

# Guillaume Bodet

## List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5136208/publications.pdf>

Version: 2024-02-01

30  
papers

825  
citations

686830

13  
h-index

525886

27  
g-index

32  
all docs

32  
docs citations

32  
times ranked

647  
citing authors

#	ARTICLE	IF	CITATIONS
1	Customer satisfaction and loyalty in service: Two concepts, four constructs, several relationships. <i>Journal of Retailing and Consumer Services</i> , 2008, 15, 156-162.	5.3	171
2	Consumer loyalty in sport spectatorship services: The relationships with consumer satisfaction and team identification. <i>Psychology and Marketing</i> , 2011, 28, 781-802.	4.6	105
3	Investigating Customer Satisfaction in a Health Club Context by an Application of the Tetraclasse Model. <i>European Sport Management Quarterly</i> , 2006, 6, 149-165.	2.3	68
4	Loyalty in Sport Participation Services: An Examination of the Mediating Role of Psychological Commitment. <i>Journal of Sport Management</i> , 2012, 26, 30-42.	0.7	59
5	Building global football brand equity. <i>Asia Pacific Journal of Marketing and Logistics</i> , 2010, 22, 55-66.	1.8	56
6	Segmenting sport spectators: Construction and preliminary validation of the Sporting Event Experience Search (SEES) scale. <i>Sport Management Review</i> , 2011, 14, 42-53.	1.9	51
7	International place branding through sporting events: a British perspective of the 2008 Beijing Olympics. <i>European Sport Management Quarterly</i> , 2012, 12, 357-374.	2.3	43
8	Experiential marketing in sport spectatorship services: a customer perspective. <i>European Sport Management Quarterly</i> , 2014, 14, 323-344.	2.3	34
9	Exploring the domestic relationship between mega-events and destination image: The image impact of hosting the 2012 Olympic Games for the city of London. <i>Sport Management Review</i> , 2018, 21, 232-249.	1.9	33
10	Internationalisation and sport branding strategy: a French perception of the Big Four brands. <i>Qualitative Market Research</i> , 2009, 12, 460-481.	1.0	32
11	Hotel Attributes and Consumer Satisfaction: A Cross-Country and Cross-Hotel Study. <i>Journal of Travel and Tourism Marketing</i> , 2017, 34, 52-69.	3.1	25
12	Sport Brands. , 0, , .		22
13	Olympic sport and physical activity promotion: the rise and fall of the London 2012 pre-event mass participation "legacy"™. <i>International Journal of Sport Policy and Politics</i> , 2016, 8, 609-624.	1.0	16
14	Do fans care about hot dogs? A satisfaction analysis of French ice hockey spectators. <i>International Journal of Sport Management and Marketing</i> , 2009, 5, 15.	0.1	12
15	Brand social representations: strategic perspectives for a fitness club. <i>International Journal of Sport Management and Marketing</i> , 2009, 5, 369.	0.1	12
16	Brand consistency and coherency at the London 2012 Olympic Games. <i>Journal of Strategic Marketing</i> , 2018, 26, 6-18.	3.7	12
17	Sport brands' attraction factors and international fans. <i>Sport, Business and Management</i> , 2020, 10, 147-167.	0.7	10
18	Appetite for or resistance to consumption relationships? A trans-European perspective on the marketisation of football fan relationships. <i>Journal of Consumer Culture</i> , 2018, 18, 317-335.	1.5	9

#	ARTICLE	IF	CITATIONS
19	Sport Participation and Consumption and Post-Modern Society: From Apollo to Dionysus?. <i>Loisir Et Societe</i> , 2009, 32, 223-241.	0.2	8
20	'Give me a stadium and I will fill it' An analysis of the marketing management of Stade FranÃ§ais Paris rugby club. <i>International Journal of Sports Marketing and Sponsorship</i> , 2009, 10, 55-65.	0.8	8
21	An investigation of the influence of consumer value on service elementsâ€™ contributions to satisfaction. <i>Journal of Targeting, Measurement and Analysis for Marketing</i> , 2009, 17, 205-228.	0.4	7
22	L'Ã©cotourisme Ã  l'Ã©preuve du divertissement sensoriel: Le cas des hÃ©bergements atypiques. <i>Rimhe</i> , 2014, nÂ° 10, vol. 3, 58-83.	0.3	4
23	A multidimensional conceptualization of the sponsor-sponsee fit in sport. <i>Managing Sport and Leisure</i> , 2020, 25, 321-343.	2.2	4
24	Sport governing bodiesâ€™ influence on non-transactional fan behaviours. <i>Managing Sport and Leisure</i> , 2018, 23, 123-138.	2.2	2
25	Team Sports Brand Management. <i>Management for Professionals</i> , 2021, , 141-159.	0.3	1
26	Sport Spectatorsâ€™ Segmentation. , 0, , .		1
27	La thÃ©matisation de lâ€™hÃ©tel New York de Disneyland Paris Ã  lâ€™Ã©preuve de la satisfaction de la clientÃ©le. <i>Teoros: Revue De Recherche En Tourisme</i> , 2016, 35, .	0.1	1
28	Sport and physical activity participation in the workplace: the role of employees' self-perception. <i>International Journal of Workplace Health Management</i> , 2021, ahead-of-print, .	0.8	1
29	Strengthening Sponsorship Fit: Testing for the Influence of Sponsor Category and National Culture. <i>Journal of International Consumer Marketing</i> , 0, , 1-22.	2.3	1
30	Fitness in France: A Mature Sector Looking for Growing Markets and Segments. , 2020, , 199-219.		0