



November 26th, 2020

PRESS RELEASE

ESCP Business School professor ranks in top 1% of most cited researchers

Michael Haenlein, Professor of Marketing at ESCP Business School, has been named on the annual Highly Cited Researchers™ 2020 list from Clarivate.

The highly anticipated annual list identifies scientists and social scientists who have demonstrated significant influence, reflected in the publication of multiple papers frequently cited by their peers during the last decade.

Their names are drawn from the publications that rank in the top 1% by citations for field and publication year in the Web of Science™ citation index.

Professor Michael Haenlein, who was named in the Economics and Business category, is in good company - 26 Nobel laureates, including three announced this year also figure on this year's list.

According to Professor Haenlein:

"I am very happy of this distinction and humbled to share this honour, among others, with my friends Dhruv Grewal, Peter Verhoef and V. Kumar, as well as such well-known people as Michael Porter, Eugene Fama, and Thomas Piketty."

He is best known for his work on social media, especially the article 'Users of the World, Unite!' co-authored with Professor Andreas Kaplan, the School's Berlin Rector. A study conducted by Stanford University recently recognized Professor Kaplan as one of the world's top 2% most-cited researchers measuring a scientist's lifetime publication record as well as research impact.

The sequel to their seminal research paper, 'Rulers of the World, Unite!', on the challenges and opportunities of Artificial Intelligence indicates how their research interests have evolved over the last decade.

/ENDS

Contacts

For more information, contact Olivia Nieberg at BlueSky PR on olivia@bluesky-pr.com or call +44 (0)1582 790 091.
Maud Autrechy

mautrechy@escp.eu

+33 (1) 49 23 22 24

ABOUT ESCP BUSINESS SCHOOL

ESCP Business School was founded in 1819. The school has chosen to teach responsible leadership, open to the world and based on European multiculturalism. Our campuses in Berlin, London, Madrid, Paris, Turin and Warsaw are the stepping stones that allow students to experience this European approach to management. Several generations of entrepreneurs and managers were thus trained in the firm belief that the business world may feed society in a positive way. This conviction and our values: excellence, singularity, creativity, and plurality, daily guide our mission and build up our pedagogical vision. Every year, ESCP welcomes 6000 students and 5000 managers from 120 different nationalities. Its strength lies in its many business training programmes, both general and specialized: Bachelor, Master, MBA, Executive MBA, PhD and executive education, all of which include a multi-campus experience.

It all starts here

Website: www.escp.eu

Follow us on Twitter: [@ESCP_BS](https://twitter.com/ESCP_BS)