Marc MAZODIER

Professeur
Département: Marketing
ESSEC Business School
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INTERETS DE RECHERCHE

Marketing et analyses des données, Comportement du consommateur, Stratégie marketing

FORMATION

2008	Doctorat, Sciences de Gestion, Aix-Marseille Université, France
2003	Diplôme d'études approfondies, Marketing, IAE Aix-Marseille Graduate School of Management, France
2002	Maîtrise, Management, Université Paris Dauphine-PSL, France
2001	Bachelor, Management, Université Paris Dauphine-PSL, France

EXPERIENCE PROFESSIONNELLE

Positions académiques principales

2021 - Présent	Professeur, ESSEC Business School, France
2019 - 2021	Professeur, Zayed University, Émirats arabes unis
2017 - 2019	Professeur associé, Zayed University, Émirats arabes unis
2014 - 2017	Professeur assistant, Hong Kong Baptist University School of Business, Chine
2013 - 2014	Professeur associé, Nottingham University Business School, Chine
2012 - 2012	Professeur assistant, University of South Australia (UniSA), Australie
2010 - 2011	Professeur associé, École de Commerce Paris Ouest - ISG, France
2008 - 2010	Professeur assistant, École de Commerce Paris Ouest - ISG, France

Autres affiliations académiques

2025 - 2030	Co-responsable de la chaire SPORT, ESSEC Business School, France
2024 - 2030	Responsable de la chaire Accenture Strategy Business Analytics, ESSEC Business School, France
2023 - 2024	Responsable de département Marketing, ESSEC Business School, France
2022 - 2030	Co-responsable de la chaire ESSEC Beauty, ESSEC Business School, France
2020 - 2021	Responsable de département, Zayed University, Émirats arabes unis

2019 - 2020	Responsable de chaire, Al Habtoor, Émirats arabes unis
2016 - 2017	Associate Director and Co-Founder of the MSc in Entrepreneurship & Global Marketing, Hong Kong Baptist University School of Business, Chine
2010 - 2011	Responsable de département, École de Commerce Paris Ouest - ISG, France

BOURSES, PRIX ET DISTINCTIONS

Prix et Distinctions

2020	2020 AMA SportSIG paper of the year
2019	2019 AMA SportSIG paper of the year

PUBLICATIONS

Articles

HENDERSON, C., MAZODIER, M. et KHENFER, J. (2025). The positive effects of integrated advertising, featuring diverse ensembles, on societal identification and mainstream brand value. *Journal of the Academy of Marketing Science*, 53, pp. 617-642.

CARRILLAT, F., MAZODIER, M. et ECKERT, C. (2024). Why advertisers should embrace event typicality and maximize leveraging of major events. *Journal of the Academy of Marketing Science*, 52, pp. 1585-1607.

MARC MAZODIER, M.M., CARRILLAT, F., PLEWA, C. et SHERMAN, C. (2020). Can Donations Be Too Little or Too Much? *European Journal of Marketing*, 55(1), pp. 271-296.

MARC MAZODIER, M.M., HENDERSON, C. et SUNDAR, A. (2019). The Color of Support: The Effect of Sponsor–Team Visual Congruence on Sponsorship Performance. *Journal of Marketing*, 83(3), pp. 50-71.

MARC MAZODIER, M.M., HENDERSON, C. et BECK, J. (2018). The Long Reach of Sponsorship: How Fan Isolation and Identification Jointly Shape Sponsorship Performance. *Journal of Marketing*, 82(6), pp. 28-48.

MARC MAZODIER, M.M., CORSI, A.M. et QUESTER, P.G. (2018). Advertisement Typicality: A Longitudinal Experiment – Can Sponsors Transfer the Image Of a Sporting Event to Their Brand? *Journal of Advertising Research*, 58(3), pp. 268-281.

MARC MAZODIER, M.M., TRENDEL, O. et VOHS, K. (2018). Making Warnings About Misleading Advertising and Product Recalls More Effective: An Implicit Attitude Perspective. *Journal of Marketing Research*, 55(2), pp. 265-276.

MARC MAZODIER, M.M., CARRILLAT, F., PLEWA, C. et QUESTER, P. (2016). Which Sport Sponsorships Most Impact Sponsor CSR Image? *European Journal of Marketing*, 50(5/6), pp. 796-815.

MARC MAZODIER, M.M., PRENDERGAST, G. et PALIWAL, A. (2016). The Hidden Factors Behind Sponsorship and Image Transfer: Considerations for Bilateral Image Transfer Among Sponsors and Events. *Journal of Advertising Research*, pp. 132-135.

MARC MAZODIER, M.M. et LEE, R. (2015). The Roles of Ethnocentrism, Animosity, and Cosmopolitanism in Sponsorship Effects: A Latent Growth Modeling Approach. *European Journal of Marketing*, 49(5/6), pp. 919-942.

MARC MAZODIER, M.M. et QUESTER, P.G. (2014). The Role of Sponsorship Fit for Changing Brand Affect: A Latent Growth Modeling Approach. *International Journal of Research in Marketing*, 31(1).

MARC MAZODIER, M.M. et QUESTER, P.G. (2014). Comment: Leveraging Sport Events over Time: a Comparison of Sponsorship and Sport Event Advertising. *International Journal of Research in Marketing*, 31(1), pp. 33-34.

MARC MAZODIER, M.M. et MERUNKA, D. (2014). Beyond Brand Attitude: Individual Drivers of Purchase for Co-Branded Products. *Journal of Business Research*, 67(7), pp. 1552-1558.

QUESTER, P.G., PLEWA, C., PALMER, K. et MARC MAZODIER, M.M. (2013). Determinants of the Community-based Sponsorship Impact on Self-Congruity. *Psychology and Marketing*, 30(11), pp. 996-1007.

MARC MAZODIER, M.M. et REZAEE, A. (2013). Are Sponsorship Announcements Good News for the Shareholders? Evidence from International Stock Exchanges. *Journal of the Academy of Marketing Science*, 41(5), pp. 586-600.

MARC MAZODIER, M.M. et MERUNKA, D. (2012). Achieving Brand Loyalty through Sponsorship: The Role of Fit and Self-congruity. *Journal of the Academy of Marketing Science*, 40(6), pp. 807-820.

MARC MAZODIER, M.M., QUESTER, P.G. et CHANDON, J.L. (2012). Unmasking the Ambushers: Conceptual Framework and Empirical Evidence. *European Journal of Marketing*, 46(1/2), pp. 192-214.

MARC MAZODIER, M.M. et QUESTER, P.G. (2010). Les effets de la révélation du pseudo-parrainage sur les attitudes envers la marque du pseudo-parrain. *Recherche et Applications en Marketing*, 25(2), pp. 51-68.

Chapitres d'ouvrage

MAZODIER, M. (2026). Data and AI: Driving Revenue-Growth for Sports Organizations. Dans: Sascha L. Schmidt (ed.). *Diversify or Die - Why the Future of Sports Is Entertainment*. 1st ed. Cham: Springer, pp. 103-114.

MAZODIER, M., CARRILLAT, F. et CORNWELL, B. (2026). Event Marketing and Sponsorships. Dans: Shrihari Sridhar (ed.). *Oxford Bibliographies in Marketing*. 1st ed. New York: Oxford University Press.

SIDOKPOHOU-LEDEIN, D. et MAZODIER, M. (2026). Qu'est-ce que la Responsabilité sociale des entreprises dans l'industrie des cosmétiques ? Dans: Emmanuelle Lafond (ed.). *Sustainability dans l'industrie cosmétique - Devenir une entreprise à impact*. 1st ed. Cosmetic Valley Editions, pp. 5-16.

MAZODIER, M. et BERGKVIST, L. (2018). Leveraging Brand Touch Points: A Literature Review and Research Agenda. Dans: Aparna Sundar (ed.). *Brand Touch Points*. 1st ed. Nova, pp. 43-64.

MAZODIER, M. (2012). Ambush Marketing: Innovative or Immoral? Dans: Nicole Ferdinand and Paul Kitchin (ed.). *Events Management: An International Approach*. 1st ed. SAGE Publications, pp. 214-232.

Actes d'une conférence

ARORA, M., DE BRUYN, A., CHAUDHURI, S. et MAZODIER, M. (2024). Riding the Social Media Wave: How Brand Topic Salience Impacts Engagement with Direct Marketing Communication. Dans: *53rd European Marketing Academy (EMAC) Conference 2024 Proceedings*. Bucharest: European Marketing Academy (EMAC).

Conférences

MAZODIER, M. et ZHAO, W. (2025). The Sponsorship and Event Typicality Paradox: How to Engage Without Annoying? Dans: 50th EMAC Annual Conference. Madrid.

MAZODIER, M. (2025). The Sponsorship and Event Typicality Paradox: How to Engage Without Annoying? Dans: 2025 European Marketing Academy (EMAC) Spring Conference. Madrid.

AUTRES ACTIVITES DE RECHERCHE

Co-direction d'une revue

2022 - 2023 Journal of Advertising Research

Membre d'un comité de lecture

Depuis 2025 Journal of the Academy of Marketing Science

Depuis 2021 European Journal of Marketing

Depuis 2021 International Journal of Advertising

Supervision de thèses / HDR

W. ZHAO (ESSEC Business School), Co-directeur de thèse