

# Marc MAZODIER

Professor

Department: Marketing  
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## RESEARCH INTERESTS

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Marketing and Data Analytics, Consumer Behavior, Marketing Strategy

## EDUCATION

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2008	Doctorate, Business administration, Business administration, Aix-Marseille University, France
2003	Diplôme d'études approfondies, Marketing, IAE Aix-Marseille Graduate School of Management, France
2002	Maîtrise, Management, Paris-Dauphine, PSL University, France
2001	Bachelor, Management, Paris-Dauphine, PSL University, France

## EMPLOYMENT

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### Full-time academic positions

2021 - Present	Professor, ESSEC Business School, France
2019 - 2021	Professor, Zayed University, United Arab Emirates
2017 - 2019	Associate Professor, Zayed University, United Arab Emirates
2014 - 2017	Assistant Professor, Hong Kong Baptist University School of Business, China
2013 - 2014	Associate Professor, Nottingham University Business School, China
2012 - 2012	Assistant Professor, University of South Australia (UniSA), Australia
2010 - 2011	Associate Professor, École de Commerce Paris Ouest - ISG, France
2008 - 2010	Assistant Professor, École de Commerce Paris Ouest - ISG, France

### Other affiliations and appointments

2025 - 2026	Co-Holder of the SPORT Chair, ESSEC Business School, France
2024 - 2026	Accenture Strategy Business Analytics Chair Professor, ESSEC Business School, France
2023 - 2024	Department head Marketing, ESSEC Business School, France
2022 - 2026	Co-holder of the ESSEC Beauty Chair, ESSEC Business School, France

2020 - 2021	Department head, Zayed University, United Arab Emirates
2019 - 2020	Chaired Professor, Al Habtoor, United Arab Emirates
2016 - 2017	Associate Director and Co-Founder of the MSc in Entrepreneurship & Global Marketing, Hong Kong Baptist University School of Business, China
2010 - 2011	Department head, École de Commerce Paris Ouest - ISG, France

## GRANTS AND HONORS

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### Awards and Honors

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

## PUBLICATIONS

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### Journal Articles

- HENDERSON, C., MAZODIER, M. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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. and 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.

### Conference proceedings

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

## OTHER RESEARCH ACTIVITIES

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### Associate Editor

2022 - 2023      Journal of Advertising Research

### Editorial Board Membership

Since 2025      Journal of the Academy of Marketing Science

Since 2021      European Journal of Marketing

Since 2021      International Journal of Advertising