

Martin Spann

List of Publications by Citations

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The third column is the impact factor (IF) of the journal, and the fourth column is the number of citations of the article.

88

papers

2,825

citations

26

h-index

52

g-index

96

ext. papers

3,387

ext. citations

4.5

avg, IF

5.57

L-index

#	Paper	IF	Citations
88	Pay what you Want: A New Participative Pricing Mechanism. <i>Journal of Marketing</i> , 2009 , 73, 44-58	11	268
87	Social Commerce: A Contingency Framework for Assessing Marketing Potential. <i>Journal of Interactive Marketing</i> , 2013 , 27, 311-323	9.8	250
86	Business Models. <i>Business and Information Systems Engineering</i> , 2014 , 6, 45-53	3.8	194
85	Internet-Based Virtual Stock Markets for Business Forecasting. <i>Management Science</i> , 2003 , 49, 1310-1326	5.9	169
84	Mobile Advertising: A Framework and Research Agenda. <i>Journal of Interactive Marketing</i> , 2016 , 34, 3-14	9.8	160
83	Pay What You Want: A New Participative Pricing Mechanism. <i>Journal of Marketing</i> , 2009 , 73, 44-58	11	118
82	The effects of reference prices on bidding behavior in interactive pricing mechanisms. <i>Journal of Interactive Marketing</i> , 2008 , 22, 2-18	9.8	111
81	Sports forecasting: a comparison of the forecast accuracy of prediction markets, betting odds and tipsters. <i>Journal of Forecasting</i> , 2009 , 28, 55-72	2.1	106
80	Sourcing, Filtering, and Evaluating New Product Ideas: An Empirical Exploration of the Performance of Idea Markets. <i>Journal of Product Innovation Management</i> , 2012 , 29, 100-112	7.1	86
79	Measuring individual frictional costs and willingness-to-pay via name-your-own-price mechanisms. <i>Journal of Interactive Marketing</i> , 2004 , 18, 22-36	9.8	80
78	Price Discrimination in E-Commerce? An Examination of Dynamic Pricing in Name-Your-Own Price Markets. <i>MIS Quarterly: Management Information Systems</i> , 2011 , 35, 81	5.3	77
77	The Impact of Information Diffusion on Bidding Behavior in Secret Reserve Price Auctions. <i>Information Systems Research</i> , 2008 , 19, 351-368	3.8	77
76	Does the Internet Promote Better Consumer Decisions? The Case of Name-Your-Own-Price Auctions. <i>Journal of Marketing</i> , 2006 , 70, 65-78	11	73
75	Pay What You Want as a Marketing Strategy in Monopolistic and Competitive Markets. <i>Management Science</i> , 2015 , 61, 1217-1236	3.9	67
74	Identification of Lead Users for Consumer Products via Virtual Stock Markets*. <i>Journal of Product Innovation Management</i> , 2009 , 26, 322-335	7.1	65
73	Does the Internet Promote Better Consumer Decisions? The Case of Name-Your-Own-Price Auctions. <i>Journal of Marketing</i> , 2006 , 70, 65-78	11	63
72	Consumer Decision-making Processes in Mobile Viral Marketing Campaigns. <i>Journal of Interactive Marketing</i> , 2014 , 28, 43-54	9.8	60

71	Sampling, discounts or pay-what-you-want: Two field experiments. <i>International Journal of Research in Marketing</i> , 2014 , 31, 327-334	5.5	39
70	The Interplay Between Online Consumer Reviews and Recommender Systems: An Experimental Analysis. <i>International Journal of Electronic Commerce</i> , 2014 , 19, 129-162	5.4	39
69	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	4.8	31
68	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 ¹	4.1	31
67	Erlquellen und Preismodelle fden Business-to-Consumer-Bereich im Internet. <i>Business & Information Systems Engineering</i> , 2005 , 47, 285-293		31
66	Skimming or Penetration? Strategic Dynamic Pricing for New Products. <i>Marketing Science</i> , 2015 , 34, 235-249	3.49	30
65	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	8.5	27
64	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	2.3	27
63	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	4.1	27
62	Improving Airline Revenues with Variable Opaque Products: Blind Booking at Germanwings. <i>Interfaces</i> , 2012 , 42, 329-338	0.7	25
61	Prediction Markets as institutional forecasting support systems. <i>Decision Support Systems</i> , 2010 , 49, 404-416	3.46	24
60	Bid-Elicitation Interfaces and Bidding Behavior in Retail Interactive Pricing. <i>Journal of Retailing</i> , 2012 , 88, 131-144	6.5	23
59	Geschftsmodelle. <i>Business & Information Systems Engineering</i> , 2014 , 56, 55-64		22
58	Kish: Where Customers Pay As They Wish. <i>Review of Marketing Science</i> , 2010 , 8,	0.1	22
57	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	3.8	20
56	Quantified UX 2016 ,		19
55	Pre-release consumer buzz. <i>Journal of the Academy of Marketing Science</i> , 2018 , 46, 338-360	12.4	18
54	Prediction Market Performance and Market Liquidity: A Comparison of Automated Market Makers. <i>IEEE Transactions on Engineering Management</i> , 2013 , 60, 169-185	2.6	18

53	The social embeddedness of decision making: opportunities and challenges. <i>Electronic Markets</i> , 2011 , 21, 185-195	4.8	18
52	Managing information diffusion in Name-Your-Own-Price auctions. <i>Decision Support Systems</i> , 2010 , 49, 474-485	5.6	18
51	Marketing analytics using anonymized and fragmented tracking data. <i>International Journal of Research in Marketing</i> , 2019 , 36, 117-136	5.5	18
50	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	17
49	Optimal Reverse-Pricing Mechanisms. <i>Marketing Science</i> , 2010 , 29, 1058-1070	3.6	17
48	Behavioral biases in marketing. <i>Journal of the Academy of Marketing Science</i> , 2020 , 48, 449-477	12.4	17
47	Beyond Posted Prices: the Past, Present, and Future of Participative Pricing Mechanisms. <i>Customer Needs and Solutions</i> , 2018 , 5, 121-136	0.8	16
46	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	1.6	15
45	Effectiveness of Location-Based Advertising and the Impact of Interface Design. <i>Journal of Management Information Systems</i> , 2020 , 37, 431-456	5.3	13
44	Digitalisierung und Konvergenz von Online- und Offline-Welt. <i>Journal of Business Economics</i> , 2012 , 82, 3-23	2.3	12
43	Pricing of flexible products. <i>Review of Managerial Science</i> , 2012 , 6, 361-374	3.9	10
42	Pay-What-You-Want [Praxisrelevanz und Konsumentenverhalten. <i>Journal of Business Economics</i> , 2010 , 80, 147-169	2.3	10
41	Implications of minimum contract durations on customer retention. <i>Marketing Letters</i> , 2015 , 26, 579-592.	2.3	9
40	An Experimental Analysis of the Effectiveness of Multi-Screen Advertising. <i>Journal of Interactive Marketing</i> , 2020 , 50, 81-99	9.8	9
39	Dual effect-based market segmentation and price optimization. <i>Journal of Business Research</i> , 2013 , 66, 480-488	8.7	9
38	Möglichkeiten der Lead-User-Identifikation in Online-Medien 2004 , 121-140		9
37	Flexible Preisgestaltung im Electronic Business 2000 , 539-557		9
36	Virtuelle Börsen als Instrument zur Marktforschung 2002 ,		8

35	EVENT STUDIES IN REAL- AND PLAY-MONEY PREDICTION MARKETS. <i>The Journal of Prediction Markets</i> , 2012 , 2, 53-70	0.5	7
34	Flexible Preisgestaltung im Electronic Business 2002 , 689-707		7
33	Positive Customer Churn: An Application to Online Dating. <i>Journal of Service Research</i> , 2019 , 22, 90-100	6	6
32	An Empirical Analysis of Bidding Fees in Name-your-own-price Auctions. <i>Journal of Interactive Marketing</i> , 2010 , 24, 283-296	9.8	6
31	Relevance of actors in bridging positions for product-related information diffusion. <i>Journal of Business Research</i> , 2014 , 67, 1630-1637	8.7	5
30	The ability to compensate for suboptimal capacity decisions by optimal pricing decisions. <i>European Journal of Operational Research</i> , 1999 , 118, 450-463	5.6	5
29	Pay what you want as a pricing model for open access publishing?. <i>Communications of the ACM</i> , 2017 , 60, 29-31	2.5	5
28	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	6	5
27	Reverse-Pricing-Verfahren und deren Möglichkeiten zur Messung von individuellen Suchkosten und Zahlungsbereitschaften. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , 2005 , 57, 107-128	9.2	4
26	Preference Markets: Organizing Securities Markets for Opinion Surveys with Infinite Scalability. <i>SSRN Electronic Journal</i> ,	1	4
25	The existence and persistence of the pay-per-use bias in car sharing services. <i>International Journal of Research in Marketing</i> , 2021 , 38, 329-342	5.5	4
24	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	5.6	3
23	Pricing in electronic markets and networks. <i>Electronic Markets</i> , 2010 , 20, 83-84	4.8	3
22	Informationsmärkte. <i>Business & Information Systems Engineering</i> , 2006 , 48, 61-64		3
21	Pay What You Want as a Marketing Strategy in Monopolistic and Competitive Markets. <i>SSRN Electronic Journal</i> , 2012 ,	1	2
20	Synergien zwischen gestaltungsorientierter und verhaltensorientierter Wirtschaftsinformatik. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , 2010 , 62, 677-679	0.2	2
19	Werbeerfolgskontrolle im Internet. <i>Controlling</i> , 2000 , 12, 417-424	1.6	2
18	An experimental analysis of overconfidence in tariff choice. <i>Review of Managerial Science</i> , 2021 , 15, 2275-2297	3.2	2

17	Prediction Markets 2012 ,		2
16	Tell Me Where You Are and I'll Tell You What You Want: Using Location Data to Improve Marketing Decisions. <i>GfK Marketing Intelligence Review</i> , 2016 , 8, 30-37		2
15	The influence of location-based games on traditional entertainment products. <i>Decision Support Systems</i> , 2021 , 149, 113604	5.6	2
14	How Knowledge Stock Exchanges can increase student success in Massive Open Online Courses. <i>PLoS ONE</i> , 2019 , 14, e0223064	3.7	1
13	Erratum to Optimal Reverse-Pricing Mechanisms by Martin Spann, Robert Zeithammer, and Gerald Höbl. <i>Marketing Science</i> , 2015 , 34, 297-299	3.6	1
12	Monetizing Online Content: Digital Paywall Design and Configuration. <i>Business and Information Systems Engineering</i> , 2020 , 62, 253-260	3.8	1
11	Consumer Search Behavior on the Mobile Internet: An Empirical Analysis. <i>SSRN Electronic Journal</i> , 2015 ,	1	1
10	An Experimental Analysis of Overconfidence in Tariff Choice. <i>SSRN Electronic Journal</i> ,	1	1
9	The effects of first and second screen marketing on TV viewing activity. <i>Journal of Media Economics</i> , 2019 , 32, 82-98	0.1	1
8	The Impact of Strategic Core-Component Reuse on Product Life Cycles. <i>Business and Information Systems Engineering</i> , 1	3.8	1
7	Accounting for Word-of-Mouth Effects in Preference-Based Market Forecasts. <i>Journal of Forecasting</i> , 2014 , 33, 95-107	2.1	0
6	Interaktive Preismaßnahmen bei Low-Cost-Fluglinien 2005 , 53-78		0
5	Interview with Jörg Lübcke on Digitalization of Business Models in the Media Industry <i>Business and Information Systems Engineering</i> , 2013 , 5, 199-201	3.8	
4	Interview mit Jörg Lübcke zum Thema Digitalisierung der Geschäftsmodelle in der Medienindustrie <i>Business & Information Systems Engineering</i> , 2013 , 55, 197-199		
3	Buyer and seller data from pay what you want and name your own price laboratory markets. <i>Data in Brief</i> , 2017 , 12, 513-517	1.2	
2	BISE Call for Papers Issue 3/2013. <i>Business and Information Systems Engineering</i> , 2011 , 3, 399-404	3.8	
1	WI Call for Papers Heft 3/2013. <i>Business & Information Systems Engineering</i> , 2011 , 53, 393-393		