

# Marc MAZODIER

Professeur

Département: Marketing  
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## INTERETS DE RECHERCHE

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

## FORMATION

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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

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### 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 - 2026	Co-responsable de la chaire SPORT, ESSEC Business School, France
2024 - 2026	Responsable de la chaire Accenture Strategy Business Analytics, ESSEC Business School, France
2023 - 2024	Responsable de département Marketing, ESSEC Business School, France
2022 - 2026	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

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### Prix et Distinctions

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

## PUBLICATIONS

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### 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 REZAEI, 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. 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.

## AUTRES ACTIVITES DE RECHERCHE

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### 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