

The Thought Leaders International Conference on Brand Management

The Centre for Research in Brand Marketing hosted “The Thought Leaders International Conference on Brand Management” at University House, Birmingham Business School. This event was held in association with the Academy of Marketing.

Below is a listing of the various papers that were presented at the conference.

Title of Paper	Authors
Consumer-brand relationships: a tetrad classification	<i>Bello, Roberto, de Chernatony, Leslie, and Shiu, Eric</i>
Measuring the equity of internet brands	<i>Christodoulides, George, de Chernatony, Leslie, and Furrer, Oliver</i>
Understanding and communicating brand values in B2B markets	<i>Lynch, Joanne, and de Chernatony, Leslie</i>
Brand extension effects on brand equity: a cross national study	<i>Buil, Isabel, Martinez, Eva, and de Chernatony, Leslie</i>
Brand equity and brand survival: evidence from an emerging market	<i>Dodd, Tim H. Duhan, Dale F, Kolyesnikova, Natalia, Laverie, Debbie A. and Wilcox, James B.</i>
Identity and participation demands on brand identity definition and delivery in our “turn towards the visual”	<i>Hill, Richard</i>
The contribution of different departments to brand success and the impact of how they interact	<i>de Chernatony, Leslie, and Cottam, Susan</i>
The brand in the family. An application to the study of young adult consumers	<i>Bravo Gil, Rafael, Feji, Elena, and Montaner, Teresa</i>
Branding capability: an exploration through Gandhian philosophies	<i>Voola, Ranjit, and O’Cass, Aron</i>
The impact of product packaging on brand image: implications for new product development	<i>Pantin-Sohier, Gaele, and Decrop, Alain</i>
The strength of the brand value chain is the strength of the brand anchor	<i>Ghose, Kamal</i>
Brand concept maps : a new approach to market segmentation	<i>Brandt, Celine and Pahud de Mortanges, Charles</i>
How brand extensions influence on brand image the moderating role of advertising	<i>Martinez, Eva, Montaner, Teresa, and Pina Jose Miguel</i>

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Product-to-service brand extensions in B2B settings – a theoretical framework of success drivers	<i>Sichtmann, Christina, and Brown, Brian P.</i>
What does your company stand for? – an introduction to holistic management of corporate branding	<i>Karlsen, Henning</i>
Specific Chinese brand personality dimensions?	<i>Chan, Priscilla Y.L. Saunders, John, and Taylor, Gail</i>
Reconceptualising the strategic role of loyalty schemes	<i>Rowley, Jennifer</i>
Corporate co-branding: towards a conceptual framework	<i>Kahuni, Abel T. and Rowley, Jennifer</i>
The importance of brand personality in service industries	<i>Waleska Schlesinger Diaz, Maria, and Taulet, Amparo Cervera</i>
How do small-to-medium enterprise brands grow? a new theoretical approach to brand building	<i>Centeno, Edgar</i>
Visualising brand meaning	<i>Englis, Basil G. Solomon, Michael R. Kwon, Wi-Suk, and Fournier, Susan</i>
Creating consumption experiences to build brand image. Measuring their effects through a quasi-experiment	<i>Addis, Michela, Miniero, Giulia, Scopelliti, Irene, and Soscia Isabella</i>
Common ground: does brand meaning exist in similarity or singularity?	<i>Berthon, Pierre, Pitt, Leyland F. and Campbell, Colin</i>
Brand gender and cross-gender extensions	<i>Veg, Nathalie, and Nyeck, Simon</i>
Co-creation of value: diagnosing the brand relationship experience	<i>Payne, Adrian, Storbacka, Kaj, and Frow, Pennie</i>
Impact of an activated ethnocentric sense on consumers' overall attitudes towards countries, people, and products: case of two brands with different levels of reputation in a context of strained relationships between countries	<i>Koubaa, Yamen</i>
Names and logos memorisation: an empirical research	<i>de Lencastre, Paulo, and Corte-Real, Ana</i>

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A synthesis of polymorphous corporate elements in creating a new corporate identity model	<i>Suvatjis, Jean Yannis, de Chernatony, Leslie, and Leek, Sheena</i>
Internal brand management for distributors – how to consistently deliver the brand promise at the point of sale?	<i>Burmann, Christoph, and Maloney, Philip B</i>
Managing brands in the people's republic of China	<i>Ewing, Michael, Napoli, Julie, and Jjianwei, Wu</i>
Future imperfect : an ex-ante approach to brand capability valuation	<i>Ratnatunga, Janek, and Ewing, Michael</i>
Open source software presumption: brand community or beyond?	<i>Cromie, John G. and Ewing, Michael T</i>
Brand alliances: what effects on consumer brand perception?	<i>Boudali Methamem, Rim</i>
Communication of country-of-origin by Scottish premium brands	<i>Hamilton, Morag, and Moore, Christopher M</i>
The effect of brand name on consumers' evaluation	<i>Michaelidou, Nina</i>
Corporate identity – the management of the process of change in the name/logo in the context of brands' merger	<i>Machado, Joana Cesar, de Lencastre, Paulo, and Dionisio, Pedro</i>
Key determinants of internal brand management success: the empirical evidence	<i>Burmann, Christoph, Zeplin, Sabrina, and Riley, Nicola</i>
From outdated curiosity to modern classic: can historical brands be revived successfully?	<i>Cattaneo, Eleonora</i>
The interaction of ownership structure and customer satisfaction as determinants of brand equity	<i>Torres, Anna, and Tribo, Josep A</i>
The owner's edge: how brand ownership influences causal maps	<i>Van Rekom, Johan, Verlegh, Peeter W.J. and Slokkers, Robert</i>
Memory-based and point of sale induced brand image confusion	<i>Burmann, Christoph, Weers, Jan-Philipp, and Jost-Benz, Marc</i>
Identity-based brand equity model – a conceptual framework	<i>Burmann, Christoph, Jost-Benz, Marc, and Weers, Jan-Philipp</i>

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Societal communication and brand equity	<i>Benoît-Moreau, Florence, and Parguel, Beatrice</i>
The brand as symbolic token a theoretical framework for the consumer-brand relationship	<i>Miliopoulou, Zozeta</i>
A pleasant stay also depends on the host: the role of characteristics of the extension category on brand extension evaluations	<i>Hem, Leif E. Iversen, Nina M. and Olsen, Lars E.</i>
Pulling the white rabbit out of the hat: what we can learn from branding practices in imperial China	<i>Eckhardt, Giana M. and Bengtsson, Anders</i>
Tribal brands re-addressing brand relationships	<i>Veloutsou, Cleopatra and Moutinho, Luiz</i>
Which factors determine formation of the consideration set in the context of non-deceptive counterfeiting?	<i>Bian, Xuemei and Moutinho, Luiz,</i>
Quantifying the reasons for brand defection in the business-to-business financial market	<i>Bogomolova, Svetlana, and Romaniuk, Jenni</i>
Brand morphing and determinants of city brand attitudes	<i>Merrilees, Bill, Miller, Dale and Herington, Carmel</i>
The impact of merger and acquisition upon a luxury fashion brand	<i>Fionda, Antoinette, and Moore, Christopher</i>
Do happy staff mean happy customers?: testing the links between staff and customer satisfaction	<i>Chun, Rosa</i>
Brand sex, sexual state and gender: towards a distinction between the three constructs	<i>Azar, Salim</i>
Prestige brands: consumer perceptions and loyalty compared to non-prestige brands	<i>Romaniuk, Jenni, Winchester, Maxwell</i>
The limitations of brand building models in place branding	<i>Vandewalle, Ian</i>

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Where does brand end and reputation begin? bringing together the best of brand and reputation management	<i>Money, Kevin, Rose, Susan, and Hillenbrand, Carole</i>
Consumer-brand relationships: interpersonal relationship metaphor approach	<i>Nobre, Helena Marques, Brito, Carlos Melo, de Lencastre, Paulo, and Becker, Kip</i>
Brand preference: effects of country of origin and brand's personality traits	<i>First, Ivana, and Grbac, Bruno</i>
Investigating the elements of the service brands: a customer value perspective	<i>Brodie, Roderick J. Whittome, James R.M. and Brush, Gregory J</i>
Exercising thought leaders? towards a toolkit for managing city brands and regeneration	<i>Trueman, Myfanwy, and Cornelius, Nelarine</i>
Brand senescence: an outline of a developmental theory	<i>Ewing, Mike, Jevons, Colin, and Khalil, Elias</i>
Determinants of retail corporate branding: a case of living the brand	<i>Gilani, Hasan</i>
The formation of brand reputation: a stakeholder perspective	<i>von Wallpach, Sylvia, and Koll, Oliver</i>
The nature and social dynamics of brand interest groups	<i>Koll, Oliver, Hemetsberger, Andrea, Pichler, Elisabeth A. and von Wallpach, Sylvia</i>
Towards an integrated definition of "brand"	<i>Jevons, Colin</i>
Revising the brand evolution stage model – a case study of an Asian IT company	<i>Lin, Ping-Kuan</i>
Place branding and the 'Liverpool 08' brand campaign in 'City of Liverpool'	<i>Maheshwari, Vishwas, Vandewalle, Ian, and Bamber, David</i>
The resistance of strong brands: feedback effects of brand extensions on flagship products	<i>Olsen, Lars E. Iversen, Nina M. and Hem, Leif E</i>