



La commandite :

bibliographie

Sponsorship:

Bibliography

par

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Notice

Notre bibliographie répertorie plus de 100 publications – en français et en anglais – qui traitent de la commandite, dont une vingtaine portant sur le secteur culturel et artistique. Bilan des recherches scientifiques publiées au Canada et à l'étranger au cours de la dernière décennie, elle a pour objet d'aider les chercheurs et acteurs du milieu à consulter des études consacrées à un mode de financement dont la littérature en marketing se fait de plus en plus l'écho.

Par rapport à la bibliographie de même type publiée en 1992 par Turgeon et Colbert et à la revue de littérature de Cornwell et Maignan (1996), notre recherche se distingue par le choix de nos sources, soit :

1. Les articles tirés de revues scientifiques ;
2. Les communications publiées dans les actes de colloques ;
3. La consultation des banques de données ABI-Inform et Emerald Intelligence and Fulltext. Le lecteur trouvera en annexe la liste détaillée des ouvrages compulsés.

Dans la présente bibliographie, nous entendons par commandite tout support financier accordé par une entreprise privée à une entité, soit de nature individuelle (par exemple, un sportif), organisationnelle (par exemple, une société humanitaire), ou collective (par exemple, un orchestre), dans le but de permettre à cette entité de poursuivre ses activités (par exemple, un événement culturel). Il est important de noter que pour certains auteurs européens de langue française, la définition de la commandite concerne autant le mécénat que le sponsoring tandis que pour d'autres de langue anglaise, « philanthropy » et « sponsorship » sont synonymes. Nous avons cru bon tenir compte de ces différentes définitions.

Chaque document est identifié à l'aide d'une notice comportant le nom du ou des auteurs, le titre, ainsi que les éléments référentiels précisant sa localisation. À l'aide des descripteurs (voir l'index 1 pour les mots-clés français et l'index 2 pour les mots-clés anglais) l'utilisateur pourra sélectionner rapidement les documents désirés en fonction d'intérêts particuliers.

Notons enfin que les notices ont été classées par ordre alphabétique d'auteurs, que chacune d'elles porte un numéro dans l'index qui classe l'ensemble des notices par descripteur, et que nos résultats s'appliquent uniquement aux sources disponibles à Montréal.

N.B. Nous avons inclus dans une deuxième section une série de notices dont nous n'avons pas analysé le contenu mais qui sont néanmoins susceptibles d'intéresser le lecteur.

Our bibliography lists over 100 publications in French and English on the topic of sponsorship, including about twenty documents that deal specifically with the cultural sector. This bibliography constitutes a review of the academic research published in Canada and abroad over the past decade and is intended to help researchers and others in the field gain access to studies focusing on a fundraising tool that is attracting increasing attention in the marketing literature.

Our research stands apart from a similar type of bibliography published by Turgeon and Colbert in 1992 as well as from the literature review by Cornwell and Maignan (1996), by virtue of the sources on which we have chosen to focus, notably:

4. Articles in scholarly journals;
5. Papers published in conference proceedings;
6. Consultation of the ABI-Inform and Emerald Intelligence and Fulltext databases. A detailed list of the works consulted is provided in appendix.

In this bibliography, we use the term sponsorship to refer to any form of financial support provided by a private-sector company to an entity, whether it be individual (ex., an athlete), organizational (ex., a humanitarian group), or collective (ex., an orchestra), with the aim of enabling this entity to carry on its activities (a cultural event, for example). It is important to note that some English-speaking authors regard “philanthropy” and “sponsorship” as synonyms, while many of their French-speaking counterparts in Europe include “mécénat” (patronage) in their definition of sponsorship. We have taken these different definitions into account.

Each document is identified by means of an entry that includes the name of the author(s), the title, as well as information specifying the source of the document. Using descriptors (see Index 1 for French keywords and Index 2 for English keywords), users can quickly select the desired documents based on their specific interests.

Lastly, it should also be noted that entries are listed in alphabetical order by author’s name, that each entry has a number in the index, which classifies all entries by descriptor, and that our results apply only to sources available in Montreal.

N.B. We have included a second section containing a series of entries whose content we have not explored but which may be of interest to the reader.

1. “Hands in their pockets –Private money for the arts”, *The Economist*, Vol. 360, No. 8235, 2001, pp.67-69.

Mots clés : Arts, Patronage, Europe.

Keywords: Arts, Patronage, Europe.

2. AJAM, Mahassen. “Sponsoring et mécénat au Liban”, *Revue Française du Marketing*, Vol. 172, No. 2, 1999, pp.85-98.

Mots clés : Liban, Stratégie.

Keywords : Lebanon, Strategy.

3. ALEXANDER, Victoria D.; “From philanthropy to funding: The effects of corporate and public support on American art museums”, *Poetics*, Vol. 24, 1996, pp.87-129.

Mots clés: Arts, Musée, États-Unis.

Keywords: Arts, Museum, United States.

4. AMIS, John; SLACK, Trevor & BERRETT, Tim. “Sport sponsorship as distinctive competence”, *European Journal of Marketing*, Vol. 33, No. 3/4, 1999, pp.250-272.

Mots clés: Sports, Stratégie, Canada.

Keywords: Sports, Strategy, Canada.

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Mots clés: Organismes sans but lucratif, Australie.

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Mots clés: Sports, Comportement du consommateur, Marque, Publicité.

Keywords: Sports, Consumer behaviour, Brand, Advertising.

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Mots clés: Marketing social, Philanthropie, Évaluation de la commandite.

Keywords: Cause related marketing, Philanthropy, Sponsorship evaluation.

9. BENNETT, Roger; GABRIEL, Helen. "Headteacher characteristics, management style and attitudes towards the acceptance of commercial sponsorship by state funded schools", *Market Intelligence & Planning*, Vol. 17, No. 1, 1999, pp. 41-52.

Mots clés: Éducation, Évaluation de la commandite.

Keywords: Education, Sponsorship evaluation.

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Mots clés: Télévision, Marque, Comportement du consommateur.

Keywords: Television, Brand, Consumer behaviour.

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Mots clés: Arts, Comportement du consommateur.

Keywords: Arts, Consumer behaviour.

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Mots clés: Sports, Image corporative.

Keywords: Sports, Corporate image.

13. COBB, Nina Kressner. « The new philanthropy : Its impact on funding arts culture », *The Journal of Arts Management, Law and Society*, Vol. 32, No. 2, Summer 2002, pp. 125-143.

Mots clés: Arts, Philanthropie.

Keywords: Arts, Philanthropy.

14. COLBERT, François; TURGEON, Normand. « La commandite dans le domaine des arts et de la culture : bibliographie », *Cahier de recherche Chaire de gestion des arts*, HEC Montréal, Mai 1992, 152 pages.

Mots clés: Bibliographie, Arts, International.

Keywords: Bibliography, Arts, International.

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Mots clés: Philanthropie, Management, International.

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Keywords: Tobacco, Strategy, Regulations.

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Mots clés: Revue de littérature, International.

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Mots clés: Sports, Stratégie, Évaluation de la commandite.

Keywords: Sports, Strategy, Sponsorship evaluation.

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Mots clés: Marque, Évaluation de la commandite, Management.

Keywords: Brand, Sponsorship evaluation, Management.

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Mots clés: Télévision, Marque, Évaluation de la commandite.

Keywords: Television, Brand, Sponsorship evaluation.

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Mots clés: Évaluation de la commandite, Stratégie, Management.

Keywords: Sponsorship evaluation, Strategy, Management.

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Keywords: Consumer behaviour, Sports, Greece, United States, South Korea.

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Mots clés: Sports, Évaluation de la commandite, Comportement du consommateur.

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Mots clés: Télévision, Placement de produit, Comportement du consommateur.

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Mots clés: Sports, Évaluation de la commandite, Comportement du consommateur.

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Mots clés: Publicité, Communication marketing intégrée, Stratégie.

Keywords: Advertising, Integrated marketing communication, Strategy.

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Mots clés: Communication marketing intégrée, Typologie, Chine.

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Keywords: Australia, Relationship marketing.

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Keywords: Sports, Comparative study, Strategy, International.

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Mots clés: Arts, Philanthropie, Australie.

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Mots clés: Arts, Management, Québec.

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Mots clés: Comportement du consommateur, Typologie.

Keywords: Consumer behaviour, Typology.

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Keywords: Corporate image, Consumer behaviour, Sponsorship evaluation.

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Keywords: Arts, Management, Strategy, England.

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Keywords: Arts, Sponsorship evaluation.

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Keywords: Sponsorship evaluation, Advertising.

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Mots clés: Management, Évaluation de la commandite.
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Keywords: Sports, Sponsorship evaluation.

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Keywords: Sports, Typology, United-Kingdom.

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Keywords: Ambush marketing, Typology.

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Mots clés: Marketing d'embuscade.

Keywords: Ambush marketing.

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Keywords: Consumer behaviour, Advertising.

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Annexe: Publications

Actes de l'AIMAC
Actes de l'ASAC
Actes de l'IFSAM
Actes de l'ACR
Corporate Communications: An International Journal
Current Issues and Research in Advertising
European Business Review
European Journal of Marketing
Harvard Business Review
International Journal of Advertising
International Journal of Arts Management
International Journal of Research in Marketing
International Marketing Review
Journal of Arts Management, Law and Society
Journal of Advertising
Journal of Advertising Research
Journal of Consumer Affairs
Journal of Consumer Marketing
Journal of Consumer Psychology
Journal of Consumer Research
Journal of Cultural Economics
Journal of European Industrial Training
Journal of International Consumer Marketing
Journal of Marketing
Journal of Marketing Research
Journal of Product and Brand Management
Journal of Public Policy and Marketing
Journal of Services Marketing
Journal of the Academy of Marketing Science

Marketing Bulletin
Marketing Intelligence and Planning
Marketing Science
Museum International
Museum Management and Curatorship
Psychology and Marketing
Poetics
Recherche et Applications en Marketing
The Journal of Business and Industrial Marketing