

Annotated bibliography assignment

1. Borghes, R., Naranjo, A., Ryngaert, M. (2022). What are the odds? Underdog brands are consumer favorites. *Economics Letters*, 221, 110914

Borghes et al.(2022)describes the study of the relationship between the performance expectations of fund managers and the provision of abnormal stock returns. Authors came to the conclusion that one of the obstacles to measure the income from sponsorship agreements is that the value of any endorsement depends largely on the quality performance of the endorser that is variable to. Overall, the results of the study show us the consumers, identified with underdogs brands, and assume that the main unanswered question is how the outsiders deal with their challenges in terms of success or failures. The study is approachable for the persons who want to know about the choice of the society. In other word, this material will help to take into account your advantages and disadvantages. In addition, the study has provides evidence which you can explore and see how it work. In any case in paper you can find important information for your own knowledg and purview.

2. Eshghi, K. (2022). Are sports sponsorship announcements good news for shareholders? A meta-analysis. *International Journal of Research in Marketing*.

First of all, Eshghi contributes to the marketing investments and marketing-finance interface in several ways. This study is unique because it is the first meta-analysis to investigate shareholders' reactions to sports sponsorship announcements using the event study. All previous review papers on sports sponsorship are limited to systematic reviews without quantitative analysis (e.g., Cornwell and Kwon, 2019; Walliser, 2003). The research provides important results which are divided into two parts . First is soo called- MARA (Mixed Effects Meta-Analytic Regression Analysis), illustrates the explanation of heterogeneity of results. Second, the key findings related to shareholders' reaction to sports sponsorship announcements are alternative. The Main contribution of Eshgh's article is that he gave us a lot of examples and statistics, hypothesis which can simply describe you main idea of study and results, and improve your knowledge. The strength of this paper is actuality. Drawback of this article is - the big amount of unconfirmed information.

3. Joep, W. C., Arts, R., Frambach, T., Bijmolt, H. (2005). Building contemporary brands: a sponsorship-based strategy. *Journal of Business Research*.

Joep et al.(2005) came to the conclusion that sponsorship provides a constructive method for brands to leverage meaningful and value-adding experiences. Author of the research tried to investigate how sponsorship can contribute to the brand strategy. The paper argues that sponsorship is a significant marketing communications strategy for building brands. The strength of the article that it shows us a lot of methods and aims which we can compare.

In fact, the major contribution of the article is the conceptualization of sponsorship as an impactful platform for brand strategy, which develops the present theorization of sponsorship. The results demonstrate that brands can create the points of difference based on functional and augmented attributes through sponsor associations and experiences. The strength of this paper is easiness for reading, moreover it could be actuality
This paper can be beneficial because of its relevance by confirming brand experience and loyalty on their history.