

Michel Clement

List of Publications by Year in descending order

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65
papers

1,094
citations

471509

17
h-index

526287

27
g-index

84
all docs

84
docs citations

84
times ranked

685
citing authors

#	ARTICLE	IF	CITATIONS
1	The impact of pre- and post-launch publicity and advertising on new product sales. <i>International Journal of Research in Marketing</i> , 2015, 32, 408-417.	4.2	74
2	Do Critics Make Bestsellers? Opinion Leaders and the Success of Books. <i>Journal of Media Economics</i> , 2007, 20, 77-105.	0.8	65
3	Empirical generalizations on the impact of stars on the economic success of movies. <i>International Journal of Research in Marketing</i> , 2017, 34, 442-461.	4.2	52
4	Adoption of New Movie Distribution Services on the Internet. <i>Journal of Media Economics</i> , 2008, 21, 131-157.	0.8	47
5	What drives the market popularity of celebrities? A longitudinal analysis of consumer interest in film stars. <i>International Journal of Research in Marketing</i> , 2016, 33, 428-448.	4.2	45
6	Effects of Likeability Dynamics on Consumers' Intention to Share Online Video Advertisements. <i>Journal of Interactive Marketing</i> , 2016, 35, 27-43.	6.2	43
7	Dynamics of Illegal Participation in Peer-to-Peer Networks – Why Do People Illegally Share Media Files?. <i>Journal of Media Economics</i> , 2006, 19, 7-32.	0.8	41
8	Success Drivers of Fiction Books: An Empirical Analysis of Hardcover and Paperback Editions in Germany. <i>Journal of Media Economics</i> , 2011, 24, 24-47.	0.8	39
9	Managing the Online Crowd: Motivations for Engagement in User-Generated Content. <i>Journal of Media Business Studies</i> , 2010, 7, 17-36.	2.0	33
10	Diffusion of Hedonic Goods: A Literature Review. <i>JMM International Journal on Media Management</i> , 2006, 8, 155-163.	0.8	31
11	Empirical generalizations of demand and supply dynamics for movies. <i>International Journal of Research in Marketing</i> , 2014, 31, 207-223.	4.2	30
12	The ugly side of customer management – Consumer reactions to firm-initiated contract terminations. <i>International Journal of Research in Marketing</i> , 2017, 34, 829-850.	4.2	27
13	Profiling Donors of Blood, Money, and Time. <i>Nonprofit Management and Leadership</i> , 2015, 25, 269-295.	2.5	25
14	Determinants of Advertising Effectiveness: The Development of an International Advertising Elasticity Database and a Meta-Analysis. <i>Business Research</i> , 2011, 4, 193-239.	4.0	24
15	Providing health checks as incentives to retain blood donors – Evidence from two field experiments. <i>International Journal of Research in Marketing</i> , 2018, 35, 628-640.	4.2	23
16	The risk of programmatic advertising: Effects of website quality on advertising effectiveness. <i>International Journal of Research in Marketing</i> , 2021, 38, 663-677.	4.2	22
17	The Brand Personality of Nonprofit Organizations and the Influence of Monetary Incentives. <i>Journal of Business Ethics</i> , 2016, 138, 589-600.	6.0	21
18	When consumers can return digital products: Influence of firm- and consumer-induced communication on the returns and profitability of news articles. <i>International Journal of Research in Marketing</i> , 2019, 36, 454-470.	4.2	20

#	ARTICLE	IF	CITATIONS
19	The impact of temporary deferrals on future blood donation behavior across the donor life cycle. <i>Transfusion</i> , 2021, 61, 1799-1808.	1.6	19
20	The Impact of Network Size and Financial Incentives on Adoption and Participation in New Online Communities. <i>Journal of Media Economics</i> , 2010, 23, 165-179.	0.8	18
21	Erfolgsfaktoren von Spielfilmen im Kino. Eine Ãœbersicht der empirischen betriebswirtschaftlichen Literatur. <i>Medien Und Kommunikationswissenschaft</i> , 2004, 52, 250-271.	0.4	18
22	Research Noteâ€”The Cost Impact of Spam Filters: Measuring the Effect of Information System Technologies in Organizations. <i>Information Systems Research</i> , 2012, 23, 1068-1080.	3.7	17
23	Healthy donor effect and satisfaction with health. <i>European Journal of Health Economics</i> , 2015, 16, 733-745.	2.8	17
24	The influence of book advertising on sales in the German fiction book market. <i>Journal of Cultural Economics</i> , 2014, 38, 109-130.	2.2	15
25	Accepting or fighting unlicensed usage: Can firms reduce unlicensed usage by optimizing their timing and pricing strategies?. <i>International Journal of Research in Marketing</i> , 2016, 33, 343-356.	4.2	15
26	Blood donors and their changing engagement in other prosocial behaviors. <i>Transfusion</i> , 2019, 59, 1002-1015.	1.6	15
27	The impact of COVID-19 on blood donations. <i>PLoS ONE</i> , 2022, 17, e0265171.	2.5	15
28	Sales Forecasting of New Entertainment Media Products. <i>Journal of Media Economics</i> , 2017, 30, 143-171.	0.8	14
29	Der Einfluss von MeinungsfÃ¼hrern auf den Erfolg von hedonischen Produkten. <i>Journal of Business Economics</i> , 2006, 76, 797-824.	1.9	13
30	Consumer Responses to Legal Music Download Services that Compete with Illegal Alternatives. <i>Service Science</i> , 2012, 4, 4-23.	1.3	13
31	Charts and demand: Empirical generalizations on social influence. <i>International Journal of Research in Marketing</i> , 2013, 30, 429-431.	4.2	13
32	Analyzing the Success Drivers of e-Business Companies. <i>IEEE Transactions on Engineering Management</i> , 2007, 54, 301-314.	3.5	11
33	Bedeutung von Peer-to-Peer Technologien fÃ¼r die Distribution von Medienprodukten im Internet. <i>Xpert Press</i> , 2002, , 71-80.	0.1	10
34	Start-ups, incumbents, and the effects of takeover competition. <i>Journal of Business Research</i> , 2016, 69, 5925-5933.	10.2	9
35	Innovative product and customer retention: Strategies in the music business â€”An analysis of Santana's enhanced album â€œShamanâ€œ. <i>JMM International Journal on Media Management</i> , 2003, 5, 190-198.	0.8	8
36	Shipping fee schedules and return behavior. <i>Marketing Letters</i> , 2019, 30, 151-165.	2.9	8

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37	Status quo der betriebswirtschaftlichen Erfolgsfaktorenforschung bei BÄ¼chern. Medien Und Kommunikationswissenschaft, 2007, 55, 412-441.	0.4	8
38	Consequences of platforms' remuneration models for digital content: initial evidence and a research agenda for streaming services. Journal of the Academy of Marketing Science, 2023, 51, 114-131.	11.2	7
39	The Dark Side of Using Emergencies in Direct Marketing Campaigns for Blood Donation Services. Service Science, 2013, 5, 163-178.	1.3	6
40	Price Elasticities for Hardcover and Paperback Fiction Books. Schmalenbach Business Review, 2015, 67, 73-91.	0.9	6
41	Multidimensional Assessment of Social Desirability Bias: An Application of Multiscale Item Randomized Response Theory to Measure Academic Misconduct. Journal of Survey Statistics and Methodology, 2019, 7, 365-397.	1.2	6
42	Messung von Zahlungsbereitschaften und ihr Einsatz fÄ¼r die PreisbÄ¼ndelung. Marketing, Zeitschrift Fur Forschung Und Praxis, 2007, 29, 8-23.	0.2	5
43	Piraterie in Peer-to-Peer-Netzwerken. , 2008, , 211-224.		5
44	Validation of a standardized donor health questionnaire across substances of human origin. Vox Sanguinis, 2021, 116, 645-655.	1.5	5
45	The impact of COVID-19 on music consumption and music spending. PLoS ONE, 2022, 17, e0267640.	2.5	5
46	The effect of individual professional critics on booksâ€™ sales: capturing selection biases from observable and unobservable factors. Marketing Letters, 2015, 26, 423-436.	2.9	4
47	Die Theorie des geplanten Verhaltens zur Ermittlung von KonsumentenprÄferenzen bei Medieninnovationen. MedienWirtschaft, 2007, 4, 80-92.	0.1	4
48	The role of affect, satisfaction and internal drive on personal moral norms during COVIDâ€™19. ISBT Science Series, 2021, 16, 158-167.	1.1	3
49	Netzeffekte und Lebenszyklus von Musik. , 2005, , 41-54.		3
50	Netzeffekte und Musik. , 2008, , 45-58.		3
51	Agenda 2020: Research Opportunities with Managerial and Economic Impact. Journal of Media Economics, 2018, 31, 1-5.	0.8	2
52	Blood safety considerations in the developing worldâ€™the problem of social desirability biases. Transfusion, 2020, 60, 225-226.	1.6	2
53	Herausforderungen in der Buchbranche. , 2009, , 11-23.		2
54	Peer-to-Peer-Netzwerke und die Generation Napster. , 2005, , 201-214.		1

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55	Herausforderungen in der Musikindustrie. , 2008, , 3-13.		1
56	Wer wird nominiert und wer nicht? Eine empirische Analyse der Treiber einer Oscar-Nominierung. MedienWirtschaft, 2008, 5, 67-80.	0.1	1
57	Cannibalisation effects in the early market stage of e-books “ an analysis of the German book market. Journal of Media Business Studies, 2018, 15, 108-126.	2.0	0
58	Sales estimations in the book industry “ comparing management predictions with market response models in the children’s book market. Journal of Media Business Studies, 2019, 16, 249-274.	2.0	0
59	Christian Scholz (Hrsg.): Handbuch Medienmanagement. Berlin: Springer, 2006. Medien Und Kommunikationswissenschaft, 2006, 54, 667-668.	0.4	0
60	Produktmanagement von Medieng¼tern. , 2007, , 1053-1068.		0
61	Markt¼bersicht und Marktentwicklung der Musikindustrie. , 2008, , 17-26.		0
62	Zahlungsbereitschaften f¼r geb¼ndelte Online-Entertainment-Produkte. MedienWirtschaft, 2008, 5, 20-33.	0.1	0
63	Malthe Wolf. Œkonomische Erfolgsfaktoren privater Fernsehveranstalter. Medien Und Kommunikationswissenschaft, 2008, 56, 104-105.	0.4	0
64	Innovationen im Dialogmarketing. , 2013, , 143-154.		0
65	Filmpreise und Filmerfolg. , 2009, , 493-510.		0