

Jonathan A Jensen

List of Publications by Year in descending order

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Version: 2024-02-01

37
papers

415
citations

758635

12
h-index

794141

19
g-index

37
all docs

37
docs citations

37
times ranked

277
citing authors

#	ARTICLE	IF	CITATIONS
1	Investigating sport league sponsor retention: Results from a semi-parametric hazard model. <i>Sport Management Review</i> , 2022, 25, 31-58.	1.9	3
2	The sponsorship performance cycle: longitudinal evidence of sponsors' contribution to Formula One team achievement. <i>Journal of Business and Industrial Marketing</i> , 2022, 37, 103-114.	1.8	1
3	Assessing the dissolution of horizontal marketing relationships: The case of corporate sponsorship of sport. <i>Journal of Business Research</i> , 2021, 124, 790-799.	5.8	14
4	Are firms like fair-weathered fans? Examining decision-making in B2B relationships. <i>Journal of Business and Industrial Marketing</i> , 2021, 36, 281-291.	1.8	5
5	Moving beyond traditional sponsorships: understanding the structure and dynamics of minority equity sponsorship agreements. <i>Journal of Business and Industrial Marketing</i> , 2021, ahead-of-print, .	1.8	0
6	Intercollegiate Athletics: A Unique Segment of the Sport Industry. <i>Journal of Global Sport Management</i> , 2020, 5, 13-33.	1.2	3
7	Assessing Demand for Intercollegiate Athletic Departments: An Investigation of Multimedia Rights Agreements. <i>Journal of Global Sport Management</i> , 2020, 5, 62-82.	1.2	3
8	Investigating sponsor decision-making: the role of schema theory, agency conflicts, and signaling theory in the persistence of naming rights agreements. <i>International Journal of Sports Marketing and Sponsorship</i> , 2020, 21, 467-486.	0.8	12
9	Adding insult to rivalry: Exploring the discord communicated between rivals. <i>International Journal of Sports Marketing and Sponsorship</i> , 2020, 21, 633-649.	0.8	3
10	An examination of the effects of outsourcing ticket sales force management. <i>International Journal of Sports Marketing and Sponsorship</i> , 2020, 21, 205-223.	0.8	3
11	An advancement in the study of marketing partnership longevity: analysing sport sponsorship survival. <i>International Journal of Sport Management and Marketing</i> , 2020, 20, 64.	0.1	2
12	The Globalization of Intercollegiate Athletics: Challenges, Opportunities, and Advice for Those Seeking to Emulate the U.S. Model of College Sport. <i>Journal of Global Sport Management</i> , 2020, 5, 1-12.	1.2	1
13	Assessing the survival of shirt sponsorships in English football: an exchange theory perspective. <i>Sport, Business and Management</i> , 2019, 9, 477-494.	0.7	2
14	New applications of survival analysis modeling: Examining intercollegiate athletic donor relationship dissolution. <i>Journal of Sports Analytics</i> , 2019, 5, 45-56.	0.5	4
15	Assessing the Impact of Sponsor Asset Selection, Intangible Rights, and Activation on Sponsorship Effectiveness. <i>Sport Marketing Quarterly</i> , 2019, 28, .	0.2	1
16	Trends in sport sponsorship evaluation and measurement: insights from the industry. <i>International Journal of Sports Marketing and Sponsorship</i> , 2018, 19, 2-10.	0.8	7
17	The moderating effect of identification on return on investment from sponsor brand integration. <i>International Journal of Sports Marketing and Sponsorship</i> , 2018, 19, 41-57.	0.8	13
18	Event history analysis of longitudinal data: a methodological application to sport sponsorship. <i>Sport in Society</i> , 2018, 21, 376-393.	0.8	1

#	ARTICLE	IF	CITATIONS
19	Assessing corporate demand for sponsorship: marketing costs in the financial services industry. <i>Marketing Letters</i> , 2017, 28, 281-291.	1.9	17
20	This Is Your Brain on Sports: The Science of Underdogs, the Value of Rivalry, and What We Can Learn From the T-shirt Cannon. <i>Journal of Sport Management</i> , 2017, 31, 113-114.	0.7	0
21	Why Do Marketing Relationships End? Findings From an Integrated Model of Sport Sponsorship Decision-Making. <i>Journal of Sport Management</i> , 2017, 31, 401-418.	0.7	54
22	Maximizing visitors at college football bowl games. <i>International Journal of Event and Festival Management</i> , 2017, 8, 261-273.	0.5	6
23	Prioritizing Sponsorship Resources in Formula One Racing: A Longitudinal Analysis. <i>Journal of Sport Management</i> , 2017, 31, 96-110.	0.7	25
24	Forty Years of BIRGing: New Perspectives on Cialdini's Seminal Studies. <i>Journal of Sport Management</i> , 2016, 30, 149-161.	0.7	28
25	Forecasting sponsorship costs: marketing intelligence in the athletic apparel industry. <i>Marketing Intelligence and Planning</i> , 2016, 34, 281-298.	2.1	21
26	Evaluating sponsorship through the lens of the resource-based view: The potential for sustained competitive advantage. <i>Business Horizons</i> , 2016, 59, 163-173.	3.4	43
27	Investigating the Impact of Technology Use on the Efficacy of Broadcast Brand Integration. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2016, , 849-853.	0.1	0
28	The effects of second screen use on sponsor brand awareness: a dual coding theory perspective. <i>Journal of Consumer Marketing</i> , 2015, 32, 71-84.	1.2	22
29	Resource valuation of non-profit organizations: the case of the intercollegiate athletics industry. <i>International Review on Public and Nonprofit Marketing</i> , 2015, 12, 169-187.	1.3	5
30	Investigating the Cost-Benefit of Sponsorship: An Analysis of Price, Exposure, and Marginal Returns in Motorsports. <i>Developments in Marketing Science: Proceedings of the Academy of Marketing Science</i> , 2015, , 533-533.	0.1	1
31	Predicting Return on Investment In Sport Sponsorship. <i>Journal of Advertising Research</i> , 2014, 54, 435-447.	1.0	52
32	Sports Fans, Identity, and Socialization: Exploring the Fandemonium. <i>Journal of Sport Management</i> , 2014, 28, 109-111.	0.7	1
33	What if statisticians ran college football? A re-conceptualization of the football bowl subdivision. <i>Journal of Quantitative Analysis in Sports</i> , 2014, 10, .	0.5	4
34	The Niche Portfolio Strategy to Global Expansion: The Influence of Market Resources on Demand for Formula One Racing. <i>Journal of Global Marketing</i> , 2014, 27, 247-261.	2.0	10
35	Exploring the Factors Affecting Popularity in Social Media: A Case Study of Football Bowl Subdivision Head Coaches. <i>International Journal of Sport Communication</i> , 2014, 7, 261-278.	0.4	25
36	The importance of winning: an analysis of the relationship between an athlete's performance and sponsor exposure during televised sports events. <i>International Journal of Sports Marketing and Sponsorship</i> , 2012, 13, 40-52.	0.8	10

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37	Does sponsorship pay off? An examination of the relationship between investment in sponsorship and business performance. <i>International Journal of Sports Marketing and Sponsorship</i> , 2011, 12, 72-84.	0.8	13