

Marc MAZODIER

Professor

Department: Marketing
ESSEC Business School
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France

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RESEARCH INTERESTS

Marketing and Data Analytics, Consumer Behavior, Marketing Strategy

EDUCATION

- | | |
|------|---|
| 2008 | Doctorate, Business administration, Business administration, Université d'Aix-Marseille, 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

- | | |
|----------------|--|
| 2024 - Present | Accenture Strategy Business Analytics Chair Professor, ESSEC Business School, France |
| 2023 - 2024 | Department head Marketing, ESSEC Business School, France |
| 2022 - Present | ESSEC Beauty Chair Professor, 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

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*, In press.

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.

Conferences

DE BRUYN, A., ARORA, M., 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. Bucharest.

OTHER RESEARCH ACTIVITIES

Associate Editor

Since 2022 Journal of Advertising Research

Editorial Board Membership

Since 2021 International Journal of Advertising

Since 2021 European Journal of Marketing