

# Martin Natter

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11638720/publications.pdf>

Version: 2024-02-01

24  
papers

1,074  
citations

567281

15  
h-index

677142

22  
g-index

26  
all docs

26  
docs citations

26  
times ranked

701  
citing authors

#	ARTICLE	IF	CITATIONS
1	Pay what you Want: A New Participative Pricing Mechanism. Journal of Marketing, 2009, 73, 44-58.	11.3	329
2	Pay What You Want: A New Participative Pricing Mechanism. Journal of Marketing, 2009, 73, 44-58.	11.3	158
3	A dynamic segmentation approach for targeting and customizing direct marketing campaigns. Journal of Interactive Marketing, 2006, 20, 43-57.	6.2	78
4	Real world performance of choice-based conjoint models. European Journal of Operational Research, 2002, 137, 448-458.	5.7	64
5	Practice Prize Report – An Assortmentwide Decision-Support System for Dynamic Pricing and Promotion Planning in DIY Retailing. Marketing Science, 2007, 26, 576-583.	4.1	64
6	Sampling, discounts or pay-what-you-want: Two field experiments. International Journal of Research in Marketing, 2014, 31, 327-334.	4.2	54
7	Improving Marketing's Contribution to New Product Development. Journal of Product Innovation Management, 2013, 30, 298-315.	9.5	47
8	The Effect of Incentive Schemes and Organizational Arrangements on the New Product Development Process. Management Science, 2001, 47, 1029-1045.	4.1	45
9	Practice Prize Report – Planning New Tariffs at tele.ring: The Application and Impact of an Integrated Segmentation, Targeting, and Positioning Tool. Marketing Science, 2008, 27, 600-609.	4.1	43
10	Voluntary market payments: Underlying motives, success drivers and success potentials. Journal of Behavioral and Experimental Economics, 2015, 57, 149-157.	1.2	39
11	Kish: Where Customers Pay As They Wish. Review of Marketing Science, 2010, 8, .	0.7	28
12	Segmentation-based competitive analysis with MULTICLUS and topology representing networks. Computers and Operations Research, 2000, 27, 1227-1247.	4.0	27
13	Conditional market segmentation by neural networks: a Monte-Carlo study. Journal of Retailing and Consumer Services, 1999, 6, 237-248.	9.4	19
14	Managerial applicability of graphical formats to support positioning decisions. Journal für Betriebswirtschaft, 2010, 60, 167-201.	1.2	17
15	Are private label users attractive targets for retailer coupons?. International Journal of Research in Marketing, 2010, 27, 281-291.	4.2	16
16	A comparison of different pay-per-bid auction formats. International Journal of Research in Marketing, 2014, 31, 368-379.	4.2	12
17	Prospect theory in a dynamic game: Theory and evidence from online pay-per-bid auctions. Journal of Economic Behavior and Organization, 2019, 164, 215-234.	2.0	9
18	DELI: An interactive new product development tool for the analysis and evaluation of market research data. Journal of Targeting, Measurement and Analysis for Marketing, 2003, 12, 43-52.	0.4	4

#	ARTICLE	IF	CITATIONS
19	New metrics for evaluating preference maps. International Journal of Research in Marketing, 2010, 27, 261-270.	4.2	4
20	Evaluation of Aggressive Competitive Pricing Strategies. Marketing Letters, 1998, 9, 337-347.	2.9	3
21	The Impact of Buy-Now Features in Pay-per-Bid Auctions. Journal of Management Information Systems, 2014, 31, 77-104.	4.3	3
22	Retail Revenue Management. , 2009, , 89-106.		1
23	Organizing Learning and Product/Process Development. Interdisciplinary Studies in Economics and Management, 2002, , 113-166.	0.8	0
24	Visual Decision Making Styles and Geographical Information Systems. , 2012, , 191-207.		0