



Research profile

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

Die Beendigung von Sponsoringengagements und die Valenz von Sponsoringinformationen: Effekte auf die Einstellung der Konsumenten gegenüber der Sponsorenmarke

Dick, C., 2021, Köln: Deutsche Sporthochschule Köln. 104 p.

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.