

Marc MAZODIER

Professor

marc.mazodier@essec.edu

Department: Marketing

Campus de Cergy

DIPLOMAS

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|------|--|
| 2008 | Doctorate, Business administration, Business administration
(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) |

CAREER

FULL-TIME ACADEMIC APPOINTMENTS

- | | |
|-------------------|---|
| 2021 - Now | Professor (ESSEC Business School France) |
| 2019 - 2021-08-03 | Professor (Zayed University United Arab Emirates) |
| 2017 - 2019-07-31 | Associate Professor (Zayed University United Arab Emirates) |
| 2014 - 2017-07-31 | Assistant Professor (Hong Kong Baptist University School of Business China) |
| 2013 - 2014-07-31 | Associate Professor (Nottingham University Business School China) |
| 2012 - 2012-12-31 | Assistant Professor (University of South Australia (UniSA) Australia) |

OTHER APPOINTMENTS

- 2019 - 2020-12-31 Chaired Professor (Al Habtoor United Arab Emirates)
- 2020 - 2021-07-01 Department head (Zayed University United Arab Emirates)
- 2023 - 2024-11-30 Department head Marketing (ESSEC Business School France)

OTHER ACADEMIC APPOINTMENTS

- 2016 - 2017-07-31 Associate Director and Co-Founder of the MSc in Entrepreneurship & Global Marketing (Hong Kong Baptist University School of Business China)
- 2022 - 2026-08-31 Co-holder of the ESSEC Beauty Chair (ESSEC Business School France)
- 2024 - 2026-08-31 Accenture Strategy Business Analytics Chair Professor (ESSEC Business School France)
- 2025 - 2026-08-31 Co-Holder of the SPORT Chair (ESSEC Business School France)

PUBLICATIONS

JOURNAL ARTICLES

[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.](#)

[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.](#)

CONFERENCE PROCEEDINGS

[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 \(EMAC\).](#)

RESEARCH ACTIVITIES

Senior or Associate Editor

2022 - 2023: Associate Editor at the Journal of Advertising Research

Editorial Board Membership

2021 - Now: Editorial Board Member at the European Journal of Marketing

2021 - Now: Editorial Board Member at the International Journal of Advertising

2025 - Now: Editorial Board Member at the Journal of the Academy of Marketing Science