

Call for Papers:  
14<sup>th</sup> Global Brand Conference  
8 - 10 May, 2019, Berlin



## Start-ups, Arts and Creative Industries: Fresh Perspectives on Brands

### 1. About us

The Global Brand Conference of the Academy of Marketing's *Brand Identity and Corporate Reputation* Special Interest Group has developed a reputation for being one of the world's leading academic conferences on branding in the last fifteen years. At this event, top experts from around the world come together to debate and develop the state-of-play in branding theory and application.

The 14<sup>th</sup> Global Brand Conference (GBC) will be held in *Berlin* and hosted by HWR Berlin (*Berlin School of Economics and Law*) on 8<sup>th</sup>-10<sup>th</sup> May, 2019. Berlin, the German capital, is one of the most spirited cities of our times, a well-established home for creatives and creative-minded people and an international hotspot for hip brands. Among Berlin's many institutions of higher education, the HWR Berlin, with around 11,000 students, works to achieve a combination of high-level intensive research into a range of areas with a clear practical application, all performed to the most exacting of quality standards and embedded in a strong network of international academic exchange.

The conference will be organized by:

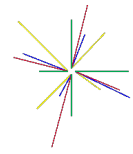
Prof. Carsten Baumgarth <i>Conference Chair</i>	Prof. Dirk-Mario Boltz <i>Conference Co-Chair</i>	Prof. Holger J. Schmidt <i>Conference Co-Chair</i>	Prof. Stuart Roper <i>SIG Chair</i>
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The Brand Identity and Corporate Reputation SIG Committee consists of:

- Dr. Leonor Carvalho, University of Évora, Portugal
- Dr. Francisco Guzmán, University of North Texas, US
- Dr. Oriol Iglesias, ESADE, Spain
- Dr. Ming Lim, University of Liverpool, UK
- Dr. Joana Machado, Catholic University of Portugal

### 2. Conference Theme and Call for Papers

In the past, many of the cutting-edge advances in brand management research have been achieved through the consideration of new perspectives on brands (e.g., brands as co-created objects, Ind et al. 2013; brands as experiences, Brakus et al. 2009; brands as services, Vargo and Lusch 2004; brand orientation, Urde 1999). Today, in a more than turbulent world (Dennis and Melewar 2010) that can be characterized by social misalignments, politically instable environments and a rapidly changing communication context (Keller 2009), new and fresh perspectives are again more than urgently needed (Sheth and Sisodia, 2015). Start-ups, artists and creative industries have always been a source of innovation and inspiration (Weiblen and Chesbrough, 2015; Baumgarth and O'Reilly 2014) and are therefore appropriate objects of analysis for brand managers who are looking for adequate ways to deal with the new challenges. In addition to this, Berlin, as the venue for the 14<sup>th</sup> Global Brand Conference, is worldwide known for its vivid artistic and creative scene (Bader and Scharenberg, 2010).



Building on the above, the conference will center on start-ups, arts and creative industries as well as on Berlin's reputation as an artistic city, and the conference theme has been formulated as the following:

***Start-ups, Arts and Creative Industries: Fresh Perspectives on Brands***

Some of the questions that could tackle the conference theme include, but are not limited to the following:

- Do start-ups need a specific approach to branding due to their nature and the dynamics of growth? What can established brands learn from the brand management of start-ups and vice-versa?
- How do artist and brands collaborate? How does art influence a brand's identity and its meaning? How should the cooperation between artists and corporate organizations work? Has the traditional mistrust between the arts and brands been eliminated?
- Considering a co-creative perspective, what should the new role of the creative industries be within the brand management process? What role does creativity play in brand management and branding?

Our overall goal is to propose ideas to exploit new perspectives therefore contributing to the further development of the brand management discipline. Therefore, we invite original research and in-depth conceptual papers, addressing the above challenges, as well as those focusing on a broad range of other topics within Brand, Identity, and Corporate Reputation, including:

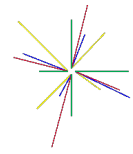
- B2B Brands
- Big Data Analytics and Brands
- Brand Avoidance and Aversion
- Brand Co-Creation
- Brand Equity
- Brand Experience
- Brand Image and Identity
- Brand Love and Loyalty
- Brand Orientation
- Corporate and Umbrella Brands
- Ethical, Charity, and Green Brands
- Heritage Brands
- Internal Branding
- Multisensory Branding
- Neuromarketing
- Online/Digital Brands
- Place and Event Branding
- Product Branding
- Service Brands
- Corporate Reputation and identity issues

Registration is open since August 2018.

### 3. Submission Guidelines

Authors wishing to present a competitive paper are invited to submit an extended abstract by 5<sup>th</sup> November, 2018 to [info@gbc2019.berlin](mailto:info@gbc2019.berlin). In your email, please state the names and affiliations of all authors.

All papers will be double-blind reviewed, so authors should not be identified within the text. If the paper is accepted for the conference, the authors will have the opportunity to revise their paper based on reviewer feedback.



The extended abstract should be between 1,400–1,700 words (excluding references) and should follow the following structure:

- Title, and Keywords (3–5)
- Purpose
- Methodology/Approach
- Findings
- Theoretical Implications
- Practical Implications (if applicable)
- Originality/Value
- List of references

If your submission is a working paper, please indicate this in the relevant section (e.g., Findings) and provide as much detail/discussion as possible for the other sections.

Please respect the following formatting details:

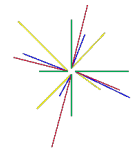
- File Naming: The files must contain the last name of the submitting author, the document name (author has free choice) and the date of submission. Example: *lastname\_documentname\_date*
- Margins: Normal
- Font Type & Size: Times New Roman, 12 pt
- Line-spacing: 1.5
- File Format: MS Word (i.e. .doc, .docx) or PDF.
- References: Please follow the Harvard system.

#### 4. Special Issue: Journal of Marketing Management

After the conference, the authors of competitive papers could submit their accepted and revised papers to a Special Issue of the Journal of Marketing Management.

#### 5. Important Dates and Information

Start of Registration:	August, 2018
Deadline for paper submission:	5 <sup>th</sup> November, 2018
Announcement of Decisions:	By week commencing 17 <sup>th</sup> December, 2018
Conference Dates:	8 <sup>th</sup> -10 <sup>th</sup> May, 2019
Deadline for submission for the Special Issue (Journal of Marketing Management):	2 <sup>nd</sup> half of 2019
Conference Venue:	HWR Berlin (Berlin School of Economics and Law) Badensche Str. 52 10825 Berlin Germany
Conference Website:	<a href="http://www.gbc2019.berlin">www.gbc2019.berlin</a>
Conference Email:	<a href="mailto:info@gbc2019.berlin">info@gbc2019.berlin</a>



## 6. List of References

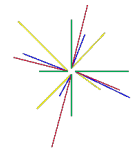
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- Keller, K.L., 2009. Building strong brands in a modern marketing communications environment. *Journal of Marketing Communications*, 15(2-3), pp.139-155.
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- Urde, M., 1999. Brand orientation: A mindset for building brands into strategic resources. *Journal of Marketing Management*, 15(1-3), pp.117-133.
- Vargo, S.L. and Lusch, R.F., 2004. Evolving to a new dominant logic for marketing. *Journal of Marketing*, 68(1), pp.1-17.
- Weiblen, T. and Chesbrough, H.W., 2015. Engaging with startups to enhance corporate innovation. *California Management Review*, 57(2), pp.66-90.

## 7. Review Board

All submissions will be evaluated by a double-blind review process. We are very proud and grateful that more than 70 reviewers from 21 countries support us in this process

Dr. Ulf Aagerup (Halmstad University, Sweden)  
Prof. Russell Abratt (Nova Southeastern University, USA)  
Dr. Ulun Akturan (Galatasaray University Istanbul, Turkey)  
Prof. Søren Askegaard (University of Southern Denmark)  
Prof. Christof Backhaus (Aston Business School, UK)  
Prof. John M.T. Balmer (Brunel University London, UK)  
Prof. Rajeev Batra (University of Michigan, USA)  
Dr. Maren Becker (Cologne University, Germany)  
Prof. Sigrid Bekmeier-Feuerhahn (University of Luneburg, Germany)  
Prof. Michael Bendixen (Nova Southeastern University, USA)  
Prof. Michael Beverland (University of Sussex, UK)  
Prof. Lars Binckebanck (Furtwangen University, Germany)  
Dr. Jan Breitsohl (University of Kent, UK)  
Prof. Rod Brodie (University of Auckland, New Zealand)  
Prof. Manfred Bruhn (Universität Basel, Switzerland)  
Prof. Christoph Burmann (University of Bremen, Germany)

Prof. Roberta Campos (COPPEAD, Universidade do Brasil, Brazil)  
Prof. Bahar Ceritoglu (Marmara University, Turkey)  
Prof. Francesca Dall'Olmo Riley (Kingston Business School, UK)  
Prof. Giana M. Eckhardt (Royal Holloway University of London, UK)  
Prof. Jutta Emes (Bauhaus University, Germany)  
Prof. Heiner Evanschitzky (Aston University, UK)  
Prof. Marc Fetscherin (Rollins College, USA)  
Prof. Reinhard Grohs (Universität Seeburg, Austria)  
Dr. Francisco Guzman (University of North Texas, USA)  
Prof. Richard Gyrd-Jones (Copenhagen Business School, Denmark)  
Dr. Ulla Hakala (Turku School of Economics, Finland)  
Dr. Benjamin Hartmann (University of Gothenburg, Sweden)  
Prof. Kai Uwe Hellmann (TU Berlin, Germany)  
Prof. Leif Egil Hem (NHH Norwegian School of Economics, Norway)  
Prof. Andrea Hemetsberger (Universität Innsbruck, Austria)



Prof. Joerg Henseler (University of Twente, Netherlands)  
Dr. Oriol Iglesias (ESADE Business School, Spain)  
Prof. Nichoals Ind (Kristiania University College, Norway)  
Prof. Bernadette Kamleitner (Vienna University of Economics and Business, Austria)  
Prof Glpinar Kelemci (Marmara University, Turkey)  
Dr. Joachim Kernstock (Competence Center for Brand Management St. Gallen (KMSG), Switzerland)  
Prof. Karsten Kilian (Wurzburg-Schweinfurt University of Applied Sciences, Germany)  
Dr. Saejoon Kim (California State University Stanislaus, USA)  
Prof. Ceridwyn King (Temple University, Philadelphia, USA)  
Prof. Dannie Kjeldgaard (University of Southern Denmark)  
Dr. Christian H. Koch (Kristianstad University, Sweden)  
Prof. Jrg Knigstorfer (Technical University of Munich, Germany)  
Prof. Tobias Langner (University of Wuppertal, Germany)  
Dr. Ming Lim (University of Liverpool, UK)  
Dr. Marius K. Ldicke (Cass Business School, UK)  
Dr. Joana Csar Machado (Universidade Catlica Porto, Portugal)  
Prof. Roger B. Mason (Cape Peninsula University of Technology, South Africa)  
Prof. Bill Merrilees (Griffith University, Australia)  
Dr. Dale Miller (Griffith University, Australia)  
Prof. Felicitas Morhart (University of Lausanne – HEC, Switzerland)  
Dr. Virimai Victor Mugobo (Cape Peninsula University of Technology, South Africa)

Dr. Raphael Odoom (University of Ghana Business School, Ghana)  
Dr. Giuseppe Pedeliento (University of Bergamo, Italy)  
Dr. Andreas Plank (University of Innsbruck, Austria)  
Prof. Jrn Redler (Mainz University of Applied Sciences, Germany)  
Dr. Daniel M. Ringel (University of North Carolina at Chapel Hill, USA)  
Dr. Clarinda Rodrigues (Linnaeus University, Sweden)  
Prof. Jenni Romaniuk (University of South Australia, Australia)  
Prof. Stuart Roper (University of Huddersfield, UK)  
Dr. Richard Rutter (Australian College, Kuwait)  
Prof. Henrik Sattler (University of Hamburg, Germany)  
Prof. Bernd Schmitt (Columbia University, USA)  
Prof. Jan-Benedict Steenkamp (University of North Carolina, USA)  
Dr. Pieter Steenkamp (Cape Peninsula University of Technology, South Africa)  
Prof. Anh Thuy Trinh (Ho Chi Minh Open University, Vietnam)  
Prof. Mats Urde (Lund University, Sweden)  
Dr. Leonor Vacas de Carvalho (University of Evora, Portugal)  
Prof. Cleopatra Velotsou (University of Glasgow, UK)  
Prof Franziska Vlckner (University of Cologne, Germany)  
Prof. Klaus-Peter Wiedmann (University of Hannover, Germany)  
Prof. David Woisetschlger (Technical University of Braunschweig, Germany)  
Dr. Niklas Wrmann (University of Southern Denmark, Denmark)  
Dr. Vignesh Yoganathan (Northumbria University, UK)  
Prof. Lia Zarantonello (University of Roehampton, UK)