

Christopher Dick
Section Sport Business Administration



Research profil

Education

since 2014 PhD Student, German Sport University Cologne

2010 Diploma in Sport Science, Main Subjects: Sport Economics and Sport Management, German Sport University Cologne

Career

since 2011 Research Assistant, German Sport University Cologne

2009 Internship at 1. FC Köln

2007 Internship at Agentur Pleon

Research Interests:

Consumer Behavior

Sport Sponsoring

Publications

The Effect of the Valence of Sponsorship Information on Consumers' Attitudes Toward the Sponsor Brand
Dick, C., 04.11.2019, In : International Journal of Sports Marketing & Sponsorship. 20, 4, p. 603-616 14 p.

Gradual vs Entire Sponsorship Termination: How to Manage the Ending of a Sponsorship Engagement
Dick, C., 2018, In : International Journal of Sports Marketing & Sponsorship. 19, 4, p. 433-449 17 p.

Ending a Sponsorship Relationship: Consumers' Responses Toward a Forced Versus a Chosen Exit
Dick, C. & Uhrich, S., 2017, In : European Sport Management Quarterly. 17, 2, p. 152-170 19 p.