

Maximilian Beichert

ASSISTANT PROFESSOR

Marketing Management

MAXIMILIAN.BEICHERT@UNIBOCCONI.IT

ARTICLES IN SCHOLARLY JOURNALS

LIBAI B., ROSARIO A. B., BEICHERT M., DONKERS B., HAENLEIN M., HOFSTETTER R., KANNAN P. K., VAN DER LANS R., LANZ A., LI H. A., MAYZLIN D., MULLER E., SHAPIRA D., YANG J., ZHANG L.

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

BEICHERT M., ZHANG X., BAYERL A., GOLDENBERG J., GU X., KANNAN P. K., LANZ A.

The Surprising ROI of Small Online Influencers

Mit Sloan Management Review, 2024

BEICHERT M., BAYERL A., GOLDENBERG J., LANZ A.

Revenue Generation Through Influencer Marketing

Journal of Marketing, 2024, vol.88, no. 4, pp.40-63
