

**Thought Leaders International Conference on
Brand Management
Birmingham Business School
24-25th April 2007**

Timetable

Tuesday 24th April 2007

14.00 – 15.10 **Coffee and Registration**
Atrium

15.10 – 15.30 **Welcome by Professor Jonathan Michie, Director of the**
Room G12 **Birmingham Business School**

Introduction by Professor Leslie de Chernatony

15.30 – 16.20 **Parallel Session 1**

<i>Session 1.1. Room G06</i>	<p><i>DEFINING THE BRAND</i></p> <p><i>Chaired by Jan-Philipp Weers</i></p> <ol style="list-style-type: none"> 1. Towards an integrated definition of brand - Colin Jevons 2. Where does brand end and reputation begin? Bringing together the best of brand and reputation management - Kevin Money, Susan Rose & Carole Hillenbrand
<i>Session 1.2. Room G13</i>	<p><i>BRAND EQUITY 1</i></p> <p><i>Chaired by Roderick J. Brodie</i></p> <ol style="list-style-type: none"> 1. Measuring the equity of internet brands - George Christodoulides, Leslie de Chernatony & Olivier Furrer 2. Future imperfect: An ex-ante approach to brand capability valuation - Janek Ratnatunga & Michael Ewing 3. Brand equity and brand survival: Evidence from an emerging market - Tim H. Dodd, Dale F. Duhan, Natalia Kolyesnikova, Debbie A. Laverie & James B. Wilcox
<i>Session 1.3. Room G07</i>	<p><i>COUNTRY OF ORIGIN AND CONSUMERS' ETHNOCENTRISM</i></p> <p><i>Chaired by Florence Benoit-Moreau</i></p> <ol style="list-style-type: none"> 1. Communication of Country-of-Origin by Scottish Premium Brands - Morag Hamilton & Christopher M Moore 2. Impact of an activated ethnocentric sense on consumers' overall attitudes towards countries, people, and products - Yamen Koubaa 3. Brand preference: effects of country of origin and brand's personality traits - Ivana First & Bruno Grbac

16.20 – 17.30

Parallel Session 2

<p><i>Session 2.1. Room G06</i></p>	<p>BRAND ALLIANCES & CO-BRANDING <i>Chaired by James B. Wilcox</i></p> <ol style="list-style-type: none">1. Corporate co-branding: Towards a conceptual framework - Abel T. Kahuni & Jennifer Rowley2. Brand alliances: what effects on consumer brand perception - Rim Boudali Methamem3. The impact of merger and acquisition upon a luxury fashion brand - Antoinette Fionda & Christopher Moore
<p><i>Session 2.2. Room G13</i></p>	<p>BRAND EQUITY 2 <i>Chaired by George Christodoulides</i></p> <ol style="list-style-type: none">1. The interaction of ownership structure and customer satisfaction as determinants of brand equity - Anna Torres & Josep A Tribo2. Identity-based brand equity model – A conceptual Framework - Christoph Burmann, Marc Jost-Benz, & Jan-Philipp Weers3. Societal communication and brand equity - Benoit-Moreau and Parguel
<p><i>Session 2.3. Room G07</i></p>	<p>CONSUMERS THEIR BRANDS AND OTHER CONSUMERS <i>Chaired by Leslie de Chernatony</i></p> <ol style="list-style-type: none">1. Brands as memcomplexes - Andrej Drapal2. Brand Hegemony and the Prosumption of Open Source Software - John G Cromie & Michael T Ewing3. Tribal brands re-addressing brand relationships - Cleopatra Veloutsou & Luiz Moutinho

17.30 – 18.40

Parallel Session 3

<i>Session 3.1. Room G06</i>	B2B BRANDING <i>Chaired by Christoph Burmann</i> <ol style="list-style-type: none">1. Understanding and communicating brand values in B2B markets - Joanne Lynch & Leslie de Chernatony2. Quantifying the reasons for brand defection in the business-to-business financial market - Svetlana Bogomolova & Jenni Romaniuk
<i>Session 3.2. Room G13</i>	BRAND PERSONALITY <i>Chaired by Mike Ewing</i> <ol style="list-style-type: none">1. Specific Chinese brand personality dimensions - Priscilla Y.L. Chan, John Saunders & Gail Taylor2. Brand sex, sexual state and gender: towards a distinction between three constructs - Salim Azar3. The importance of brand personality in service industries - Maria Walecka Schlesinger Diaz & Amparo Cervera Taulet
<i>Session 3.3. Room G07</i>	SERVICES BRANDS <i>Chaired by Helen Borland</i> <ol style="list-style-type: none">1. Investigating the elements of the service brand: a customer value perspective - Roderick J. Brodie, James R. M. Whittome & Gregory J. Brush2. Determinants of retail corporate branding: a case of living the brand - Hasan Gilani3. Do happy staff mean happy customers? Testing the links between staff and customer satisfaction - Rosa Chun

18.40 – 19.20

Keynote Speaker - Alan Mitchell, Business Writer and Author
“The end of brand narcissism : reinventing brands for a “pull” media environment”
Room G12

20.00 Onwards
Staff House

Conference Dinner

Wednesday 25th April 2007

09.00 – 10.10

Parallel Session 4

<p><i>Session 4.1. Room G06</i></p>	<p>BRAND POSITIONING AND REPOSITIONING <i>Chaired by Michael Solomon</i></p> <ol style="list-style-type: none"> 1. Brand concept maps: A new approach to market segmentation - Celine Brandt & Charles Pahud de Mortanges 2. The owner's edge: how brand ownership influences causal brand maps - Johan van Rekom, Peeter W I Verlegh & Robert Slokkers 3. Memory-based and point of sale induced brand image confusion - Prof Dr Christoph Burmann, Jan-Philipp Weers & Marc Jost-Benz
<p><i>Session 4.2 Room G13</i></p>	<p>BRAND AS A SYMBOL AND BRAND AS A PRODUCT <i>Chaired by Roberto Bello</i></p> <ol style="list-style-type: none"> 1. Names and Logos Memorisation: An Empirical Research - Paulo de Lencastro & Ana Corte-Real 2. The effect of brand name on consumers' evaluation - Nina Michaelidou 3. The impact of product packaging on brand image: Implications for new product development - Gaelle Pantin-Sohier & Alain Decrop
<p><i>Session 4.3. Room G07</i></p>	<p>PLACE BRANDING <i>Chaired by Colin Jevons</i></p> <ol style="list-style-type: none"> 1. Brand morphing and determinants of city brand attitudes - Bill Merrilees, Dale Miller & Carmel Herington 2. Place branding and the Liverpool 08' brand campaign in "City of Liverpool" - Vishwas Maheshwari, Ian Vanderwalle & David Bamber 3. The limitations of brand building models in Place branding - Ian Vanderwalle
<p><i>Session 4.4. Room G05</i></p>	<p>BRAND AND THE ORGANISATION I <i>Chaired by Kamal Ghose</i></p> <ol style="list-style-type: none"> 1. The contribution of different departments to brand success and the impact of how they interact - Leslie de Chernatony & Susan Cottam 2. How do small-to-medium enterprise brand grow? A new Theoretical approach to brand building - Edgar Centeno 3. Key determinants of internal brand management success : the empirical evidence - Christoph Burmann, Sabrina Zeplin & Nicola Riley

10.10-10.30
The Atrium

Poster Session with Refreshments

10.30 – 11.10

Keynote Speaker - Paul Edwards, Chief Strategy Officer Publicis
"Are you listening to me?"
Room G12

11.10 – 12.20

Parallel Session 5

<i>Session 5.1. Room G06</i>	BRAND MEANING 1 <i>Chaired by Gaelle Pantin-Sohier</i> <ol style="list-style-type: none">1. What does your company stand for? - Henning Karlsen2. Visualising brand meaning - Basil Englis, Michael Solomon, Wi-Suk Kwon & Susan Fournier3. The brand as symbolic token - Zozeta Miliopoulou
<i>Session 5.2. Room G13</i>	BRAND RELATIONSHIPS <i>Chaired by Nina Michailidou</i> <ol style="list-style-type: none">1. Consumer-Brand relationships: A tetrad classification - Roberto Bello, Leslie de Chernatony & Eric Shiu2. Co-Creation of value: Diagnosing the brand relationship experience - Adrian Payne, Kaj Storbacka & Pennie Frow3. Consumer-brand relationships: interpersonal relationship metaphor approach - Helena Marques Nobre, Carlos Melo Brito, Paulo de Lencastre & Kip Becker
<i>Session 5.3. Room G07</i>	BRAND DEVELOPMENT OVER TIME <i>Chaired by Johan van Rekom</i> <ol style="list-style-type: none">1. From outdated curiosity to modern classic: can historical brands be revived successfully? - Eleonora Cattaneo2. Brand senescence: An outline of a developmental theory - Mike Ewing, Colin Jevons & Elias Khalil3. Revising the brand evolution stage model- a case study on an Asian IT company - Ping-Kuan Lin
<i>Session 5.4. Room G05</i>	BRAND AND THE ORGANISATION 2 <i>Chaired by Edgar Centeno</i> <ol style="list-style-type: none">1. Internal Brand Management for distribution – how to consistently deliver the brand promise at the point of sale? - Christoph Burmann & Philip B Maloney2. Branding Capability: An exploration through Gandhian Philosophies - Ranjit Voola & Aron O’Cass3. The strength of the brand value chain is the strength of the brand anchor - Kamal Ghose

12.20 – 13.20

Lunch

Senior Common Room

13.20 – 14.00

Keynote Speaker - Tom Blackett, Deputy Chairman Interbrand Group.
“Brand Governance – 21st Century brand management”

Room G12

14.00 – 15.10

Parallel Session 6

<i>Session 6.1. Room G06</i>	BRAND MEANING 2 <i>Chaired by Robert Slokkers</i> <ol style="list-style-type: none">1. Common ground: Does brand meaning exist in similarity or singularity - Pierre Berthon & Leyland Pitt & Colin Campbell2. Managing Brands in the People’s Republic of China - Michael Ewing, Julie Napoli & Wu Jianwei3. Pulling the white rabbit out of the hat: branding advancements in imperial China - Giana M. Eckhardt & Anders Bengtsson
<i>Session 6.2 Room G13</i>	BRAND EXTENSIONS I <i>Chaired by Charles Pahud de Mortanges</i> <ol style="list-style-type: none">1. How brand extensions influence on brand image: The moderating role of advertising - Eva Martinez, Teresa Montaner & Jose Miguel Pina2. Determinants of product-to-service brand extension success in B2B settings - Christina Sichtmann & Brian Brown3. A Pleasant stay depends on the host: the role of characteristics of the extension category on brand extension evaluations - Leif E. Hem, Nina M. Iversen & Lars E. Olsen
<i>Session 6.3. Room G07</i>	BRAND AND CORPORATE IDENTITY <i>Chaired by Jenni Romaniuk</i> <ol style="list-style-type: none">1. Identity and participation demands on brand identity definition and delivery in our “turn towards the visual” - Richard Hill2. A Synthesis of Polymorphous Corporate Elements in Creating a New Corporate Identity Model - Jean Yannis Suvatjis, Leslie de Chernatony & Sheena Leek3. Corporate identity – the management of the process of change in the name/logo in the context of brands’ merger - Joana Cesar Machaelo, Paulo de Lencastre & Petro Dionisio
<i>Session 6.4. Room G05</i>	BRANDS AND CONSUMERS <i>Chaired by Maxwell Winchester</i> <ol style="list-style-type: none">1. The brand in the family: An application to the study of young adult consumers - Rafael Bravo Gil, Elena Fraj & Teresa Montaner2. Which factors determine formation of the consideration set in the context of non-deceptive counterfeiting? - Xuemei Bian & Luiz Moutinho3. Creating consumption experiences to build brand image: Measuring their effects through a quasi experiment - Michela Addis, Giulia Miniero, Irene Scopelliti & Isabella Soscia

15.10 – 15.30
The Atrium

Poster Session with Refreshments

15.30 – 16.40

Parallel Session 7

<i>Session 7.1. Room G06</i>	BRAND AND STAKEHOLDERS <i>Chaired by Cleopatra Veloutsou</i> <ol style="list-style-type: none">1. The formation of brand reputation: a stakeholder perspective - Sylvia von Wallpach & Oliver Koll2. The nature and social dynamics of brand interest groups - Oliver Koll, Andrea Hemetsberger , Elisabeth Pichler & Sylvia von Wallpach3. Exercising Though Leaders? Towards a toolkit for managing city brands and regeneration - Myfanwy Trueman & Nelarine Cornelius
<i>Session 7.2. Room G13</i>	BRAND EXTENSIONS 2 <i>Chaired by Eva Martinez</i> <ol style="list-style-type: none">1. The Resistance of Strong Brands: Feedback Effects of Brand Extension on Flagship Products - Lars E Olsen, Nina M Iversen & Leif E Hem2. Brand gender and cross-gender extensions - Nathalie Veg & Simon Nyeck3. Brand extension effects on brand equity: A cross-national study - Isabel Buil, Eva Martinez & Leslie de Chernatony
<i>Session 7.3. Room G07</i>	BRAND LOYALTY & SATISFACTION <i>Chaired by Isabelle Szmigin</i> <ol style="list-style-type: none">1. Like lettering through rock; reconceptualising the strategic role of loyalty schemes - Jennifer Rowley2. Prestige brands: consumer perceptions and loyalty compared to non-prestige brands - Jenni Romaniuk & Maxwell Winchester

16.40 – 17.10
Room G12

Plenary Session : How will brand management change to capitalise upon the greater empowerment of the brand and customers?

Chaired by Dr Cleopatra Veloutsou

Panel Members : To include Professor Leslie de Chernatony, Professor. Dr. Christoph Burmann, Professor Rod Brodie

17.10 – 17.15
Room G12

Vote of Thanks and award of Best Paper Prize by Professor Leslie de Chernatony