

Brandon Mastromartino

List of Publications by Year in descending order

Source: <https://exaly.com/author-pdf/5163277/publications.pdf>

Version: 2024-02-01

20
papers

200
citations

1307594

7
h-index

1125743

13
g-index

20
all docs

20
docs citations

20
times ranked

135
citing authors

#	ARTICLE	IF	CITATIONS
1	Thinking outside the "box": a discussion of sports fans, teams, and the environment in the context of COVID-19. <i>Sport in Society</i> , 2020, 23, 1707-1723.	1.2	57
2	The sport industry in growing economies: critical issues and challenges. <i>International Journal of Sports Marketing and Sponsorship</i> , 2018, 19, 110-126.	1.4	52
3	How do perceptions of non-mega sport events impact quality of life and support for the event among local residents?. <i>Sport in Society</i> , 2020, 23, 1841-1860.	1.2	11
4	Developing a Fanbase in Niche Sport Markets: An Examination of NHL Fandom and Social Sustainability in the Sunbelt. <i>Sustainability</i> , 2020, 12, 1115.	3.2	10
5	Dimensions of Sense of Membership in a Sport Fan Community: Factors, Outcomes, and Social Capital Implications. <i>Communication and Sport</i> , 2022, 10, 1229-1256.	2.4	9
6	Affective Outcomes of Membership in a Sport Fan Community. <i>Frontiers in Psychology</i> , 2020, 11, 881.	2.1	9
7	How do perceptions of non-mega sport events impact quality of life and support for the event among local residents?. <i>Sport in Society</i> , 2021, 24, 1742-1762.	1.2	8
8	The Passion That Unites Us All. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2018, , 52-70.	0.8	8
9	Impact of perceived value on behavior intention of parent-child runners in a marathon event. <i>Sport in Society</i> , 2021, 24, 811-829.	1.2	7
10	(Dis)Innovative digital strategy in professional sport: examining sponsor leveraging through social media. <i>International Journal of Sports Marketing and Sponsorship</i> , 2022, 23, 934-949.	1.4	7
11	Growth in Sport Media and the Rise of New Sport Fandom. <i>Advances in Religious and Cultural Studies</i> , 2020, , 150-171.	0.2	7
12	Impact of perceived value on behaviour intention of parent-child runners in a marathon event. <i>Sport in Society</i> , 2021, 24, 1791-1809.	1.2	4
13	The Passion That Unites Us All. , 0, , 331-349.		3
14	Sport Fan Consumption. , 2021, , 232-253.		2
15	Sport Fan Consumption. <i>Advances in Marketing, Customer Relationship Management, and E-services Book Series</i> , 2020, , 149-170.	0.8	2
16	Strategies of German Bundesliga and English Premier League clubs for the COVID-19 crisis: the case of international broadcasting fans. <i>Review of Managerial Science</i> , 2023, 17, 209-232.	7.1	2
17	Reversing equity transfer in sponsorship for competitive advantage of emerging local events: quantitative evidence from an experimental study. <i>International Journal of Sports Marketing and Sponsorship</i> , 2022, 23, 748-766.	1.4	2
18	Selling fun and making a fortune: an examination of Mark Cuban's impact on sport and business. <i>Sport in Society</i> , 2020, 23, 1535-1545.	1.2	0

#	ARTICLE	IF	CITATIONS
19	Puck Drop in the Pacific Northwest: Building Brand Equity for a New Professional Sport Franchise. Case Studies in Sport Management, 2019, 8, 18-24.	0.1	0
20	Internships, practicum, and professional marketability. , 2020, , 229-244.		0