

**Program of the
14th Global Brand Conference 2019
(Berlin, Germany)**

Conference Chair:

Prof. Dr. Carsten Baumgarth (HWR Berlin, Germany)

Conference Co-Chairs:

Prof. Dr. Dirk-Mario Boltz (HWR Berlin, Germany)

Prof. Dr. Holger J. Schmidt (Koblenz University of Applied Sciences, Germany)

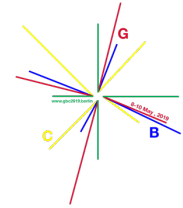
Academy of Marketing – Chair of the SIG “Brand, Identity and Reputation:

Prof. Dr. Stuart Roper (University of Huddersfield, UK)

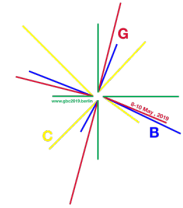
Day 1: Wednesday, May 8, 2019

Locations: HWR Berlin & PanAm Longue

8.30 – 9.00	Registration (B.4.03)		
9.00 – 9.30	Welcome (Prof. Zaby, Prof. Stuart Roper, Prof. Baumgarth) (B.4.01)		
9.45 – 11.30	Keynote I & Tape Art Experience „Klebebande“ (Moderator: Prof. Baumgarth) (B.4.04)		
11.30 – 13.00	Science Sessions I - IV		
B.4.01	B.4.02	B.5.12	B.5.44
Session I: Arts & Branding SC: Trinh Thuy Anh	Session II: Brand Strategy SC: Roger Mason	Session III: Branding I SC: Francesca Dall’Olmo Riley	Session IV: Luxury Branding SC: Tamara Masters
<p>Diana Marisol Cárdenas Franco, Claudia Lizette Gómez Borquez: <i>How Urban Artist Contributes to the Brand Experience</i></p> <p>Caroline Cuny, Mathieu Pinelli, Marianela Fornerino: <i>Impacting brand image through an artistic experience: moderating effects of sensory variables during an artistic intervention in an organizational context</i></p> <p>Angela Bargenda: <i>Artistic License: Galvanizing Brand Identity through Corporate Art in the Finance Sector</i></p>	<p>Giuseppe Pedeliento, Daniela Andreini, Daniele Dalli: <i>A tale of a categorical shift: the Hendrick’s revolution and the partitioning of the gin category</i></p> <p>Veronica Gabrielli, Ilaria Baghi: <i>The importance of brand portfolio fit within a brand architecture shift: from individual brands to a single umbrella brand</i></p> <p>Lars Erling Olsen, Bendik Meling Samuelsen, Luk Warlop: <i>Broad vs. Narrow brand positioning: Effects on competitive brand performance</i></p>	<p>Anthony Grimes, Robert Barker, Fran Walton, Peter Elliott, Eamon Fulcher, Gemma Calvert: <i>Designing for Fluency: Identifying, measuring and leveraging implicit associations with brand packing</i></p> <p>Beatriz Fonseca, Joana César Machado, Carla Martins: <i>Brand logo and brand gender: How do brand logo elements influence brand gender perceptions and affect?</i></p> <p>Bernardo Guzman, Catarina Lelis: <i>Everyday social practices as a source of design-led branding</i></p>	<p>Aya Yasser Kasber, Noha El-Bassiouny, Sara Hamed: <i>Consumer Religiosity, Luxury Consumption and Counterfeiting: A Study of the Interrelationships</i></p> <p>Mafalda Abreu, Beatriz Casais: <i>e-WOM perception of brand equity in luxury brands</i></p> <p>Fernanda Muniz, Francisco Guzmán: <i>Luxury Brands and Corporate Social Responsibility: Combining the Conflicting Values of Luxury and Social Causes</i></p>
13.00 – 14.00	Lunch (B.4.04): Berliner Stulle		



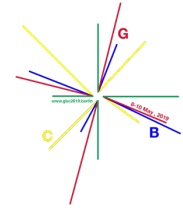
14.00 – 16.00	Science Sessions V - VIII			
	B.4.01	B.4.02	B.5.12	
	Session V: Brands in Social Media SC: Karsten Kilian	Session VI: Brand (Research) Tools SC: Jörg Henseler	Session VII: Branding II SC: Dale Miller	
			B.5.44	
	Session VIII: Consumer Behavior & Brands I SC: Roberta Campos			
	<p>Johanna Eberhardt, Maximilian Hausmann, Sascha Raithel, Manfred Schwaiger: <i>Brand Management in Social Media</i></p> <p>Nuttakon Ounvorawong, Jan Breitsohl, Ben Lowe: <i>Brand Victims on Social Media – How consumers cope with being bullied about their brands</i></p> <p>Leonor Vacas-de-Carvalho, Salim L. Azar, Joana César Machado: <i>How Do Brand Gender and Consumer Brand Engagement contribute to the development of brand loyalty on Facebook?</i></p> <p>Reham Sh. Ebrahim: <i>Toward a conceptual framework of using social media marketing activities in building destination image</i></p>	<p>Pirita Ihamäki, Katriina Heljakka: <i>BrandCube – A Gamification Tool for Service Branding</i></p> <p>Carsten Baumgarth: <i>Live tracking of brand experiences: a field test of the mobile ethnography tool experiencefellow</i></p> <p>John Dawes, Lara Stocchi, Francesca Dall’Olmo Riley: <i>Art or Science? Making Sense of Over-Time Fluctuations of Brand Satisfaction Scores</i></p> <p>Rehnuma Ali-Choudhury, Joshie Juggessur: <i>The Beauty of Conversation: Digital Storytelling and Brand Experience</i></p>	<p>Arne Westermann, Rebecca Zimmermann, Jons Messedat: <i>Architectural Branding – the implementation of the brand identity at the point of sale by means of interior design</i></p> <p>Anne Rindell, Anna Ohlson: <i>Introducing Corporate Design Heritage through the case ISKU</i></p> <p>Tamara M. Masters, Shelly Rathee, Fang (Grace) Yu Buck: <i>Fun Brand Names and Forgiveness</i></p>	<p>Roger B. Mason, Bongumusa Bright Mhlongo: <i>Passenger motor vehicle branding among Generations X and Y in South Africa</i></p> <p>Griff Round, Stuart Roper: <i>Exploring the impact of individual temporal perspective on consumers’ interaction with brands</i></p> <p>Floortje Wijnands, Tripat Gill: <i>You’re not perfect but you’re still my favorite – A new measure for self-brand congruence</i></p> <p>Trinh Thuy Anh, Bui Quang Hung, Nguyen Ngoc Thong, Ngo Thi Phuong Anh, Huynh Kim Ton: <i>Innovation, brand equity and customer engagement: a study in retail sector in Vietnam</i></p>
16.00 – 16.30	Coffee break (B.4.04)			
16.30 – 17.15	Keynote II: Maik Richter (CEO of Heimat) (Moderator: Prof. Holger J. Schmidt) (B.4.01)			
17.15 – 18.30	Meeting of the brand, identity & corporate reputation SIG scientific committee (B.5.12)			
17.30 – 18.30	Photo Session and transport to PanAm Longue			
18.30 – 22.30	PanAm Longue			



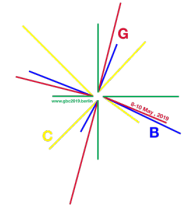
Day 2: Thursday, May 9, 2019

Locations: HWR Berlin & Musikbrauerei

9.00 – 10.30	Science Sessions IX - XII			
	B.4.01	B.4.02	B.5.12	B.5.44
	Session IX: Co-Creation I SC: Oriol Iglesias	Session X: Negativity & Brands SC: Clarinda Rodrigues	Session XI: Ethics & Brands SC: Vignesh Yoganathan	Session XII: Consumer Behavior & Brands II SC: Jörn Redler
	<p>Nebojsa S. Davcik, Daniela Langaro, Rita Nascimento: <i>Non-sponsored brand related user-generated content: Evidence from Instagram on the effects of perceived value and social media engagement</i></p> <p>Samuel Kristal, Carsten Baumgarth, Jörg Henseler: <i>Co-creation of corporate brand identity in B2B: The transformation of the technology brand Ottobock</i></p> <p>Blandine Hetet, Laurence Lemoine, Samy Guesmi: <i>Brand focus or broad skills: an exploratory approach on collaborative innovation</i></p>	<p>Xinyu Dong, Cleopatra Veloutsou, Anna Morgan-Thomas: <i>Negative Consumer Engagement</i></p> <p>Bruno Teixeira, Beatriz Casais: <i>e-WOM as a Tool for Brand Hate Propagation</i></p> <p>John Nadeau, Richard Rutter: <i>Brands in Crisis (and Back Again): Understanding Sentiment Changes Using Balance Theory</i></p>	<p>Holger J. Schmidt, Nicholas Ind, Francisco Guzmán: <i>Politically Conscious Brands: insights into consumer attitudes and managerial perceptions</i></p> <p>Claudia Lizzette Gómez Bórquez, Edgar Centeno: <i>Femvertising vs traditional advertising: A comparative literature review</i></p> <p>Zoe Lee, Cara Pring: <i>Striving for authentic sustainable brand communication: Insights from founders of sustainable luxury fashion startups</i></p>	<p>Inga Schmidt-Ross, Jasmo Nickol: <i>Fresh perspectives on established FMCG brands through the lens of Generation Z customers – analysis of customer values and expectations towards brands</i></p> <p>Ulf Aagerup: <i>The universal preference for low-sexual fashion advertising</i></p> <p>Chris Chapleo, Samreen Ashraf, Paul Clark: <i>The Canadian cannabis market: an exploration of consumer motivations and brand engagement</i></p>
10.30 – 11.00	Coffee break (B.4.04)			
11.00 – 13.00	Science Sessions XIII - XVI			
	B.4.01	B.4.02	B.5.12	B.5.44
	Session XIII: Brand Experience SC: Giuseppe Pedeliento	Session XIV: City and Non-profit Brands SC: Bill Merrilees	Session XV: Employer and Internal Brand Management SC: Majken Schultz	Session XVI: International aspects of brands SC: Francisco Guzmán
	<p>Andreas Eklund, Miralem Helmefalk: <i>Brand experience and brand image: The mediating impact of brand passion and brand image in the context of car brands</i></p> <p>Sara Amoroso, Simonetta Pattuglia: <i>Exploring the impact of Brand Experience in the OTT industry: the case of Netflix for Millennials and Generation Z</i></p>	<p>Kuldeep Banwait: <i>From brand illusion to brand orientation: To navigate the uncertainty of marketisation in English higher education</i></p> <p>Clarinda Rodrigues, Holger J. Schmidt: <i>How the creative class contributes to a city brand identity: A qualitative study</i></p>	<p>Ulrika Leijerholt: <i>An Employee Perspective on Brand Management: contextual factors affecting employee brand commitment in the public sector</i></p> <p>Galina Biedenbach, Thomas Biedenbach, Peter Hultén, Veronika Tarnovskaya: <i>Employee-based brand equity and performance of self-service technologies:</i></p>	<p>Jannick Bettels, Klaus-Peter Wiedmann: <i>Taking a Closer Look at the Relevance of Design Benefits for Product Choice from an International Perspective: A Correspondence Analysis</i></p> <p>Lachezar Ivanov: <i>Applying evolutionary psychology in navigating the standardization/adaptation debate in international advertising</i></p>



<p>Kirsten Cowan, Alena Kostyk, Seth Ketron: <i>How Virtual Environments Enhance Brand Experiences: The Role of Cognitive Engagement</i></p> <p>Anshuman Sharma, Muhammad Qutubuddin Siddiqui, Zaheer Ahmad Khan: <i>From brand experience to brand loyalty: Exploring the impact of customer satisfaction and brand trust</i></p>	<p>Ulla Hakala: <i>Voice of Dwellers – Developing the place brand by listening to the residents</i></p> <p>Bill Merrilees, Dale Miller: <i>Differential brand positioning of a world city brand: A new perspective</i></p>	<p><i>Examining the impact of individual and organizational resilience</i></p> <p>Maria Ek Styvén, Anna Näppä: <i>A Perfect Match? Effects of Employer Brand Values on Attitude and Job Pursuit Intention</i></p> <p>Andreas Hesse, Holger J. Schmidt, Carsten Baumgarth: <i>How brand ambassadors utilize social software platforms: The case of Pawel Dillinger from Deutsche Telekom</i></p>					
13.00 – 14.00	Lunch (B.4.04): Berliner Stulle						
14.00 – 15.30	Science Sessions XVII - XX						
B.4.01		B.4.02		B.5.12		B.5.44	
Session XVII: Co-Creation II		Session XVIII: Start-up & SME Branding		Session XIX: Brand Communities		Session XX: Service Branding	
SC: Nicholas Ind		SC: Russell Abratt		SC: Anne Rindell		SC: Ming Lim	
<p>Michela Mingione, Matteo Cristofaro, Daniele Mondì: <i>“If I give you my sentiment what do I get?” The value of brand co-creation processes</i></p> <p>Melanie Gray: <i>Managing brand identity: what does brand co-creation mean for UK television companies</i></p> <p>Craig Hirst, Paul Beresford: <i>How Consumers Utilise Cultural and Culinary Capital Resources to Reconcile Discordant Food Retailer Brand Images</i></p>		<p>Anthony D. Patino, Dennis Pitta, Lea P. Katsanis, William R. Carter: <i>Startups and branding: Can early stage lifecycle organizations manage to brand?</i></p> <p>Christian H. Koch: <i>Entrepreneurial brands and the politicization of consumption: The case of Oatly</i></p> <p>Benedikt Lindenbeck: <i>Should Fancy Furniture Be Marked?</i></p>		<p>Rebekka Johanne Saak, Holger J. Schmidt: <i>Co-Creation of Brand Identities in the Context of Brand Communities: An Empirical study</i></p> <p>Mervi Luonila, Kati Suomi, Marjo Mäenpää: <i>Virtual brand communities as enablers of festival brand co-creation</i></p> <p>Cleopatra Veloutsou, Laurence Dessart: <i>Socialising in- and outside online brand communities</i></p>		<p>Muhammad Ali Khan, Cleopatra Veloutsou, Kalliopi Chatzipanagiotou: <i>Consequences towards brands after a service failure: A Holistic view</i></p> <p>Stefan Markovic, Oriol Iglesias, Yuqian Qiu, Mehdi Bagherzadeh: <i>Does Co-creation Improve the Equity of Services Brands? Considering the Roles of Recognition Benefits and Alternative Attractiveness</i></p> <p>Arun Kumar Kaushik, Geetha Mohan, Vikas Kumar, Hemant Chauhan: <i>Does Consumers’ Switch between two Service Brands due to Self-service Technologies?</i></p>	
15.45 – 16.30	Transport to the Musikbrauerei						
17.00 – 18.00	Keynote III: Verena Bahlsen (Founder of Hermann’s) (Moderator: Prof. Boltz)						
18.00 – 19.00	Brand Science Slam (Musikbrauerei, Moderator: Prof. Boltz)						
19.00 – 23.00	Brand Networking (Musikbrauerei)						



Day 3: Friday, May 10, 2019

Locations: Start-up incubator Berlin (& Berlin City)

8.45 – 9.30	Meeting of the Editorial Board of the Journal of Product & Brand Management			
9.30 – 9.45	Welcome address by Christian Gurol (Head of start-up incubator HWR Berlin)			
9.45 – 10.30	Keynote IV: Miriam Preissinger (Creative Director Cheil) (Moderator: Prof. Baumgarth)			
10.30 – 11.00	Coffee Break			
11.00 – 13.00	Science Sessions XXI - XXIV			
	Workshop space	Flex space	Design Thinking room	Corner room
	Session XXI: Start-up & SME Branding II SC: Dennis Pitta	Session XXII: Celebrities, Testimonials & Person Brands SC: Joana Cesar Machado	Session XXIII: Brands in the digital sphere SC: Cleopatra Veloutsou	Session XXIV: Corporate Branding SC: Klaus-Peter Wiedmann
	<p>Michela Mingione, Russell Abratt: <i>Catching the digital wave: Value co-creation of born-digital corporate brand start-ups</i></p> <p>Deirdre McQuillan, Mari Juntunen: <i>Engaging customers with SME branding across multiple networks: An artistic professional service firm perspective</i></p> <p>Cecilia Cassinger, Szilvia Gyimothy, Mia Larson, Jane Meged: <i>Sharing brand ideologies: A cultural analysis of start-up brand failure</i></p> <p>Naser Valaei, Gregory Bressolles, Seyed Rajab Nikhashemi: <i>Freemium apps business model and user behaviour</i></p>	<p>Adele Berndt: <i>The Football manager as a brand persona – The case of Arsène Wenger</i></p> <p>Stefan Scheidt, Raymond Loohuis, Jörg Henseler: <i>See and be seen: How visibility affects the personal branding of top managers</i></p> <p>Sebastian Ullrich, Mirjam Maisch: <i>Influencer Marketing on Instagram: Effects of Perceived Brand Love and Perceived Influencer Payment</i></p> <p>Thaysa Costa do Nascimento, Roberta Dias Campos: <i>Celebrity Endorsement Practices in the Era of Megaphone Effect</i></p>	<p>Joni Salminen, Veera Engren, Tommi Salenius, Theresa Clarke, Bernard J. Jansen: <i>Automatically classifying search advertising terms to purchase funnel stages: A machine learning approach</i></p> <p>Fayez Ahmad, Francisco Guzmán: <i>Brand power, online reviews and message trust: The moderating role of persuasion knowledge</i></p> <p>Maria Ek Styvén: <i>Game on! Brand relationships in live streaming gaming communities</i></p> <p>Joni Salminen, Tommi Salenius, Michael Hall, Vignesh Yoganathan, Victoria-Sophie Osburg, Bernard J. Jansen: <i>Analyzing the Effects of Pausing Online Advertisement on Sales Revenue</i></p>	<p>Sonja Ingman, Veronica Liljander: <i>Business customers' perceived fit between corporate brand and corporate brand extensions</i></p> <p>Mario Burghausen: <i>Manifesting the Omnipresent: Theoretical Foundations of (Corporate) Brand Heritage Design</i></p> <p>Andreas Hesse, Pieter Steenkamp, Holger J. Schmidt, Virimai Mugobo: <i>Retailer brand management and digital maturity: Fresh perspectives by comparing and contrasting local markets in Germany and South Africa</i></p>
13.00 – 13.30	Closing session (Best Paper Awards, Announcement of GBC 2020, Prof. Roper, Prof. Baumgarth, Prof. Schmidt, Prof. Boltz, Dr. Anthony Grimes)			
13.30 – 14.15	Lunch: Foodtruck Lekka			
15.30 – 18.00	Brand walk: (1) Quartier Zukunft Deutsche Bank ; (2) RitterSPORT Bunte Schokowelt ; (3) Mercedes-Benz Gallery			
18.00	End of conference activities			