

Intermediaries as Keymakers: Connecting Marketing Research and Practice

Rafael Tietze

University of Bremen

Michael Schade

University of Bremen

Kristina Klein

University of Bremen/markstones Institue of Marketing, Branding & Technology

Marieke Schewe

University of Bremen

Rico Piehler

Macquarie University

Ralf Wilden

Macquarie University

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Abstract

Bridging the gap between academic research and managerial practice remains a persistent challenge in marketing. This study explores the role of intermediaries in converting academic knowledge into actionable insights for marketing decision makers. We distinguish between intermediaries situated in academia and intermediaries outside of academia. Using grounded theory, we identify two core intermediary activities: extracting, which involves distilling research findings into actionable insights for practitioners, and adaptation, which refers to the contextualization of academic knowledge for specific company settings. The findings emphasize the critical role of adapting activities in converting research into practice. Furthermore, we identify key enablers and barriers influencing knowledge conversion: motivations, competences and accessibility. This research provides a nuanced understanding of the knowledge conversion process and offers actionable implications for academia and practice.

Track: Public Sector and Non-Profit Marketing