

Contents

Part I Making a Difference—Sponsorship and Sport

The Question of Sponsorship Effectiveness	3
Marc Mazodier	
Leveraging Research on Activation: Quester and Thompson's (2001) Impact on the Field of Sponsorship	13
Francois A. Carrillat and Alain d'Astous	
Sponsorship-Linked Attitudes of Employees of Sponsoring Firms: SMEs Versus Large Organisations.	25
Aila Khan and Suzan Burton	
Connected Stadium: A Pillar for Football Clubs' Marketing Development?	43
Charles Bal and Nathalie Fleck	

Part II Making a Difference—Social Marketing and Ethics

Promoting Public Health: Understanding the Limitations of Marketing Principles and the Need for Alternative Approaches.	61
Simone Pettigrew and Michelle I. Jongenelis	
Contemporary Young Consumers and Food Consumption—Implications for Social Marketing Research	73
Liudmila Tarabashkina and Roberta Crouch	
The Ethicality of Immersive Sponsorship Within a Children's Edutainment Centre	87
Damien Arthur	
Emotional Advertising to Attenuate Compulsive Consumption: Qualitative Insights from Gamblers	99
Svetlana De Vos, Roberta Crouch and Jasmina Ilicic	

Part III Making a Difference—Customers and Brands

Revisiting the Long and Winding (Less Travelled) Road: The Road to Chaos in Marketing.	119
Recteur Alexandre Steyer	
The Case for Altruism in eWoM Motivations.	129
Michelle Killian, John Fahy and Deirdre O'Loughlin	
Customer Experience of Value in the Service Encounter.	143
Shu-Ching Chen	
Multiple Celebrity Endorsement	157
Sik Chuen (Max) Yu and Ravi Pappu	
Can Country of Origin Branding be a Competitive Advantage for Agri-Products from Emerging Countries?.	167
Amal R. Karunaratna and Roberta Crouch	
Decomposition of Country of Origin Effects in Education Services: A Conjoint Analysis Approach	185
Daniel Aruan and Roberta Crouch	

Part IV Making a Difference—University Education and Innovation

Knowing Me, Knowing You: Mentorship, Friendship, and Dancing Queens.	201
Vinh N. Lu and Brett Scholz	
Beyond the Obvious: Facets of Diversity in Marketing Student Groups.	211
Claire Eloise Sherman and Carolin Plewa	
Student Engagement: A Multiple Layer Phenomenon	229
Jodie Conduit, Ingo O. Karpen and Francis Farrelly	
Marketing—Making a Difference for Entrepreneurial Universities	247
Thomas Baaken, Todd Davey and Sue Rossano	
Improving Innovation Process Performance and Service Quality in Innovation Networks.	267
Carolin Plewa, Giselle Rampersad, Indrit Troshani and Tobias Kesting	

<http://www.springer.com/978-981-10-0462-9>

Making a Difference Through Marketing

A Quest for Diverse Perspectives

Plewa, C.; Conduit, J. (Eds.)

2016, XIV, 282 p. 19 illus. in color., Hardcover

ISBN: 978-981-10-0462-9