

The Impact of Repeat Attendance on Event Sponsorship

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Citation Report

#	ARTICLE	IF	CITATIONS
1	Sponsorship: The Research Contribution. <i>European Journal of Marketing</i> , 1991, 25, 22-30.	2.9	56
2	Brand association and memory decay effects of sponsorship: <i>Journal of Product and Brand Management</i> , 1998, 7, 539-556.	4.3	91
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5	Sponsorship Change and the Ghost of Sponsorship Past. <i>Event Management</i> , 2012, 16, 335-339.	1.1	2
6	The Influence of Multimedia Exposure on Purchase Intention of Sponsored Products: The Case of the 2010 FIFA World Cup. <i>International Journal of Sport Communication</i> , 2012, 5, 153-175.	0.8	4
7	Change in a Sponsorship Alliance and the Communication Implications of Spontaneous Recovery. <i>Journal of Advertising</i> , 2012, 41, 5-16.	6.6	32
8	Effects of Strategic Exiting from Sponsorship after Negative Event Publicity. <i>Psychology and Marketing</i> , 2012, 29, 240-256.	8.2	27
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18	Don't be one more logo on the back of the T-shirt: Optimizing sponsorship recall. <i>Journal of Convention and Event Tourism</i> , 2016, 17, 75-94.	3.0	7
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21	Understanding the attendance at cultural venues and events with stochastic preference models. <i>Journal of Business Research</i> , 2016, 69, 3538-3544.	10.2	28
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23	How do we keep them coming back? A look at individual factors impacting attendee satisfaction and intention to return to festivals. <i>International Journal of Event and Festival Management</i> , 2017, 8, 102-120.	1.4	7
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