

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

1307594

7

h-index

1474206

9

g-index

9

all docs

9

docs citations

9

times ranked

294

citing authors

#	ARTICLE	IF	CITATIONS
1	The impact of name and shame disclosure strategies on sponsor and ambusher brand attitude. Journal of Business Research, 2021, 124, 770-779.	10.2	7
2	Old and exciting? Sport sponsorship effects on brand age and brand personality. Sport Management Review, 2020, 23, 469-481.	2.9	9
3	Sponsorship as an internal branding tool and its effects on employees'™ identification with the brand. Journal of Brand Management, 2018, 25, 266-275.	3.5	14
4	Drivers of brand image improvement in sports-event sponsorship. International Journal of Advertising, 2016, 35, 391-420.	6.7	37
5	Memory Effects of Different Relational Links between Brands and Sponsored Events. Psychology and Marketing, 2015, 32, 1031-1048.	8.2	12
6	Attenuation of negative sponsorship effects in the context of rival sports teams'™ fans. European Journal of Marketing, 2015, 49, 1880-1901.	2.9	48
7	Sponsorship effects on brand image: The role of exposure and activity involvement. Journal of Business Research, 2014, 67, 1018-1025.	10.2	102
8	An Investigation of Children's Ability to Identify Sponsors and Understand Sponsorship Intentions. Psychology and Marketing, 2012, 29, 907-917.	8.2	20
9	Assessing the Effectiveness of Sport Sponsorships – An Empirical Examination. Schmalenbach Business Review, 2004, 56, 119-138.	0.9	150