

Reinhard Grohs

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/12064681/publications.pdf>

Version: 2024-02-01

9
papers

399
citations

1306789

7
h-index

1473754

9
g-index

9
all docs

9
docs citations

9
times ranked

294
citing authors

#	ARTICLE	IF	CITATIONS
1	Assessing the Effectiveness of Sport Sponsorships – An Empirical Examination. Schmalenbach Business Review, 2004, 56, 119-138.	0.9	150
2	Sponsorship effects on brand image: The role of exposure and activity involvement. Journal of Business Research, 2014, 67, 1018-1025.	5.8	102
3	Attenuation of negative sponsorship effects in the context of rival sports teams’ fans. European Journal of Marketing, 2015, 49, 1880-1901.	1.7	48
4	Drivers of brand image improvement in sports-event sponsorship. International Journal of Advertising, 2016, 35, 391-420.	4.2	37
5	An Investigation of Children's Ability to Identify Sponsors and Understand Sponsorship Intentions. Psychology and Marketing, 2012, 29, 907-917.	4.6	20
6	Sponsorship as an internal branding tool and its effects on employees’ identification with the brand. Journal of Brand Management, 2018, 25, 266-275.	2.0	14
7	Memory Effects of Different Relational Links between Brands and Sponsored Events. Psychology and Marketing, 2015, 32, 1031-1048.	4.6	12
8	Old and exciting? Sport sponsorship effects on brand age and brand personality. Sport Management Review, 2020, 23, 469-481.	1.9	9
9	The impact of name and shame disclosure strategies on sponsor and ambusher brand attitude. Journal of Business Research, 2021, 124, 770-779.	5.8	7