

# Martin Spann

## List of Publications by Year in Descending Order

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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	An experimental analysis of overconfidence in tariff choice. <i>Review of Managerial Science</i> , <b>2021</b> , 15, 2275-2297	5.2	2
87	The existence and persistence of the pay-per-use bias in car sharing services. <i>International Journal of Research in Marketing</i> , <b>2021</b> , 38, 329-342	5.5	4
86	The influence of location-based games on traditional entertainment products. <i>Decision Support Systems</i> , <b>2021</b> , 149, 113604	5.6	2
85	Effectiveness of Location-Based Advertising and the Impact of Interface Design. <i>Journal of Management Information Systems</i> , <b>2020</b> , 37, 431-456	5.3	13
84	Monetizing Online Content: Digital Paywall Design and Configuration. <i>Business and Information Systems Engineering</i> , <b>2020</b> , 62, 253-260	3.8	1
83	An Experimental Analysis of the Effectiveness of Multi-Screen Advertising. <i>Journal of Interactive Marketing</i> , <b>2020</b> , 50, 81-99	9.8	9
82	Impact of Proactive Postsales Service and Cross-Selling Activities on Customer Churn and Service Calls. <i>Journal of Service Research</i> , <b>2020</b> , 23, 53-69	6	5
81	Behavioral biases in marketing. <i>Journal of the Academy of Marketing Science</i> , <b>2020</b> , 48, 449-477	12.4	17
80	How Knowledge Stock Exchanges can increase student success in Massive Open Online Courses. <i>PLoS ONE</i> , <b>2019</b> , 14, e0223064	3.7	1
79	The value of product presentation technologies on mobile vs. non-mobile devices: A randomized field experiment. <i>Decision Support Systems</i> , <b>2019</b> , 121, 109-120	5.6	3
78	The impact of social media campaigns on the success of new product introductions. <i>Journal of Retailing and Consumer Services</i> , <b>2019</b> , 50, 289-297	8.5	27
77	Positive Customer Churn: An Application to Online Dating. <i>Journal of Service Research</i> , <b>2019</b> , 22, 90-100	6	6
76	The effects of first and second screen marketing on TV viewing activity. <i>Journal of Media Economics</i> , <b>2019</b> , 32, 82-98	0.1	1
75	Marketing analytics using anonymized and fragmented tracking data. <i>International Journal of Research in Marketing</i> , <b>2019</b> , 36, 117-136	5.5	18
74	Pre-release consumer buzz. <i>Journal of the Academy of Marketing Science</i> , <b>2018</b> , 46, 338-360	12.4	18
73	Beyond Posted Prices: the Past, Present, and Future of Participative Pricing Mechanisms. <i>Customer Needs and Solutions</i> , <b>2018</b> , 5, 121-136	0.8	16
72	Delegating pricing power to customers: Pay What You Want or Name Your Own Price?. <i>Journal of Economic Behavior and Organization</i> , <b>2017</b> , 136, 125-140	1.6	15

71	Buyer and seller data from pay what you want and name your own price laboratory markets. <i>Data in Brief</i> , <b>2017</b> , 12, 513-517	1.2	
70	Pay what you want as a pricing model for open access publishing?. <i>Communications of the ACM</i> , <b>2017</b> , 60, 29-31	2.5	5
69	Quantified UX <b>2016</b> ,		19
68	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> , <b>2016</b> , 8, 30-37		2
67	Mobile Advertising: A Framework and Research Agenda. <i>Journal of Interactive Marketing</i> , <b>2016</b> , 34, 3-14	9.8	160
66	Pay What You Want as a Marketing Strategy in Monopolistic and Competitive Markets. <i>Management Science</i> , <b>2015</b> , 61, 1217-1236	3.9	67
65	Erratum to Optimal Reverse-Pricing Mechanisms [by Martin Spann, Robert Zeithammer, and Gerald Hübl. <i>Marketing Science</i> , <b>2015</b> , 34, 297-299	3.6	1
64	Implications of minimum contract durations on customer retention. <i>Marketing Letters</i> , <b>2015</b> , 26, 579-592.	2.3	9
63	Social Media and Academic Performance: Does The Intensity of Facebook Activity Relate to Good Grades?. <i>Schmalenbach Business Review</i> , <b>2015</b> , 67, 54-72	0.9	17
62	Consumer Search Behavior on the Mobile Internet: An Empirical Analysis. <i>SSRN Electronic Journal</i> , <b>2015</b> ,	1	1
61	Skimming or Penetration? Strategic Dynamic Pricing for New Products. <i>Marketing Science</i> , <b>2015</b> , 34, 235-249	3.49	30
60	Research Note Can I Buy Me Love Or Can I? Social Capital Attainment Through Conspicuous Consumption in Virtual Environments. <i>Information Systems Research</i> , <b>2015</b> , 26, 859-870	3.8	20
59	Business Models. <i>Business and Information Systems Engineering</i> , <b>2014</b> , 6, 45-53	3.8	194
58	Geschäftsmodelle. <i>Business &amp; Information Systems Engineering</i> , <b>2014</b> , 56, 55-64		22
57	Consumer Decision-making Processes in Mobile Viral Marketing Campaigns. <i>Journal of Interactive Marketing</i> , <b>2014</b> , 28, 43-54	9.8	60
56	Sampling, discounts or pay-what-you-want: Two field experiments. <i>International Journal of Research in Marketing</i> , <b>2014</b> , 31, 327-334	5.5	39
55	Relevance of actors in bridging positions for product-related information diffusion. <i>Journal of Business Research</i> , <b>2014</b> , 67, 1630-1637	8.7	5
54	Accounting for Word-of-Mouth Effects in Preference-Based Market Forecasts. <i>Journal of Forecasting</i> , <b>2014</b> , 33, 95-107	2.1	0

53	The Interplay Between Online Consumer Reviews and Recommender Systems: An Experimental Analysis. <i>International Journal of Electronic Commerce</i> , <b>2014</b> , 19, 129-162	5.4	39
52	Interview with Jörg Lübcke on Digitalization of Business Models in the Media Industry. <i>Business and Information Systems Engineering</i> , <b>2013</b> , 5, 199-201	3.8	
51	Interview mit Jörg Lübcke zum Thema Digitalisierung der Geschäftsmodelle in der Medienindustrie. <i>Business &amp; Information Systems Engineering</i> , <b>2013</b> , 55, 197-199		
50	A comparison of the effectiveness of e-mail coupons and mobile text message coupons for digital products. <i>Electronic Markets</i> , <b>2013</b> , 23, 217-225	4.8	31
49	Dual effect-based market segmentation and price optimization. <i>Journal of Business Research</i> , <b>2013</b> , 66, 480-488	8.7	9
48	Social Commerce: A Contingency Framework for Assessing Marketing Potential. <i>Journal of Interactive Marketing</i> , <b>2013</b> , 27, 311-323	9.8	250
47	Prediction Market Performance and Market Liquidity: A Comparison of Automated Market Makers. <i>IEEE Transactions on Engineering Management</i> , <b>2013</b> , 60, 169-185	2.6	18
46	Bid-Elicitation Interfaces and Bidding Behavior in Retail Interactive Pricing. <i>Journal of Retailing</i> , <b>2012</b> , 88, 131-144	6.5	23
45	Improving Airline Revenues with Variable Opaque Products: Blind Booking at Germanwings. <i>Interfaces</i> , <b>2012</b> , 42, 329-338	0.7	25
44	Pricing of flexible products. <i>Review of Managerial Science</i> , <b>2012</b> , 6, 361-374	3.9	10
43	Digitalisierung und Konvergenz von Online- und Offline-Welt. <i>Journal of Business Economics</i> , <b>2012</b> , 82, 3-23	2.3	12
42	Pay What You Want as a Marketing Strategy in Monopolistic and Competitive Markets. <i>SSRN Electronic Journal</i> , <b>2012</b> ,	1	2
41	To divide or not to divide? The impact of partitioned pricing on the informational and sacrifice effects of price. <i>Marketing Letters</i> , <b>2012</b> , 23, 719-730	2.3	27
40	Sourcing, Filtering, and Evaluating New Product Ideas: An Empirical Exploration of the Performance of Idea Markets. <i>Journal of Product Innovation Management</i> , <b>2012</b> , 29, 100-112	7.1	86
39	EVENT STUDIES IN REAL- AND PLAY-MONEY PREDICTION MARKETS. <i>The Journal of Prediction Markets</i> , <b>2012</b> , 2, 53-70	0.5	7
38	Prediction Markets <b>2012</b> ,		2
37	Price Discrimination in E-Commerce? An Examination of Dynamic Pricing in Name-Your-Own Price Markets. <i>MIS Quarterly: Management Information Systems</i> , <b>2011</b> , 35, 81	5.3	77
36	Collective entrepreneurship at Qualcomm: combining collective and entrepreneurial practices to turn employee ideas into action. <i>R and D Management</i> , <b>2011</b> , 41, 443-456	4.1	27

35	The social embeddedness of decision making: opportunities and challenges. <i>Electronic Markets</i> , <b>2011</b> , 21, 185-195	4.8	18
34	BISE [Call for Papers Issue 3/2013. <i>Business and Information Systems Engineering</i> , <b>2011</b> , 3, 399-404	3.8	
33	WI [Call for Papers Heft 3/2013. <i>Business &amp; Information Systems Engineering</i> , <b>2011</b> , 53, 393-393		
32	Optimal Reverse-Pricing Mechanisms. <i>Marketing Science</i> , <b>2010</b> , 29, 1058-1070	3.6	17
31	Kish: Where Customers Pay As They Wish. <i>Review of Marketing Science</i> , <b>2010</b> , 8,	0.1	22
30	Synergien zwischen gestaltungsorientierter und verhaltensorientierter Wirtschaftsinformatik. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , <b>2010</b> , 62, 677-679	0.2	2
29	Pricing in electronic markets and networks. <i>Electronic Markets</i> , <b>2010</b> , 20, 83-84	4.8	3
28	Pay-What-You-Want [Praxisrelevanz und Konsumentenverhalten. <i>Journal of Business Economics</i> , <b>2010</b> , 80, 147-169	2.3	10
27	Prediction Markets as institutional forecasting support systems. <i>Decision Support Systems</i> , <b>2010</b> , 49, 404-416	4.6	24
26	Managing information diffusion in Name-Your-Own-Price auctions. <i>Decision Support Systems</i> , <b>2010</b> , 49, 474-485	5.6	18
25	An Empirical Analysis of Bidding Fees in Name-your-own-price Auctions. <i>Journal of Interactive Marketing</i> , <b>2010</b> , 24, 283-296	9.8	6
24	New Product Development 2.0: Preference Markets How Scalable Securities Markets Identify Winning Product Concepts and Attributes*. <i>Journal of Product Innovation Management</i> , <b>2010</b> , 27, 937-954	7.1	31
23	Pay what you Want: A New Participative Pricing Mechanism. <i>Journal of Marketing</i> , <b>2009</b> , 73, 44-58	11	268
22	Pay What You Want: A New Participative Pricing Mechanism. <i>Journal of Marketing</i> , <b>2009</b> , 73, 44-58	11	118
21	Sports forecasting: a comparison of the forecast accuracy of prediction markets, betting odds and tipsters. <i>Journal of Forecasting</i> , <b>2009</b> , 28, 55-72	2.1	106
20	Identification of Lead Users for Consumer Products via Virtual Stock Markets*. <i>Journal of Product Innovation Management</i> , <b>2009</b> , 26, 322-335	7.1	65
19	The Impact of Information Diffusion on Bidding Behavior in Secret Reserve Price Auctions. <i>Information Systems Research</i> , <b>2008</b> , 19, 351-368	3.8	77
18	The effects of reference prices on bidding behavior in interactive pricing mechanisms. <i>Journal of Interactive Marketing</i> , <b>2008</b> , 22, 2-18	9.8	111

17	Informationsmärkte. <i>Business &amp; Information Systems Engineering</i> , <b>2006</b> , 48, 61-64		3
16	Does the Internet Promote Better Consumer Decisions? The Case of Name-Your-Own-Price Auctions. <i>Journal of Marketing</i> , <b>2006</b> , 70, 65-78	11	73
15	Does the Internet Promote Better Consumer Decisions? The Case of Name-Your-Own-Price Auctions. <i>Journal of Marketing</i> , <b>2006</b> , 70, 65-78	11	63
14	Reverse-Pricing-Verfahren und deren Möglichkeiten zur Messung von individuellen Suchkosten und Zahlungsbereitschaften. <i>Schmalenbachs Zeitschrift Fur Betriebswirtschaftliche Forschung</i> , <b>2005</b> , 57, 107-128	9.2	4
13	Erlösquellen und Preismodelle für den Business-to-Consumer-Bereich im Internet. <i>Business &amp; Information Systems Engineering</i> , <b>2005</b> , 47, 285-293		31
12	Interaktive Preismaßnahmen bei Low-Cost-Fluglinien <b>2005</b> , 53-78		0
11	Measuring individual frictional costs and willingness-to-pay via name-your-own-price mechanisms. <i>Journal of Interactive Marketing</i> , <b>2004</b> , 18, 22-36	9.8	80
10	Möglichkeiten der Lead-User-Identifikation in Online-Medien <b>2004</b> , 121-140		9
9	Internet-Based Virtual Stock Markets for Business Forecasting. <i>Management Science</i> , <b>2003</b> , 49, 1310-1326	9.9	169
8	Virtuelle Börsen als Instrument zur Marktforschung <b>2002</b> ,		8
7	Flexible Preisgestaltung im Electronic Business <b>2002</b> , 689-707		7
6	Werbeerfolgskontrolle im Internet. <i>Controlling</i> , <b>2000</b> , 12, 417-424	1.6	2
5	Flexible Preisgestaltung im Electronic Business <b>2000</b> , 539-557		9
4	The ability to compensate for suboptimal capacity decisions by optimal pricing decisions. <i>European Journal of Operational Research</i> , <b>1999</b> , 118, 450-463	5.6	5
3	Preference Markets: Organizing Securities Markets for Opinion Surveys with Infinite Scalability. <i>SSRN Electronic Journal</i> ,	1	4
2	An Experimental Analysis of Overconfidence in Tariff Choice. <i>SSRN Electronic Journal</i> ,	1	1
1	The Impact of Strategic Core-Component Reuse on Product Life Cycles. <i>Business and Information Systems Engineering</i> , <sup>1</sup>	3.8	1