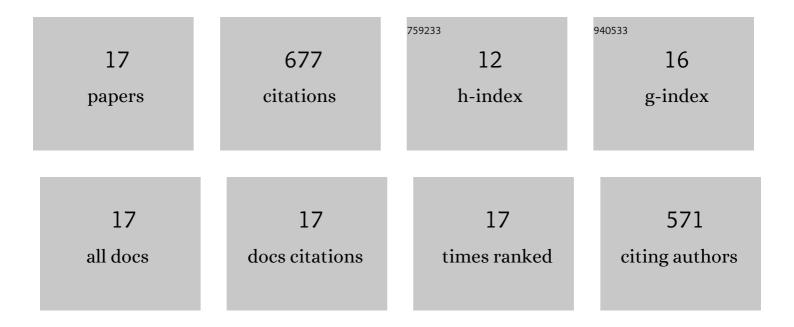
Marc Mazodier

List of Publications by Year in descending order

Source: https://exaly.com/author-pdf/2316262/publications.pdf Version: 2024-02-01



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