

# THE 13<sup>TH</sup> GLOBAL BRAND CONFERENCE

## Branding in the Digital Age: Innovation & Responsibility



**Northumbria  
University**  
NEWCASTLE



The 13<sup>th</sup> Global Brand Conference of the Academy of Marketing's *Brand Identity and Corporate Reputation* SIG will be hosted by Newcastle Business School, Northumbria University from 2<sup>nd</sup> to 4<sup>th</sup> May 2018. Deadline for paper submissions is 3<sup>rd</sup> November 2017.

We invite papers focusing on topics in Brand, Identity, and Corporate Reputation, including:

- Brand Experience
- Multisensory Branding
- Brand Image and Identity
- Brand Avoidance and Aversion
- Ethical and Charity Brands
- Digital Branding
- Brand Equity
- Brand Co-creation
- Brand Loyalty
- Corporate Branding
- Big Data and Analytics of Brands
- 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** (JIF: 2.931; Ranking: CABS 2, ABDC 'A').

### Submission Guidelines

Authors wishing to present a competitive paper are invited to submit an extended abstract by 3<sup>rd</sup> November 2017 to the official conference email: [GBC2018@northumbria.ac.uk](mailto: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.



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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 (optional)
- 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/Spacing: Normal/1.5
- Font: Times New Roman, 12 pt
- File Format: MS Word or PDF
- Reference format: Harvard