

# Martin Spann

## List of Publications by Year in descending order

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Version: 2024-02-01

86  
papers

3,902  
citations

201385

27  
h-index

138251

58  
g-index

96  
all docs

96  
docs citations

96  
times ranked

2349  
citing authors

#	ARTICLE	IF	CITATIONS
1	Social Commerce: A Contingency Framework for Assessing Marketing Potential. Journal of Interactive Marketing, 2013, 27, 311-323.	4.3	349
2	Pay what you Want: A New Participative Pricing Mechanism. Journal of Marketing, 2009, 73, 44-58.	7.0	329
3	Business Models. Business and Information Systems Engineering, 2014, 6, 45-53.	4.0	257
4	Internet-Based Virtual Stock Markets for Business Forecasting. Management Science, 2003, 49, 1310-1326.	2.4	220
5	Mobile Advertising: A Framework and Research Agenda. Journal of Interactive Marketing, 2016, 34, 3-14.	4.3	204
6	Pay What You Want: A New Participative Pricing Mechanism. Journal of Marketing, 2009, 73, 44-58.	7.0	158
7	Sports forecasting: a comparison of the forecast accuracy of prediction markets, betting odds and tipsters. Journal of Forecasting, 2009, 28, 55-72.	1.6	148
8	The effects of reference prices on bidding behavior in interactive pricing mechanisms. Journal of Interactive Marketing, 2008, 22, 2-18.	4.3	128
9	Price Discrimination in E-Commerce? An Examination of Dynamic Pricing in Name-Your-Own Price Markets. MIS Quarterly: Management Information Systems, 2011, 35, 81.	3.1	123
10	Sourcing, Filtering, and Evaluating New Product Ideas: An Empirical Exploration of the Performance of Idea Markets. Journal of Product Innovation Management, 2012, 29, 100-112.	5.2	119
11	The Impact of Information Diffusion on Bidding Behavior in Secret Reserve Price Auctions. Information Systems Research, 2008, 19, 351-368.	2.2	108
12	<i>Pay What You Want</i> as a Marketing Strategy in Monopolistic and Competitive Markets. Management Science, 2015, 61, 1217-1236.	2.4	101
13	Measuring individual frictional costs and willingness-to-pay via name-your-own-price mechanisms. Journal of Interactive Marketing, 2004, 18, 22-36.	4.3	97
14	Does the Internet Promote Better Consumer Decisions? The Case of Name-Your-Own-Price Auctions. Journal of Marketing, 2006, 70, 65-78.	7.0	90
15	Does the Internet Promote Better Consumer Decisions? The Case of Name-Your-Own-Price Auctions. Journal of Marketing, 2006, 70, 65-78.	7.0	89
16	Identification of Lead Users for Consumer Products via Virtual Stock Markets <sup>*</sup> . Journal of Product Innovation Management, 2009, 26, 322-335.	5.2	86
17	Consumer Decision-making Processes in Mobile Viral Marketing Campaigns. Journal of Interactive Marketing, 2014, 28, 43-54.	4.3	80
18	The Interplay Between Online Consumer Reviews and Recommender Systems: An Experimental Analysis. International Journal of Electronic Commerce, 2014, 19, 129-162.	1.4	56

#	ARTICLE	IF	CITATIONS
19	Sampling, discounts or pay-what-you-want: Two field experiments. <i>International Journal of Research in Marketing</i> , 2014, 31, 327-334.	2.4	54
20	Skimming or Penetration? Strategic Dynamic Pricing for New Products. <i>Marketing Science</i> , 2015, 34, 235-249.	2.7	51
21	New Product Development 2.0: Preference Markets—How Scalable Securities Markets Identify Winning Product Concepts and Attributes. <i>Journal of Product Innovation Management</i> , 2010, 27, 937-954.	5.2	49
22	The impact of social media campaigns on the success of new product introductions. <i>Journal of Retailing and Consumer Services</i> , 2019, 50, 289-297.	5.3	43
23	A comparison of the effectiveness of e-mail coupons and mobile text message coupons for digital products. <i>Electronic Markets</i> , 2013, 23, 217-225.	4.4	39
24	Pre-release consumer buzz. <i>Journal of the Academy of Marketing Science</i> , 2018, 46, 338-360.	7.2	39
25	Effectiveness of Location-Based Advertising and the Impact of Interface Design. <i>Journal of Management Information Systems</i> , 2020, 37, 431-456.	2.1	38
26	Collective entrepreneurship at Qualcomm: combining collective and entrepreneurial practices to turn employee ideas into action. <i>R and D Management</i> , 2011, 41, 443-456.	3.0	37
27	Behavioral biases in marketing. <i>Journal of the Academy of Marketing Science</i> , 2020, 48, 449-477.	7.2	36
28	To divide or not to divide? The impact of partitioned pricing on the informational and sacrifice effects of price. <i>Marketing Letters</i> , 2012, 23, 719-730.	1.9	35
29	Beyond Posted Prices: the Past, Present, and Future of Participative Pricing Mechanisms. <i>Customer Needs and Solutions</i> , 2018, 5, 121-136.	0.5	34
30	Marketing analytics using anonymized and fragmented tracking data. <i>International Journal of Research in Marketing</i> , 2019, 36, 117-136.	2.4	34
31	Research Note—Can I Buy Me Love? Or Can I? Social Capital Attainment Through Conspicuous Consumption in Virtual Environments. <i>Information Systems Research</i> , 2015, 26, 859-870.	2.2	32
32	Delegating pricing power to customers: Pay What You Want or Name Your Own Price?. <i>Journal of Economic Behavior and Organization</i> , 2017, 136, 125-140.	1.0	32
33	Prediction Markets as institutional forecasting support systems. <i>Decision Support Systems</i> , 2010, 49, 404-416.	3.5	29
34	Improving Airline Revenues with Variable Opaque Products: “Blind Booking” at Germanwings. <i>Interfaces</i> , 2012, 42, 329-338.	1.6	29
35	Prediction Market Performance and Market Liquidity: A Comparison of Automated Market Makers. <i>IEEE Transactions on Engineering Management</i> , 2013, 60, 169-185.	2.4	29
36	Social Media and Academic Performance: Does The Intensity of Facebook Activity Relate to Good Grades?. <i>Schmalenbach Business Review</i> , 2015, 67, 54-72.	0.9	29

#	ARTICLE	IF	CITATIONS
37	Kish: Where Customers Pay As They Wish. <i>Review of Marketing Science</i> , 2010, 8, .	0.5	28
38	Bid-Elicitation Interfaces and Bidding Behavior in Retail Interactive Pricing. <i>Journal of Retailing</i> , 2012, 88, 131-144.	4.0	27
39	Optimal Reverse-Pricing Mechanisms. <i>Marketing Science</i> , 2010, 29, 1058-1070.	2.7	23
40	Quantified UX. , 2016, , .		23
41	The social embeddedness of decision making: opportunities and challenges. <i>Electronic Markets</i> , 2011, 21, 185-195.	4.4	21
42	Managing information diffusion in Name-Your-Own-Price auctions. <i>Decision Support Systems</i> , 2010, 49, 474-485.	3.5	20
43	Virtuelle BÄrsen als Instrument zur Marktforschung. , 2002, , .		16
44	Implications of minimum contract durations on customer retention. <i>Marketing Letters</i> , 2015, 26, 579-592.	1.9	15
45	Impact of Proactive Postsales Service and Cross-Selling Activities on Customer Churn and Service Calls. <i>Journal of Service Research</i> , 2020, 23, 53-69.	7.8	13
46	An Experimental Analysis of the Effectiveness of Multi-Screen Advertising. <i>Journal of Interactive Marketing</i> , 2020, 50, 81-99.	4.3	13
47	Flexible Preisgestaltung im Electronic Business. , 2000, , 539-557.		13
48	EVENT STUDIES IN REAL- AND PLAY-MONEY PREDICTION MARKETS. <i>The Journal of Prediction Markets</i> , 2012, 2, 53-70.	0.1	13
49	Pricing of flexible products. <i>Review of Managerial Science</i> , 2012, 6, 361-374.	4.3	12
50	Positive Customer Churn: An Application to Online Dating. <i>Journal of Service Research</i> , 2019, 22, 90-100.	7.8	12
51	The value of product presentation technologies on mobile vs. non-mobile devices: A randomized field experiment. <i>Decision Support Systems</i> , 2019, 121, 109-120.	3.5	12
52	An Empirical Analysis of Bidding Fees in Name-your-own-price Auctions. <i>Journal of Interactive Marketing</i> , 2010, 24, 283-296.	4.3	10
53	Pay What You Want as a Marketing Strategy in Monopolistic and Competitive Markets. <i>SSRN Electronic Journal</i> , 2012, , .	0.4	10
54	Dual effect-based market segmentation and price optimization. <i>Journal of Business Research</i> , 2013, 66, 480-488.	5.8	10

#	ARTICLE	IF	CITATIONS
55	Möglichkeiten der Lead-User-Identifikation in Online-Medien. , 2004, , 121-140.		10
56	Pay what you want as a pricing model for open access publishing?. Communications of the ACM, 2017, 60, 29-31.	3.3	10
57	The existence and persistence of the pay-per-use bias in car sharing services. International Journal of Research in Marketing, 2021, 38, 329-342.	2.4	9
58	Flexible Preisgestaltung im Electronic Business. , 2002, , 689-707.		8
59	The ability to compensate for suboptimal capacity decisions by optimal pricing decisions. European Journal of Operational Research, 1999, 118, 450-463.	3.5	7
60	Relevance of actors in bridging positions for product-related information diffusion. Journal of Business Research, 2014, 67, 1630-1637.	5.8	7
61	Tell Me Where You Are and I'll Tell You What You Want: Using Location Data to Improve Marketing Decisions. GfK Marketing Intelligence Review, 2016, 8, 30-37.	0.4	6
62	Preference Markets: Organizing Securities Markets for Opinion Surveys with Infinite Scalability. SSRN Electronic Journal, 0, , .	0.4	6
63	Monetizing Online Content: Digital Paywall Design and Configuration. Business and Information Systems Engineering, 2020, 62, 253-260.	4.0	5
64	Pricing in electronic markets and networks. Electronic Markets, 2010, 20, 83-84.	4.4	4
65	Prediction Markets. , 2012, , .		4
66	Consumer Search Behavior on the Mobile Internet: An Empirical Analysis. SSRN Electronic Journal, 0, , .	0.4	3
67	Werbeerfolgskontrolle im Internet. Controlling, 2000, 12, 417-424.	0.1	3
68	Business and Information Systems Engineering and Marketing. Business and Information Systems Engineering, 2013, 5, 127-128.	4.0	2
69	Accounting for Word-of-Mouth Effects in Preference-Based Market Forecasts. Journal of Forecasting, 2014, 33, 95-107.	1.6	2
70	Delegating Pricing Power to Customers: Pay What You Want or Name Your Own Price?. SSRN Electronic Journal, 2015, , .	0.4	2
71	The influence of location-based games on traditional entertainment products. Decision Support Systems, 2021, 149, 113604.	3.5	2
72	The effects of first and second screen marketing on TV viewing activity. Journal of Media Economics, 2019, 32, 82-98.	0.8	2

#	ARTICLE	IF	CITATIONS
73	An experimental analysis of overconfidence in tariff choice. Review of Managerial Science, 2021, 15, 2275-2297.	4.3	2
74	Erratum to "Optimal Reverse-Pricing Mechanisms" by Martin Spann, Robert Zeithammer, and Gerald Häubl. Marketing Science, 2015, 34, 297-299.	2.7	1
75	Behavioral Biases in Marketing. SSRN Electronic Journal, 2017, , .	0.4	1
76	How Knowledge Stock Exchanges can increase student success in Massive Open Online Courses. PLoS ONE, 2019, 14, e0223064.	1.1	1
77	The Impact of Strategic Core-Component Reuse on Product Life Cycles. Business and Information Systems Engineering, 2022, 64, 223-237.	4.0	1
78	An Experimental Analysis of Overconfidence in Tariff Choice. SSRN Electronic Journal, 0, , .	0.4	1
79	Interaktive Preismaßnahmen bei Low-Cost-Fluglinien. , 2005, , 53-78.		1
80	Paying for open access. Journal of Economic Behavior and Organization, 2022, 200, 273-286.	1.0	1
81	BISE " Call for Papers Issue 3/2013. Business and Information Systems Engineering, 2011, 3, 399-404.	4.0	0
82	Interview with Jörg Löffelbecker on "Digitalization of Business Models in the Media Industry". Business and Information Systems Engineering, 2013, 5, 199-201.	4.0	0
83	Wirtschaftsinformatik und Marketing. Business & Information Systems Engineering, 2013, 55, 119-120.	0.5	0
84	Buyer and seller data from pay what you want and name your own price laboratory markets. Data in Brief, 2017, 12, 513-517.	0.5	0
85	The Existence and Persistence of the Pay-Per-Use Bias in Car Sharing Services. SSRN Electronic Journal, 0, , .	0.4	0
86	Optimal Reverse-Pricing Mechanisms. SSRN Electronic Journal, 0, , .	0.4	0