25-30, 2025

