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Articles in Scholarly Journals

Influencer marketing unlocked: Understanding the value chains driving the creator economy

LIBAI, B., A. B. ROSARIO, M. BEICHERT, B. DONKERS, M. HAENLEIN, R. HOFSTETTER, P. K. KANNAN, R. VAN DER LANS, A. LANZ, H. A. LI, D. MAYZLIN, E. MULLER, D. SHAPIRA, J. YANG, L. ZHANG, "Influencer marketing unlocked: Understanding the value chains driving the creator economy", Journal of the Academy of Marketing Science, 2025, vol. 53, no. 1, pp. 4-28

Revenue Generation Through Influencer Marketing

BEICHERT, M., A. BAYERL, J. GOLDENBERG, A. LANZ, "Revenue Generation Through Influencer Marketing", Journal of Marketing, 2024, vol. 88, no. 4, pp. 40-63

The Surprising ROI of Small Online Influencers

BEICHERT, M., X. ZHANG, A. BAYERL, J. GOLDENBERG, X. GU, P. K. KANNAN, A. LANZ, "The Surprising ROI of Small Online Influencers", Mit Sloan Management Review, 2024