THE 13TH GLOBAL BRAND CONFERENCE
Branding in the Digital Age: Innovation & Responsibility

Northumbria University NEWCASTLE   AACSB ACCREDITED   THE AWARDS 2015 | WINNER BUSINESS SCHOOL OF THE YEAR

The13th **Global Brand Conference** (GBC) will be hosted by Newcastle Business School, Northumbria University on 2nd-4th May 2018. We are an AACSB and EPAS accredited modern business school with over 25 years' track record in higher education, based in the heart of the historic and vibrant city of Newcastle Upon Tyne.

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.

Conference Chair:
Dr. Vignesh Yoganathan
Northumbria University

Conference Co-chair:
Prof. Fraser McLeay
Northumbria University

SIG Chair:
Prof. Stuart Roper
University of Huddersfield

Brand Identity and Corporate Reputation **- SIG Committee**:

- 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*

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Conference Theme and Call for Papers:

Today's cutting edge advances in digital marketing are invariably coupled with responsibility for social justice; *e.g. the move to curb fake news amidst proliferation of social media*. Modern brands do not create, or indeed control, most of the conversation surrounding them, and a multitude of platforms proffer a diversity of expressions (Smith et al., 2012). Previous research has particularly highlighted the impact of User Generated Content (UGC) on sales (Dhar and Chang, 2009; Tang et al., 2014), consumer behaviour (Presi et al., 2014; Ye et al., 2011), and stakeholder-perceptions (Haigh and Wigley, 2015; Thakur et al., 2013). More recently, a responsible approach to digital marketing has been advocated by researchers, in parallel to industrial tendencies in the same direction, examining perspectives of employees (Cervellon and Lirio, 2017; Hansen and Levin, 2016; Huang and Liu, 2017; Walsh et al., 2016) as well as customers (Terlutter and Capella, 2013; Verhellen et al., 2014).

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In the context of increasing digitalisation, from a research and pedagogic point of view, this is an important and exciting time to reflect on past developments as well as look ahead to the future of branding. Hence, the 13th Global Brand Conference will focus on the dual challenge for modern brands:

➢ In what innovative ways can brands (and their identities) be managed in a digital world, where the conversation surrounding them is not always created, or controlled, by the brand-owner?

➢ What responsibilities does a successful brand face in the digital age, when attempting to maintain a strong identity and good reputation?

We invite original research and in-depth conceptual papers, especially addressing the above challenges, as well as those focusing on a broad range of other topics within Brand, Identity, and Corporate Reputation, including:

- Brand Experience
- Multisensory Branding
- Brand Image and Identity
- Brand Avoidance and Aversion
- Ethical, Charity, and Green Brands
- Online/Digital Brands
- Brand Equity
- Brand Co-creation
- Brand Love and Loyalty
- Corporate and Umbrella Brands
- Big Data and Analytics of Brands
- Product Branding
- Place and Event Branding
- Service Brands
- Heritage Brands
- Neuromarketing

Best papers presented in the conference will be considered for publication in the conference special issue of **Internet Research** (ISSN 1066-2243, 5-year JIF: 4.58).

Deadline for paper submission: 3rd November 2017 (decisions will be announced by week commencing 18th Dec 2017).

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Conference Dates: 2nd-4th May 2018

Conference Venue: Newcastle Business School, Northumbria University
City Campus East 1, Newcastle upon Tyne
NE1 2SU. United Kingdom.

Conference Website:

https://www.northumbria.ac.uk/about-us/news-events/events/2018/05/13th-global-brand-conference-2018/

Conference Email: GBC2018@northumbria.ac.uk

Submission Guidelines

Authors wishing to present a competitive paper are invited to submit an extended abstract by 3rd November 2017 to GBC2018@northumbria.ac.uk.

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 1400–1700 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.

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.

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List of References

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Walsh, G., Schaarschmidt, M., & von Kortzfleisch, H. (2016) Employees' Company Reputation-related Social Media Competence: Scale Development and Validation. *Journal of Interactive Marketing*, 36: 46-59.

Ye, Q., Law, R., Gu, B., & Chen, W. (2011) The influence of user-generated content on traveler behavior: An empirical investigation on the effects of e-word-of-mouth to hotel online bookings. *Computers in Human Behavior*, 27(2): 634-639.

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