The theme of our 6th International Conference is Branding in Practice, with a focus on the leadership, relevance and emerging role of branding practices in a dynamic environment. The conference will therefore focus on emerging and new theoretical, conceptual and empirical insights from academia and industry. The conference will also explore a multidisciplinary approach in order to enhance the development of new paradigms and perspectives. This search for new paradigms and perspectives derives from the existing knowledge (see for instance, Keller and Lehmann, 2006) on strategic brand management, reputation and corporate identity vis-à-vis brand management. The conference objective is to identify and articulate underlying issues, and promote research that confronts and addresses the importance of emerging ideas in a dynamic and digital environment. We hope that the proposed SIG will invite stimulating, thought-provoking research that is theoretically and methodologically sophisticated and demonstrates exceptional analytical rigor.

We encourage the submission of papers that offer new ways of thinking about and addressing these issues. The conference will feature presentations by some of the most influential and distinguished scholars in the field. We have also invited leading practitioners to discuss and debate the challenges and opportunities of branding in the decades to come. Academics, practitioners, doctoral students and researchers who share a passion for corporate branding, corporate identity and reputation are warmly invited to attend and participate.

Conference Website:  
http://www.esade.edu/research/eng/sig_brand_colloquium

Plenary and Keynotes Speakers
Professor Majken Schultz, Copenhagen Business School

With a keynote by:
Nicholas Ind, Equilibrium Consulting and Visiting Professor, ESADE. Author of “Living the brand”

Deadline for Abstracts Submission: December 1, 2009

After the conference, authors are encouraged to submit full papers, which will be double-blind reviewed and, if accepted, published in Special Issues of the European Journal of Marketing and the Journal of Product and Brand Management. Papers will also be recommended for consideration through the double-blind review process in the Journal of Brand Management.

Authors should note that the decision to publish in any of these three journals will be based solely on the feedback and comments from the reviewers.
Conference Themes

- Brand relevance
- Consumer research and corporate marketing
- Branding and competitive strategy
- Social marketing, non-profit and voluntary sector
- Brand, reputation and social network
- Role of branding in leading through uncertainties
- Brand attachment, evangelism and consumer equity
- Symbols, consumption and luxury branding
- Corporate identity management
- Aesthetic, design and visual dimensions of branding
- Brand equity: valuations and impacts
- Place, nation branding and the world order
- Impact of Web 2.0/3.0/Twitter and emerging media on BE
- Corporate social responsibility and branding
- Brand building in digital economy
- Branding of higher education and research Institutes
- Digital ‘emerging’ media and the brand
- Creating and sustaining ethical brand identities
- Branding and user-generated content
- Internal brand and employee engagement
- B2B branding
- The negative impact and evaluation of brands
- Political branding and advertising
- Research methods for branding
- Corporate brands and identities

Conference Fee

- Regular conference fee: $450 (Early bird fee: $390 before 15th of February)
- AM members: $385 (Early bird fee: $300 before 15th of February)
- Doctoral candidates: $200
- One day attendant: $275

Several accommodation options are available. For full details, abstract and paper submissions, and registration, please visit:

http://www.esade.edu/research/eng/am_sig_brand_colloquium

Organising Committee

Conference Co-Chairs: Dr. Oriol Iglesias and Dr. Jatinder Jit Singh, ESADE – Universitat Ramon Llull

Conference Administrator: Ms. Tamara Miranda (email: tamara.miranda@esade.edu)

Conference Committee Members

Dr. Myfanwy Trueman, Bradford School of Management – SIG Chair

Dr. Ming Lim, University of Leicester School of Management – SIG Coordinator

Dr. Francisco Guzman, University of North Texas – International Coordinator

Dr. Stuart Roper, Manchester Business School

Dr. Temi Abimbola, Warwick Business School

Professor TC Melewar, Brunel Business School

REFERENCES: