



## **Branding in the Digital Age: Innovation & Responsibility**

### **Internet Research: Special Issue of the 13<sup>th</sup> Global Brand Conference - Academy of Marketing SIG in Brand, Identity, and Corporate Reputation.**

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 (Christodoulides, 2009), whilst a multitude of platforms proffer a diversity of stakeholder 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 (Cicchirillo & Mabry, 2016; Paek *et al.*, 2014; Terlutter and Capella, 2013; Verhellen et al., 2014).

However, specific examination of the challenges concerning brand management in the digital environment has been the focus of a nascent body of research (see: Zhang *et al.*, 2017; Hassan & Ariño, 2016; McCarthy *et al.*, 2014; and Chang *et al.*, 2013). Further research is necessary particularly with respect to the responsibilities of brands as well as, and in parallel to, their innovative advancement in the digital age. Therefore, this is an important and exciting time to reflect on recent developments, as well as look ahead to the future of branding in the face of increasing digitalisation.

This special issue aims to examine the difficult balancing-act facing modern brands, namely:

- Finding innovative ways to manage brands (and their identities) in a digital world where the conversation about brands is difficult to control or direct.
- Dealing with the responsibilities of a successful brand in the digital age, when attempting to forge and maintain a strong identity and good reputation.

Areas of interest for this special issue include (but not limited to):

- Online and Virtual Brands
- Multisensory Branding Online
- Online Brand Image and Identity
- Brand Avoidance/Aversion
- Ethical/Green Branding online
- Online Brand Communities
- Online Brand Equity
- Malicious/False Marketing Online
- Online/Mobile Brand Experience
- Crisis Management on Social Media
- Big Data and Analytics of Brands
- Digital Co-creation of Brands
- Place and Event Branding Online
- Brands and e-Word-of-Mouth
- User Generated Content and Peer-to-peer Interactions
- Games and Brands
- Neuro-branding
- Cyber security and privacy concerns for brands

## Author Guidelines

**Submissions for the special issue must first be presented in initial/developmental form at the 13<sup>th</sup> Global Brand Conference.**

Please see our [author guidelines](#) for more details and submission instructions.

For further enquiries, email the conference committee: [GBC2018@northumbria.ac.uk](mailto:GBC2018@northumbria.ac.uk)

## Deadlines (draft)

- Submission due date: July 2<sup>nd</sup>, 2018
- First round reviews: September 24<sup>th</sup>, 2018
- Revisions due: December 3<sup>rd</sup>, 2018
- Second round decision: February 18<sup>th</sup>, 2019
- Revisions due: Mar 19<sup>th</sup>, 2019
- Final editorial decision: May 15<sup>th</sup>, 2019

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