Marc MAZODIER

Professor
Department: Marketing
ESSEC Business School
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RESEARCH INTERESTS

Marketing and Data Analytics, Consumer Behavior, Marketing Strategy

EDUCATION

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

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 - 2030	Co-Holder of the SPORT Chair, ESSEC Business School, France
2024 - 2030	Accenture Strategy Business Analytics Chair Professor, ESSEC Business School, France
2023 - 2024	Department head Marketing, ESSEC Business School, France
2022 - 2030	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

Awards and Honors

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

PUBLICATIONS

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 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. 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.

Book chapters

MAZODIER, M. (2026). Data and AI: Driving Revenue-Growth for Sports Organizations. In: 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. and CORNWELL, B. (2026). Event Marketing and Sponsorships. In: Shrihari Sridhar (ed.). *Oxford Bibliographies in Marketing*. 1st ed. New York: Oxford University Press.

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

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

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

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).

Conferences

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

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

OTHER RESEARCH ACTIVITIES

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

PhD Supervision

W. ZHAO (ESSEC Business School), Thesis co-director