

# Emanuela Prandelli

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/11901575/publications.pdf>

Version: 2024-02-01

10  
papers

2,652  
citations

1040056

9  
h-index

1474206

9  
g-index

10  
all docs

10  
docs citations

10  
times ranked

1830  
citing authors

#	ARTICLE	IF	CITATIONS
1	Collaborating to create: The Internet as a platform for customer engagement in product innovation. Journal of Interactive Marketing, 2005, 19, 4-17.	6.2	1,080
2	Communities of Creation: Managing Distributed Innovation in Turbulent Markets. California Management Review, 2000, 42, 24-54.	6.3	554
3	The Psychological Effects of Empowerment Strategies on Consumersâ€™ Product Demand. Journal of Marketing, 2010, 74, 65-79.	11.3	476
4	Innovation and Virtual Environments: Towards Virtual Knowledge Brokers. Organization Studies, 2006, 27, 765-788.	5.3	212
5	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
6	Diffusion of Web-Based Product Innovation. California Management Review, 2006, 48, 109-135.	6.3	90
7	A Dynamic Model of Customer Loyalty to Sustain Competitive Advantage on the Web. European Management Journal, 2002, 20, 299-309.	5.1	33
8	Customization in Luxury Brands: Can Valentino Get Personal?. Journal of Marketing Research, 2020, 57, 937-947.	4.8	33
9	Internet-Enabled Co-Production: Partnering or Competing with Customers?. Communications of the Association for Information Systems, 2007, 19, .	0.9	10
10	Knowledge Management and the Emerging Organizational Models of Distributed Innovation: Towards a Taxonomy., 2006, , 137-160.		0