Maximilian Beichert

Assistant Professor

Knowledge group: Marketing
Research domains: Marketing Management
Teaching domains:

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Biography

Maximilian Beichert is Assistant Professor in the Department of Marketing at Bocconi University.

He conducts multi-method research on social influence in user-generated content networks, combining secondary data and large-scale field experiments. His research lies at the intersection of empirical quantitative marketing and information systems, with a particular focus on sales-driven influencer marketing and its broader societal impact.

His research interests span the Creator Economy and Influencer Marketing, and his methodological expertise includes empirical modeling and experimental designs.

He received his Ph.D. in Quantitative Marketing from the University of Mannheim.

He actively contributes to the academic community, regularly serving as a reviewer and currently co-chairing the EMAC Creator Economy Special Interest Group as well as the "Digital Marketing, Social Media, and Online Platforms" track at the 2026 AMA Winter Academic Conference.

He received the 2025 Don Lehmann Award from the AMA and the 2024 AMA/MSI H. Paul Root Award, and was named finalist for the 2024 Shelby D. Hunt/Harold H. Maynard Award. He was also honored with the 2024 Best Dissertation Award from the German Association for Direct Selling, the 2024 Stiftung Marketing Award (University of Mannheim), and the Runner-Up Prize in the 2024 EMAC/Enginius Doctoral Dissertation Competition, as well as the 2023 CDSB Doctoral Student Awards for Best Teacher and Best Paper, and the Best Student Paper Award at WISE 2022.

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