

# 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	Team Sports Brand Management. Management for Professionals, 2021, , 141-159.	0.3	1
2	Sport and physical activity participation in the workplace: the role of employees' self-perception. International Journal of Workplace Health Management, 2021, ahead-of-print, .	0.8	1
3	Sport brands' attraction factors and international fans. Sport, Business and Management, 2020, 10, 147-167.	0.7	10
4	A multidimensional conceptualization of the sponsor-sponsee fit in sport. Managing Sport and Leisure, 2020, 25, 321-343.	2.2	4
5	Fitness in France: A Mature Sector Looking for Growing Markets and Segments. , 2020, , 199-219.		0
6	Brand consistency and coherency at the London 2012 Olympic Games. Journal of Strategic Marketing, 2018, 26, 6-18.	3.7	12
7	Exploring the domestic relationship between mega-events and destination image: The image impact of hosting the 2012 Olympic Games for the city of London. Sport Management Review, 2018, 21, 232-249.	1.9	33
8	Sport governing bodies' influence on non-transactional fan behaviours. Managing Sport and Leisure, 2018, 23, 123-138.	2.2	2
9	Appetite for or resistance to consumption relationships? A trans-European perspective on the marketisation of football fan relationships. Journal of Consumer Culture, 2018, 18, 317-335.	1.5	9
10	Hotel Attributes and Consumer Satisfaction: A Cross-Country and Cross-Hotel Study. Journal of Travel and Tourism Marketing, 2017, 34, 52-69.	3.1	25
11	Olympic sport and physical activity promotion: the rise and fall of the London 2012 pre-event mass participation "legacy". International Journal of Sport Policy and Politics, 2016, 8, 609-624.	1.0	16
12	La thématisation de l'hôtel New York de Disneyland Paris : une preuve de la satisfaction de la clientèle. Teoros: Revue De Recherche En Tourisme, 2016, 35, .	0.1	1
13	L'écotourisme : une preuve du divertissement sensoriel : Le cas des hébergements atypiques. Rimhe, 2014, n° 10, vol. 3, 58-83.	0.3	4
14	Experiential marketing in sport spectatorship services: a customer perspective. European Sport Management Quarterly, 2014, 14, 323-344.	2.3	34
15	International place branding through sporting events: a British perspective of the 2008 Beijing Olympics. European Sport Management Quarterly, 2012, 12, 357-374.	2.3	43
16	Loyalty in Sport Participation Services: An Examination of the Mediating Role of Psychological Commitment. Journal of Sport Management, 2012, 26, 30-42.	0.7	59
17	Segmenting sport spectators: Construction and preliminary validation of the Sporting Event Experience Search (SEES) scale. Sport Management Review, 2011, 14, 42-53.	1.9	51
18	Consumer loyalty in sport spectatorship services: The relationships with consumer satisfaction and team identification. Psychology and Marketing, 2011, 28, 781-802.	4.6	105

#	ARTICLE	IF	CITATIONS
19	Building global football brand equity. Asia Pacific Journal of Marketing and Logistics, 2010, 22, 55-66.	1.8	56
20	Sport Participation and Consumption and Post-Modern Society: From Apollo to Dionysus?. Loisir Et Societe, 2009, 32, 223-241.	0.2	8
21	Internationalisation and sport branding strategy: a French perception of the Big Four brands. Qualitative Market Research, 2009, 12, 460-481.	1.0	32
22	'Give me a stadium and I will fill it' An analysis of the marketing management of Stade FranÃ§ais Paris rugby club. International Journal of Sports Marketing and Sponsorship, 2009, 10, 55-65.	0.8	8
23	Do fans care about hot dogs? A satisfaction analysis of French ice hockey spectators. International Journal of Sport Management and Marketing, 2009, 5, 15.	0.1	12
24	Brand social representations: strategic perspectives for a fitness club. International Journal of Sport Management and Marketing, 2009, 5, 369.	0.1	12
25	An investigation of the influence of consumer value on service elementsâ€™ contributions to satisfaction. Journal of Targeting, Measurement and Analysis for Marketing, 2009, 17, 205-228.	0.4	7
26	Customer satisfaction and loyalty in service: Two concepts, four constructs, several relationships. Journal of Retailing and Consumer Services, 2008, 15, 156-162.	5.3	171
27	Investigating Customer Satisfaction in a Health Club Context by an Application of the Tetraclasse Model. European Sport Management Quarterly, 2006, 6, 149-165.	2.3	68
28	Sport Brands. , 0, , .		22
29	Sport Spectatorsâ€™ Segmentation. , 0, , .		1
30	Strengthening Sponsorship Fit: Testing for the Influence of Sponsor Category and National Culture. Journal of International Consumer Marketing, 0, , 1-22.	2.3	1