

**Thought Leaders International Conference on  
Brand Management  
Birmingham Business School  
15-16th April 2008**

**Timetable**

**Tuesday 15<sup>th</sup> April 2008**

- 14.00 – 15.00**                      **Coffee and Registration**  
**Atrium**
- 15.00 – 15.15**                      **Welcome by Professor Edward Peck, Head of the**  
**Room G12**                              **College of Social Sciences at the University of Birmingham**
- Introduction by Professor Leslie de Chernatony**
- 15.30 – 16.20**                      **Parallel Session 1**

<b>Session 1.1.</b> <b>Room G13</b>	<p><b><i>Brand Equity 1</i></b></p> <p><b><i>Chaired by Roderick J Brodie</i></b></p> <ol style="list-style-type: none"> <li><b>1. Brand budgeting – theoretical foundation and empirical evidence - Christoph Burmann, Jochen Heemann, Christian Becker</b></li> <li><b>2. Customer-based brand equity concept: examining the applicability in the business-to-business context – Galina Ossipenko</b></li> <li><b>3. Social dimension in the creation of brand equity – Tammo Bijmolt, Anna Torres, Josep Tribo</b></li> </ol>
<b>Session 1.2.</b> <b>Room G06</b>	<p><b><i>Brands and Communication 1</i></b></p> <p><b><i>Chaired by Margo Buchanan-Oliver</i></b></p> <ol style="list-style-type: none"> <li><b>1. The impact of interpersonal communication on brand loyalty – Tim Oliver Brexendorf, Silke Muhlmeier, Torsten Tomczak</b></li> <li><b>2. Promising attributes or experiences: attitudinal responses to functional vs. experiential ad-claims, and the moderating role of involvement – Bendik Meling Samuelsen, Lars Erling Olsen</b></li> <li><b>3. How does brand usage influence advertising awareness responses? – Samuel Wight</b></li> </ol>
<b>Session 1.3.</b> <b>Room G07</b>	<p><b><i>Service Brands</i></b></p> <p><b><i>Chaired by Bill Merrilees</i></b></p> <ol style="list-style-type: none"> <li><b>1. Components of service employee performance – Elaine Wallace, Leslie de Chernatony</b></li> <li><b>2. The effects of variable pricing on brand trust in capacity constrained service industries – Una McMahon-Beattie, Adrian Palmer</b></li> <li><b>3. Managing stakeholder perceptions of a public service brand: antecedents and consequences – Susan Whelan, Gary Davies, Rita Bourke, Margaret Walsh</b></li> </ol>

16.20 – 17.30

Parallel Session 2

<p><i>Session</i> 2.1. <i>Room G06</i></p>	<p><b><i>Brand Relationships 1</i></b> <i>Chaired by Cleopatra Veloutsou</i></p> <ol style="list-style-type: none"> <li>1. <b>Stretching the brand down: does it affect consumer-brand relationship?</b> – Fanny Magnoni, Elyette Roux</li> <li>2. <b>Brand personality: a relationship perspective</b> – Helena M Nobre, Carlos Brito, Paulo de Lencastre, Kip Becker</li> <li>3. <b>Brand symbiosis – investigating the brand adoption process</b> – Jan Brown, Steve Baron</li> </ol>
<p><i>Session</i> 2.2. <i>Room G13</i></p>	<p><b><i>Brands and Communication 2</i></b> <i>Chaired by Johan van Rekom</i></p> <ol style="list-style-type: none"> <li>1. <b>The execution factors influencing the recall of television brand placements</b> – Craig Lock, Jenni Romaniuk</li> <li>2. <b>The narrating brand: Towards a strategic typology of the brand’s presence, participation and role in advertising</b> - Georgia-Zozeta Miliopoulou</li> <li>3. <b>Consumer-brand relationships in the consumer goods market – an analysis with regard to complaint management and brand advertising</b> – Christoph Burmann, Verena Wenske, Christian Feddersen</li> </ol>
<p><i>Session</i> 2.3. <i>Room G07</i></p>	<p><b><i>Defining the “Brand” – Past, Present and Future</i></b> <i>Chaired by Mark Glynn</i></p> <ol style="list-style-type: none"> <li>1. <b>A historical review of the development of definitions of “brand”</b> – Colin Jevons, Mark Gabbott</li> <li>2. <b>Refining the dimensions of the brand in the service economy</b> – Margo Buchanan-Oliver, Roderick J Brodie, Diana Huang</li> <li>3. <b>A challenging future for brands : issues, impact and skills</b> – Leslie de Chernatony, Susan Cottam, Angela Pirrie</li> </ol>

17.30 – 18.40

Parallel Session 3

<p><i>Session</i> 3.1. <i>Room G06</i></p>	<p><b><i>Brand Relationships 2</i></b> <i>Chaired by James B Wilcox</i></p> <ol style="list-style-type: none"> <li>1. <b>Brand evaluation, satisfaction and trust as predictors of brand loyalty: the mediator-moderator effect of brand relationships</b> - Cleopatra Veloutsou</li> <li>2. <b>Measurement of relational branding constructs: examining the structure</b> – Roderick J Brodie, Joel Van Durme, Linda Hollebeek</li> <li>3. <b>Sport related factors, brand communities and brand relationship as antecedents of brand equity</b> – Eirini Bazaki, Cleopatra Veloutsou</li> </ol>
<p><i>Session</i> 3.2. <i>Room G13</i></p>	<p><b><i>Brand Evolution - Brand Extensions and Re-Branding</i></b> <i>Chaired by Jenni Romaniuk</i></p> <ol style="list-style-type: none"> <li>1. <b>Corporate rebranding as a competitor response strategy</b> – Bill Merrilees, Dale Miller</li> <li>2. <b>How to substitute a brand name? Bio-Activia and Gemey-Maybelline textbook cases</b> – Isabelle Aime, Chantal Lai</li> </ol>

<p><i>Session</i> 3.3. <i>Room G07</i></p>	<p><b><i>Brand Development</i></b> <i>Chaired by Colin Jevons</i></p> <ol style="list-style-type: none"> <li>1. Brand internationalization strategy beyond the standardization/adaptation dichotomy – Nabil Ghantous</li> <li>2. Why the marketing orientation of brand management is valuable for B-to-B companies: Results of an international study within the automotive supply industry – Carsten Baumgarth, Salima Douven</li> <li>3. Brand management practices in China: Longitudinal evidence and links to organizational performance – Michael T Ewing, Julie Napoli, Lydia E Windisch, Wu Jianwei</li> </ol>
<p><i>Session</i> 3.4. <i>Room G03</i></p>	<p><b><i>Brand Equity 2</i></b> <i>Chaired by George Christodoulides</i></p> <ol style="list-style-type: none"> <li>1. The impact of reasons for brand defection on post-defection consumer brand equity – Svetlana Bogomolova</li> <li>2. Integrating competitive decisions into a customer equity model – Christoph Burmann, Alexander Breusch</li> </ol>

**18.40 – 19.20**                      **Keynote Speaker – Wally Olins, Co-Founder of Agency Wolff Olins and Chairman of Saffron Brand Consultants**  
**“The nation and the brand and the nation as a brand”**  
**Room G12**

**20.00 Onwards**                      **Conference Dinner**  
**Staff House**

**Wednesday 16<sup>th</sup> April 2008**

**09.00 – 10.10**

**Parallel Session 4**

<b>Session 4.1. Room G06</b>	<b><i>Brand Identity 1</i></b> <i>Chaired by Cleopatra Veloutsou</i> <ol style="list-style-type: none"><li>1. Towards an identity based understanding of brand management – a conceptual approach – Christoph Burmann, Nicola Riley</li><li>2. Consumers' impact on corporate branding: a case for the consumer identity construct – Roberto Bello, Leslie de Chernatony, Eric Shiu</li><li>3. Corporate identity – the management of the process of change in the name/logo in the context of brands' merger – Joana Cesar Machado, Paulo de Lencastre, Pedro Dionisio</li></ol>
<b>Session 4.2 Room G13</b>	<b><i>Consumers and their Brands 1</i></b> <i>Chaired by Eva Martinez</i> <ol style="list-style-type: none"><li>1. Toward a conceptual clarification of symbolic consumption of products and brands by the discourse of adolescents – Sarah Benmoyal-Bouzaglo</li><li>2. Why is the Norwegian daily Dagbladet losing readers? Market segmentation in a socio-geographical perspective – Henning Karlsen</li></ol>
<b>Session 4.3. Room G03</b>	<b><i>Brand Personality</i></b> <i>Chaired by T C Melewar</i> <ol style="list-style-type: none"><li>1. Brand-sex as a primary category in brand categorization process – Salim L Azar, Denis Darpy</li><li>2. Brand behaviour patterns: an empirical investigation of brand misconduct – Frank Huber, Kai Vollhurdt, Isabel Matthes, Johannes Vogel</li><li>3. You are what you drive: choosing the car of your political leaning – Johan van Rekom, Deniz Kusadasi</li></ol>
<b>Session 4.4. Room G03</b>	<b><i>Brands and Stakeholders</i></b> <i>Chaired by Dale Miller</i> <ol style="list-style-type: none"><li>1. A balanced approach to stakeholder value creation with a corporate brand – Veronika V Tarnovskaya</li><li>2. Building brand commitment in call centres – advancement to the research of internal brand management – Christoph Burmann, Verena Pannenbaecker, Christian Becker</li></ol>

**10.10-10.45  
The Atrium**

**Poster Session and Networking with Refreshments**

10.45 – 12.00

Interactive Workshop Session

<i>Room G07</i>	<b>Managing reputation and brand risk: Judy Larkin</b>
<i>Room G03</i>	<b>Neuroscience: Another marketing panacea or a new way forward? Caroline Hayter</b>

12.00 – 13.10

Parallel Session 5

<i>Session 5.1. Room G06</i>	<b><i>Brand Identity 2</i></b> <b><i>Chaired by Roberto Bello</i></b> <ol style="list-style-type: none"><li>1. <b>Stability and change: how firms construct the meaning of corporate identity, 1970-2005 – B Olutayo Otubanjo, T C Melewar</b></li><li>2. <b>Using an integrative approach to assess brand identity – Teresa Taveira de Barros, Francisco Vitorino Martins</b></li><li>3. <b>Enhancement of the model of identity-based internal brand management by Burmann and Zeplin – a conceptual framework – Christoph Burmann, Rico Piehler, Christian Becker</b></li></ol>
<i>Session 5.2. Room G13</i>	<b><i>Consumers and their Brands 2</i></b> <b><i>Chaired by Leslie de Chernatony</i></b> <ol style="list-style-type: none"><li>1. <b>An examination of effects of consumers' perceptions on purchase intention toward counterfeit luxury branded products – Xuemei Bian, Luiz Moutinho, Wen-Ling Liu</b></li><li>2. <b>Creating customer value in the luxury goods marketplace – Caroline Tynan, Sally McKechnie, Celine Chhuon</b></li></ol>
<i>Session 5.3. Room G07</i>	<b><i>Regional Brands, Country of Origin Effect</i></b> <b><i>Chaired by Veronika V Tarnovskaya</i></b> <ol style="list-style-type: none"><li>1. <b>Auditing regional wine brands: the Merlot Ticino case – Alessandra Zamparini, Francesco Lurati, Laura Illia</b></li><li>2. <b>Bridging home and host countries with global brands – Eliane Karsaklian</b></li></ol>
<i>Session 5.4. Room G03</i>	<b><i>Brand Alliances, Co-Branding</i></b> <b><i>Chaired by Susan Whelan</i></b> <ol style="list-style-type: none"><li>1. <b>Evaluation of brand alliances: product fit and the moderating role of brand concept consistency – Even Johan Lanseng, Lars Erling Olsen</b></li><li>2. <b>An experimental study of cross-level brand alliances – Dennis B Arnett, James B Wilcox, Debra A Laverie</b></li></ol>

13.10 – 14.10

Lunch

Senior Common Room

14.10 – 15.20

Parallel Session 6

<b>Session 6.1.</b> <b>Room G06</b>	<b><i>Brand Identity 3</i></b> <b><i>Chaired by Charles Pahud de Mortange</i></b> <ol style="list-style-type: none"><li><b>1. Identity based brand repositioning – a conceptual framework – Christoph Burmann, Christian Feddersen, Tobias Recke</b></li><li><b>2. Development and validation of a corporate image scale in the banking sector – Rafael Bravo, Teresa Montaner, Jose M Pina</b></li><li><b>3. Innovative brand management in the “web 2.0 age” – Nana Grigoryants, Uwe Schnetzer</b></li></ol>
<b>Session 6.2</b> <b>Room G13</b>	<b><i>Brand Equity 3</i></b> <b><i>Chaired by Caroline Tynan</i></b> <ol style="list-style-type: none"><li><b>1. Understanding brand equity and its consequences: a proposed model – Isabel Buil, Leslie de Chernatony, Eva Martinez</b></li><li><b>2. An empirical investigation of a multidimensional approach to measuring brand equity – Ahmed H Tolba, Salah S Hassan</b></li><li><b>3. CEO brand orientation: Does it impact organisational performance? - Michael T Ewing, Julie Napoli, Lydia E Windisch</b></li></ol>
<b>Session 6.3.</b> <b>Room G07</b>	<b><i>Place Branding 1</i></b> <b><i>Chaired by Una McMahon-Beattie</i></b> <ol style="list-style-type: none"><li><b>1. Developing and managing country brands: an exploratory research on nation brand image of Turkey in Europe – İpek Altınbaşak</b></li><li><b>2. The power of brands in the construction of national identity – Sandy Bulmer, Margo Buchanan-Oliver</b></li><li><b>3. A strategic perspective to destination branding: positioning the country brand based on the expected experience – Milena S Nikolova, Salah S Hassan</b></li></ol>
<b>Session 6.4.</b> <b>Room G07</b>	<b><i>B2B Brands</i></b> <b><i>Chaired by Christian Becker</i></b> <ol style="list-style-type: none"><li><b>1. B2B branding: a resource based view – Mark S Glynn</b></li><li><b>2. Enhancing business banking brand equity where it matters most: a risk and return framework – Guy F Pearce, Sameer Jooma</b></li></ol>

15.20 – 15.40  
The Atrium

Poster Session with Refreshments

15.40 – 16.50

Parallel Session 7

<p><i>Session 7.1. Room G03</i></p>	<p><b><i>Competition and Brands</i></b> <i>Chaired by Elaine Wallace</i></p> <ol style="list-style-type: none"><li>1. Competition for retrieval between private label brands and national brands – Magdalena Nenycz-Thiel, Byron Sharp, Jenni Romaniuk</li><li>2. Looking more or less alike: the effects of copycat structure and information processing mode on perceived similarity – Gaetano Nino Miceli, Rik Pieters</li></ol>
<p><i>Session 7.2. Room G06</i></p>	<p><b><i>Brand Image and Reputation</i></b> <i>Chaired by Paulo de Lencastre</i></p> <ol style="list-style-type: none"><li>1. Brand image, self-congruity and consumer behaviour – a meta-analysis – Sabrina Hegner, Christian Becker, Julia Launspach</li><li>2. A hierarchical model for corporate reputation management: an empirical investigation of the US wireless telecommunications industry – Hamed M Shamma, Salah S Hassan</li><li>3. Nostalgic moments: a qualitative typology – Aurelie Kessous, Elyette Roux</li></ol>
<p><i>Session 7.3. Room G07</i></p>	<p><b><i>Place Branding 2</i></b> <i>Chaired by Sandy Bulmer</i></p> <ol style="list-style-type: none"><li>1. City branding: a brand concept map analysis of a university town – Céline Brandt, Charles Pahud de Mortanges</li><li>2. Identity-based city branding - an image- and identity-analysis of the German cities of Bremen and Bremerhaven – Christoph Burmann, Andreas Muller, Michael Schade</li></ol>

16.50 – 17.20  
Room G12

**Plenary Session: How can brands add more value**  
**Chair: Dr George Christodoulides**  
**Speakers : Professor Leslie de Chernatony, Professor Bill Merrilees and Professor Luiz Moutinho**

17.20 – 17.25  
Room G12

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