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### Abstract

This article examines the need for replication studies in nonprofit research. By elaborating a framework for replication studies, it contributes to an ongoing discussion about the appropriateness of various research methods. To exemplify this framework, the authors conduct a replication study on a specific topic relevant for nonprofit organizations in a globalized world, namely, media publicity for nonprofit organizations. The application reveals similar patterns for nonprofit organizations in the cities of Zurich, Switzerland, and New York, the United States, across a replication and original study, respectively.