

Marc Mazodier

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/2316262/publications.pdf>

Version: 2024-02-01

17
papers

677
citations

759233

12
h-index

940533

16
g-index

17
all docs

17
docs citations

17
times ranked

571
citing authors

#	ARTICLE	IF	CITATIONS
1	Achieving brand loyalty through sponsorship: the role of fit and self-congruity. <i>Journal of the Academy of Marketing Science</i> , 2012, 40, 807-820.	11.2	223
2	The role of sponsorship fit for changing brand affect: A latent growth modeling approach. <i>International Journal of Research in Marketing</i> , 2014, 31, 16-29.	4.2	66
3	Are sponsorship announcements good news for the shareholders? Evidence from international stock exchanges. <i>Journal of the Academy of Marketing Science</i> , 2013, 41, 586-600.	11.2	58
4	Beyond brand attitude: Individual drivers of purchase for symbolic cobranded products. <i>Journal of Business Research</i> , 2014, 67, 1552-1558.	10.2	48
5	Unmasking the ambushers: conceptual framework and empirical evidence. <i>European Journal of Marketing</i> , 2012, 46, 192-214.	2.9	45
6	The roles of consumer ethnocentrism, animosity, and cosmopolitanism in sponsorship effects. <i>European Journal of Marketing</i> , 2015, 49, 919-942.	2.9	44
7	The Long Reach of Sponsorship: How Fan Isolation and Identification Jointly Shape Sponsorship Performance. <i>Journal of Marketing</i> , 2018, 82, 28-48.	11.3	39
8	Which sport sponsorships most impact sponsor CSR image?. <i>European Journal of Marketing</i> , 2016, 50, 796-815.	2.9	34
9	The Color of Support: The Effect of Sponsorâ€™Team Visual Congruence on Sponsorship Performance. <i>Journal of Marketing</i> , 2019, 83, 50-71.	11.3	29
10	Making Warnings about Misleading Advertising and Product Recalls more Effective: An Implicit Attitude Perspective. <i>Journal of Marketing Research</i> , 2018, 55, 265-276.	4.8	28
11	Determinants of Communityâ€™Based Sponsorship Impact on Selfâ€™Congruity. <i>Psychology and Marketing</i> , 2013, 30, 996-1007.	8.2	22
12	The Hidden Factors Behind Sponsorship and Image Transfer: Considerations for Bilateral Image Transfer among Sponsors and Events. <i>Journal of Advertising Research</i> , 2016, 56, 132.	2.1	17
13	Can donations be too little or too much?. <i>European Journal of Marketing</i> , 2021, 55, 271-296.	2.9	10
14	Advertisement Typicality: A Longitudinal Experiment. <i>Journal of Advertising Research</i> , 2018, 58, 268-281.	2.1	7
15	Comment: Leveraging sport events over time: A comparison of sponsorship and sport event advertising. <i>International Journal of Research in Marketing</i> , 2014, 31, 33-34.	4.2	5
16	The Long Reach of Sponsorship: How Fan Isolation and Identification Jointly Shape Sponsorship Performance. <i>Journal of Marketing</i> , 2018, , .	11.3	2
17	The Question of Sponsorship Effectiveness. , 2016, , 3-12.		0