



Marc MAZODIER

Department : Marketing - Professor in Marketing
Faculty Position : Associate Professor

Marc MAZODIER is an adjunct professor at the ISG International Business School. He holds a Ph.D. in Management Sciences and specialized in the field of Marketing.

- His current professional activity is Assistant Professor at the Hong Kong Baptist University.
 - Her / His areas of publication are sponsorship and ambush marketing.
 - Her / His teaching specializations concern marketing communications, brand management, market research and sport management.
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Teaching Areas

Course 1 Brand Management

Course 2 Marketing Communication

Course 3 Market Research

Research Interests

Interest 1 Sponsorship

Interest 2 Ambush Marketing

Interest 3 Learning of brand associations

Education

2003/08

PhD in Marketing. *IAE Aix en Provence – University Paul Cezanne, Aix en Provence, France. Very good with highest praise from the board.*

2009

Marketing Dissertation Award from the French Marketing Association.
Research Topic: The Effects of Ambush Marketing Disclosure on Attitudes towards the Brand.

2002/03

DEA - Master 2 in Management. *IAE Aix en Provence – University Paul Cezanne, Aix en Provence, France. With great honor.*

Research Topic: The Sponsorship Impact on Brand Attitudes.

2001/02

Master 1 in Management . *University Paris 9 Dauphine, Paris, France. With honor.*

1998/01

Bachelors degree in Management and Economics. *University Paris 9 Dauphine, Paris, France.*

Teaching Experiences

2014 to present

-Honk Kong Baptist University – Bachelor and Master in Management.

Courses taught: *Marketing Management, Brand Management, International Marketing Research, Advanced Research Methods for Business, Advanced Statistical Analysis for business Research.*

2008 at present

-Adjunct Professor, ISG, Former Head of the Marketing Department.

2013 to 2014

-University of Nottingham Ningbo China – Bachelor in Management.

Courses taught: *Managing the Marketing Mix, Advertising and Marketing Communication, Business School Dissertation.*

2012

-University of South Australia – Bachelor in Management.

Courses taught: *Consumer Behavior, Marketing Principles.*

-BEM Business School – Master in Management.

Course taught: *Brand Management.*

2008 to 2012

-ISG Business School, Paris, France – Master in Management.

Courses taught: *Brand Management, Market Research, Marketing Communication and Sport Marketing.*

2010

-ESCP Europe – Master in Management.

Course taught: *Commercial Sponsorship*

2006 to 2010

-Euromed Business School Marseille, France – Master in Management.

Courses taught: *Event Communication and Persuasion Processes, Brand Management.*

2006 to 2008

-University of Aix Marseille II, France – Master in Management.

Courses taught: *Marketing Principles.*

Other Professional Experiences

2013/14

Associate Professor, Business School, University of Nottingham Ningbo.

2012/13

Lecturer, School of Marketing, University of South Australia.

2008/12

Associate Professor of Marketing, Head of Department, Marketing & Entrepreneurship, Institut de Sciences de Gestion, Business School, Paris, France.

2011

Visiting Researcher at the University of Adelaide, Adelaide, Australia.

Research topic: *Sponsorship and CSR* (supervisor: P. Quester).

2006/08

ATER – University of Aix Marseille II – Master in Management (supervisor: J-L. Moulins).

2005/06

Visiting Researcher at the University of Adelaide, Adelaide, Australia.

Research topic: *Ambush Marketing and Deceptive Advertising* (supervisor: P. Quester).

Publications

Articles

Plewa, C., F. Carrillat, M. **Mazodier**, and P. Quester (2016), "Which Sport Sponsorships Most Impact Sponsor CSR Image?," *European Journal of Marketing* (accepted).

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

Mazodier M. and P. Quester (2014), "The Role of Sponsorship Fit for Changing Brand Affect: A Latent Growth Modeling Approach," *International Journal of Research in Marketing*, 31, 1, 16-29 (on the 2014 MSI Reading List <http://www.msi.org/articles/must-read-journal-articles-from-2014/>).

Mazodier M. and P. Quester (2014), "Leveraging Sport Events over Time: a Comparison of Sponsorship and Sport Event Advertising", *International Journal of Research in Marketing – Research Commentary*, 31, 1, 33-34.

Mazodier M. and D. Merunka (2014), "Beyond Brand Attitude: Individual Drivers of Purchase for Co-Branded Products", *Journal of Business Research*, 67, 7, 1552-1558.

Quester P., C. Plewa, and K. Palmer, and M. **Mazodier** (2013), "Determinants of the Community-based Sponsorship Impact on Self-Congruity", *Psychology & Marketing*, 30, 11, 996-1007.

Mazodier M. and A. Rezaee (2013), "Are Sponsorship Announcements Good News for the Shareholders? Evidence from International Stock Exchanges", *Journal of the Academy of Marketing Science*, 41, 5, 586-600.

Mazodier M. and D. Merunka (2012), "Achieving Brand Loyalty through Sponsorship: The Role of Fit and Self-congruity", *Journal of the Academy of Marketing Science*, 40, 6, 807-820.

Mazodier M., Quester P. and Chandon J-L. (2012), "Unmasking the Ambushers: Conceptual Framework and Empirical Evidence", *European Journal of Marketing*, 46, 1/2, 192-214.

Mazodier M. and Quester P. (2010), "The effects of Ambush Marketing disclosure on attitudes towards the ambushers' brand", *Recherche et Applications en Marketing*, 25, 2, 51-68.

Mazodier M. and P. Quester (2009), "The fight against Ambush Marketing", *Gestion: Revue Internationale de Gestion*, 34, 1, 37-44.

Mazodier M. and P. Quester (2008), "The Effectiveness of Ambush Marketing: a Theoretical Framework", *Revue Française de Marketing*, 217, 63-75.

Mazodier M. (2008), "An exploratory study of public attitudes towards the ambush marketing disclosure", *Revue Européenne du Management du Sport*, 23.

Mazodier M. and J-L. Chandon (2005), "Gender, age and Group Norms moderate the Impact of Sport Sponsorship on awareness, attitudes and intentions to buy", *Revue Sciences de Gestion*, 48, 65-87.

Professional Articles

Mazodier M. (2011), "The questioning of public subsidy to professional sport clubs", *Décisions Marketing – Tribunes de DM*, Tribune « A propos », 64, october-december, 83-85.

Mazodier M. (2011), "Welcome to London 2012! How the French Olympic Committee protects and values Olympic sponsorship?", *Décisions Marketing – Tribunes de DM*, Tribune « Managers », 64, october-december, 79-81.

Chapters in Books

Mazodier M., C. Plewa, K. Palmer, and P. Quester (2016), "Grassroots Sports: Achieving Corporate Social Responsibility through Sponsorship," in *Routledge Handbook of Sports Marketing*, Simon Chadwick, Nicolas Chavanat and Michel Desbordes, eds., pp. 317-326 Routledge Publications Ltd.

Mazodier M. (2012), "Ambush Marketing: Innovative or immoral?", in *Events Management: an International Approach*, Nicole Ferdinand and Paul Kitchin, eds., SAGE Publications Ltd.

Conference Presentations

Henderson, C. and M. **Mazodier** (2016), "How Minority Status and Fan Commitment Affect Sponsorship Evaluation," *2016 Academy of Marketing Science World Marketing Congress*, Paris, France, July 19-23.

Carrillat, F., **Mazodier**, M., Plewa, C., and Quester, P. (2015), "Building CSR image through sport sponsorship: A multi-study investigation," *44th EMAC Annual Conference*, Leuven, Belgium, May 26-29.

Carrillat F., M. **Mazodier**, C. Plewa and P. Quester (2014), "The Efficacy of Grassroots Sponsorship vs. Professional Sponsorship to Build Brand Equity: The Role of Property

Community Involvement and Altruistic Motive Attributions", 2014 *AMA Summer Marketing Educators' Conference*, San Francisco, California, August 1-3.

Carrillat F., M. **Mazodier**, C. Plewa and P. Quester (2014), "Building CSR Image through Sport Sponsorship", *43rd EMAC Annual Conference*, Valencia, Spain, June 3-6.

Mazodier M. and R. Lee (2013), "The Role of Ethnocentrism and Antagonism in Sponsorship Effects: a Latent Growth Modeling approach", *42nd EMAC Annual Conference*, Istanbul, Turkey, June 4-7.

Mazodier M. and D. Merunka (2013), "Beyond Brand Attitude: Individual Drivers of Purchase for Co-Branded Products", *La Londe Conference*, La Londe les Maures, France, May 28-31.

Trendel O., **M. Mazodier**, and K. Vohs (2012) ,"Pictures Versus Words in Changing Implicit Attitudes in Ambush Marketing Disclosure: the Role of Valence of Mental Images", in *NA - Advances in Consumer Research Volume 40*, eds. Zeynep Gürhan-Canli, Cele Otnes, and Rui (Juliet) Zhu, Duluth, MN : Association for Consumer Research, 899-900.

Mazodier M., C. Plewa, P. Quester, and K. Palmer (2012), "Being a Good Sport: Can Sponsors Use CSR to Build their Brand?", *Research Conference in Sport Marketing: Focus on Sponsorship*, Warsaw Sport Marketing Center, Lundquist College of Business, University of Oregon, Portland, Oregon, June 21 and 22.

Mazodier M. and A. Rezaee (2012), "The value of sponsorship: an international stock market perspective", *41st EMAC Annual Conference*, Lisbon, Portugal, May 22-25.

O. Trendel and **Mazodier M.** (2011), "Why Revealing Ambush Marketers Might not Be Enough? The Role of Explicit and Implicit Attitudes", *La Londe Conference*, La Londe les Maures, France, May 31 to June 3.

Mazodier M. and D. Merunka (2011), "The Sponsorship Impact on Consumers' Brand Loyalty", *2011 AMA Winter Marketing Educators' Conference*, Austin, Texas, February 18-20.

Mazodier M. (2010), "Explaining Affect and Purchase Intent for a Licensed Product: the Symbolic Co-branding Case", *9th International Congress on Marketing Trends*, Venice, Italy, January 21-23.

Reviewing activity

Editorial Board Member for the *Journal of Advertising Research*

Ad Hoc Reviewer for: *International Journal of Research in Marketing*, *European Journal of Marketing*, *International Journal of Advertising*, *Journal of Marketing Management*, *Journal of Sport Management*, *International Journal of Sports Management & Sponsorship*, *Journal of Marketing Communications*, *Recherche et Applications en Marketing*.

Track chair for the 2012 ANZMAC (Australian & New Zealand Marketing Academy Conference), "Tourism, Events and Sports" track, Adelaide, Australia, December 3-5.

Professional Associations

Member of EMAC, AFM