Martin Schreier

List of Publications by Year
in descending order

32 papers	5,683 citations	279798 23 h-index	434195 31 g-index
32 all docs	32 docs citations	32 times ranked	3059 citing authors

#	Article	IF	Citations
1	The Value of Crowdsourcing: Can Users Really Compete with Professionals in Generating New Product Ideas?. Journal of Product Innovation Management, 2012, 29, 245-256.	9.5	864
2	Finding Commercially Attractive User Innovations: A Test of Lead-User Theory*. Journal of Product Innovation Management, 2006, 23, 301-315.	9.5	624
3	The â€œI Designed It Myselfâ€•Effect in Mass Customization. Management Science, 2010, 56, 125-140.	4.1	593
4	The Psychological Effects of Empowerment Strategies on Consumersâ€™ Product Demand. Journal of Marketing, 2010, 74, 65-79.	11.3	476
5	Customer Empowerment in New Product Development*. Journal of Product Innovation Management, 2011, 28, 17-32.	9.5	386
6	Why Customers Value Selfâ€Designed Products: The Importance of Process Effort and Enjoyment*. Journal of Product Innovation Management, 2010, 27, 1020-1031.	9.5	260
7	Extending Leadâ€User Theory: Antecedents and Consequences of Consumers' Lead Userness*. Journal of Product Innovation Management, 2008, 25, 331-346.	9.5	251
8	Product uniqueness as a driver of customer utility in mass customization. Marketing Letters, 2008, 19, 93-107.	2.9	245
9	The Handmade Effect: What's Love Got to Do with It?. Journal of Marketing, 2015, 79, 98-110.	11.3	204
10	The value increment of mass-customized products: an empirical assessment. Journal of Consumer Behaviour, 2006, 5, 317-327.	4.2	201
11	The Innovation Effect of User Design: Exploring Consumersâ€™ Innovation Perceptions of Firms Selling Products Designed by Users. Journal of Marketing, 2012, 76, 18-32.	11.3	199
12	User-generated versus designer-generated products: A performance assessment at Muji. International Journal of Research in Marketing, 2013, 30, 160-167.	4.2	165
13	All That is Users Might Not be Gold: How Labeling Products as User Designed Backfires in the Context of Luxury Fashion Brands. Journal of Marketing, 2013, 77, 75-91.	11.3	164
14	Complementing Mass Customization Toolkits with User Communities: How Peer Input Improves Customer Selfâ€Design*. Journal of Product Innovation Management, 2008, 25, 546-559.	9.5	161
15	Learning from leading-edge customers at The Sims: opening up the innovation process using toolkits. R and D Management, 2006, 36, 237-250.	5.3	157
16	Lead users and the adoption and diffusion of new products: Insights from two extreme sports communities. Marketing Letters, 2007, 18, 15-30.	2.9	156
17	Integrating Problem Solvers from Analogous Markets in New Product Ideation. Management Science, 2014, 60, 1063-1081.	4.1	113
18	The Value of Marketing Crowdsourced New Products as Such: Evidence from Two Randomized Field Experiments. Journal of Marketing Research, 2017, 54, 525-539.	4.8	81

#	Article	IF	Citations
19	Why and When Consumers Prefer Products of User-Driven Firms: A Social Identification Account. Management Science, 2015, 61, 1978-1988.	4.1	76
20	Entrepreneurial opportunities with toolkits for user innovation and design. JMM International Journal on Media Management, 2002, 4, 225-234.	0.8	72
21	The Self-Expressive Customization of a Product Can Improve Performance. Journal of Marketing Research, 2017, 54, 816-831.	4.8	45
22	Customization in Luxury Brands: Can Valentino Get Personal?. Journal of Marketing Research, 2020, 57, 937-947.	4.8	33
23	Innovation in the digital economy: a broader view of its scope, antecedents, and consequences. Journal of the Academy of Marketing Science, 2021, 49, 627-631.	11.2	31
24	The Power of Personal. Journal of Retailing, 2020, 96, 88-100.	6.2	24
25	Making the World a Better Place: How Crowdfunding Increases Consumer Demand for Social-Good Products. Journal of Marketing Research, 2021, 58, 363-376.	4.8	24
26	The Signal Value of Crowdfunded Products. Journal of Marketing Research, 2021, 58, 644-661.	4.8	22
27	Connecting to Place, People, and Past: How Products Make Us Feel Grounded. Journal of Marketing, 2022, 86, 1-16.	11.3	17
28	Earmarking Donations to Charity: Cross-cultural Evidence on Its Appeal to Donors Across 25 Countries. Management Science, 2020, 66, 4820-4842.	4.1	12
29	Facial mask personalization encourages facial mask wearing in times of COVID-19. Scientific Reports, 2022, 12, 891.	3.3	8
30	The value of making producers personal. Journal of Retailing, 2022, 98, 486-495.	6.2	7
31	User Design through Self-Customization. , 2015, , 233-254.		6
32	Sales and Self: The Noneconomic Value of Selling the Fruits of One's Labor. Journal of Marketing, 2022, 86, 40-58.	11.3	6