Northumbria University NEWCASTLE

WEDNESDAY, 2 MAY 2018			
08:30-09:15	Registrations - Events Desk, Ground Floor, Newcastle Business School. City Campus East Building 1 (CCE1)		
09:30-10:00	13th Global Brand Conference Opening Address		
	Dr. Vignesh Yoganathan - Conference Chair		
	Professor Stuart Roper - Brand, Identity & Corporate Reputation SIG Chair		
10:00-10:30	Tea Break		
10:30-12:00	**Track 1: Brand Experience (Room 410)**	**Track 2: Corporate Branding (Room 418)**	**Track 3: Applied Branding & Technology (Room 402)**	**Track 4: Brand Co-Creation & Communities (Room 403)**

	Track 1: Brand Experience (Room 410)	Track 2: Corporate Branding (Room 418)	Track 3: Applied Branding & Technology (Room 402)	Track 4: Brand Co-Creation & Communities (Room 403)
10:30-12:00	Track Chair: **Bill Merrilees**	Track Chair: **Dale Miller**	Track Chair: **Clarinda Rodrigues**	Track Chair: **Oriol Iglesias**
	Consumer Connectedness and the Service Brand Experience (Lynda Maddox, Anthony Patino & Dennis Pitta)	Organizational identity diversity in b2b services – a corporate branding perspective (Sonja Ingman)	Sports teams mobile apps and their impact on professional football club brand development (Angela Green)	The influence of stakeholder co-creation on brand identity in industrial settings - Towards a management-oriented perspective (Samuel Kristal, Carsten Baumgarth & Jörg Henseler)
	Conceptualizing Consumer-Brand Experience: a systematic literature review (Sara Amoroso)	Brand personality and positioning with associative sponsorship: Excitement and Olympic Gold! (Richard Rutter & John Nadeau)	To use branded keywords or not? Rationale of professional search-engine marketers for brand bidding strategy (Juuso Lyytikkä, Joni Salminen & Bernard J. Jansen)	Celebrity co-creation and consumer attitudes: An exploration from multiple perspectives in India (Subhadip Roy, Aditya S. Mishra & Ainsworth A. Bailey)
	Principles of Interactive Branding (Bill Merrilees)	A framework for corporate brand resilience (Dale Miller)	Eye Tracking the Impact of In-Store Sensory and Price Messages on Visual Attention and Intended Purchase Behavior (Clarinda Rodrigues, Paula Rodrigues, António T.Macedo & Karthikeyan Baskaran)	Collective mood management: Brand and consumer co-creation of social media content (Fathima Zahara Saleem & Oriol Iglesias)
12:00-12:45	Lunch			
13:00-14:30	Track 1: Brand Experience (Room 410)	Track 2: Design & Arts (Room 418)	Track 3: Applied Branding & Technology (Room 402)	Track 4: Brand Co-Creation & Communities (Room 403)
	Track Chair: **Michael Bendixen**	Track Chair: **Catarina Lelis**	Track Chair: **Anthony Grimes**	Track Chair: **Fraser McLeay**
	Defining consumer engagement through consumer-brand experiences in a social media context: An industry perspective (Helen Morris)	Design, personality traits and consumer responses to brand logos (Patrício Costa, Joana César Machado, Anna Torres & Leonor Vacas de Carvalho)	Determining online brand reputation with machine learning from social media mentions: A study in the banking context (Anette Rantanen, Joni Salminen, Filip Ginter & Bernard J. Jansen)	The various faces of engagement: How Gucci's one-directional strategy to social media allows the building of a highly engaged community (Ana Roncha, Natascha Radclyffe-Thomas & Mirsini Trigoni)
	Exploring the linkage between organisational culture and delivering the promised consumer brand experience: what do we know? (Clive Helm & Lorna Stevens)	Art infusion effect revisited – Effects of Urban Arts-Brand-Collaborations (Carsten Baumgarth & Jennifer Bahati Wieker)	Understanding the role of Value Co-creation in Building New Luxury Brands: A Social Network Analysis Approach (Vicky Roberts, Stuart Roper & Sabrina Thornton)	Integration in and identification with brand communities: A comparison between consumer generated and marketer generated communities (Giuseppe Pedeliento, Daniela Andreini & Roberta Apa)
	Producers' views on digital era brand authenticity in a traditional winery (Michael Bendixen, Michela Mingione, Maria Petrescu & Russell Abratt)	Influences of Handwriting on Students' Personal Branding: Proposal of a Supportive Online Platform (Laura Bakalka & Catarina Lelis)	"Best. Night. Ever!": Implications of the impact bias for the (digital) marketing of services, events and experiences (Anthony Grimes)	Social spheres & social media communities: Drivers of co-creation & innovation in higher education brand communities? (Jessica Lichy, Fraser McLeay & Julie Crumbley)
14:30-15:00	Tea Break			
15:00-16:00	Keynote: Simon Sundberg, Ericsson (Room 401)			
16:00-17:00	JPBM Editorial Board Meeting (for editorial board members) - Room 403			
17:45	Boarding commences for the Tyne River Cruise, Newcastle Quayside			
22:00	End of River Cruise			

THURSDAY, 3 MAY 2018			
09:00-10:30 **Track 1: Internal & Employer Branding (Room 410)**	**Track 2: Gender & Critical Issues (Room 418)**	**Track 3: Brand Love/Hate & Authenticity (Room 402)**	**Track 4: Sustainability, Ethics & Responsibility (Room 403)**
Track Chair: **Veronika Tarnovskaya**	Track Chair: **Jan Breitsohl**	Track Chair: **Cleopatra Veloutsou**	Track Chair: **Ulf Aagerup**
A brand within a brand: an integrated understanding on internal brand management and brand architecture in the public sector (Ulrika Leijerholt, Chris Chapleo & Helen O'Sullivan)	The role of technology democratisation on challenging male power in Scotch brands: the case of Johnnie Walker (Bernardo Meza Guzman, Catarina Lelis & Dennis A. Olsen)	Luxury brand information exposure of authenticity influences its rarity (Jiang Zhiqing & Nagasawa Shin'Ya)	Can sustainable fashion retailers create stronger online environments to attract and maintain new custom by fully appreciating the spectrum of consumer practice displayed within the virtual marketplace? (Aleksandra Besevic)
Choosing where to live or who to work for? Exploring the connections between place and employer branding (Anna Näppä & Maria Ek Styvén)	Chained to the history – Conceptualization of a chained crisis in design industry (Ulla Hakala, Leila Hurmerinta & Ida Paulamäki)	The Story of the 2012 and 2016 U.S. Presidential Elections: A Story of Brand Love and Brand Hate (Francisco Guzman & Eric Van Steenburg)	Do CSR Practices Improve Customer Positive Word-of-Mouth? Considering the Roles of Brand Affect and Brand Authenticity (Stefan Markovic, Oriol Iglesias, Yuqian Qiu & Mehdi Bagherzadeh)
Internal brand citizenship in omni-channel retailing: Investigating the impact of self-service technologies (Galina Biedenbach, Thomas Biedenbach, Peter Hultén & Veronika Tarnovskaya)	Consumer role behaviours during bullying episodes in online communities (Jan Breitsohl, Werner Kunz & Anthony Grimes)	Towards a conceptualization of brand polarization (Sergio Andres Osuna Ramirez, Cleopatra Veloutsou & Anna Morgan-Thomas)	Diversity via Normality: An Advance in Branded Communications Regarding Responsibility (Charlotte McCooey, Catarina Lelis & Dennis Olsen)
10:30-11:00	Tea Break		
11:00-13:00 **Track 1: Social Media & eWoM (Room 410)**	**Track 2: Gender & Critical Issues (Room 418)**	**Track 3: Brand Love/Hate & Authenticity (Room 402)**	**Track 4: Sustainability, Ethics & Responsibility (Room 403)**
Track Chair: **Joana César Machado**	Track Chair: **Ulla Hakala**	Track Chair: **Francisco Guzman**	Track Chair: **Victoria-Sophie Osburg**
Exploring Nostalgic Advertising Effects on Social Media (Emmanuel Mogaji)	Lean if you're seen (Ulf Aagerup)	What's Love Got to do with it? City Brand Love and Viral Videos (Carola Strandberg & Maria Ek Styvén)	Unique or Popular Choice: How Sustainable Apparel Descriptions Influence Brand Evaluations (Kirsten Cowan & Alena Kostyk)
The role of electronic and traditional word-of-mouth in consumer brand decision-making (Michael Bendixen, Maria Petrescu & Russell Abratt)	Brand value co-destruction in collective digital discourse: A case study (Serena Wider, Stefan Markovic & Sylvia von Wallpach)	Brand Fascination: Introduction and scale development of a new construct in the context of consumer-brand-relationships (Holger J. Schmidt & Carsten Baumgarth)	Corporate misconducts and their effects on consumer distrust (Carmen Iuliana Mal, Gary Davies & Audra Diers-Lawson)
Do You Compare Yourself to Others? – Interactive Effects of Consumption Emotion and Received eWOM on Post-purchase Behaviours (Hongfei Liu & Chanaka Jayawardhena)	A healthy brand strategy dilemma: selecting a new brand name or a brand extension (Edgar Centeno, Lorena Carrete & Pilar Arroyo)	The Dawn of the 'Guerilla Trade Marketing' (Maya Farah & Zahy Ramadan)	There's an app for that! Local consumerism and the effectiveness of product information provision on brand equity metrics (Vüsal Hasanzade, Ines Beeck, Victoria-Sophie Osburg & Waldemar Toporowski)
What is engaging content? Influence of the social media type of message on consumer engagement (Tiago Paraty, Joana César Machado & Carla Martins)	The Power of Social Media in Enabling Brand Engagement and Co-Creation: Myth and Reality (Stuart Roper & Ulla Hakala)	No matter what you do, I still love you: an examination of consumer reaction to negative brand behavior (Eric Kennedy & Francisco Guzman)	The influence of ethical market signals on attracting future employees (Victoria-Sophie Osburg, Vignesh Yoganathan & Boris Bartikowski)
13:00-13:45	Lunch		
13:45-14:15	GBC 2019 Announcement - Prof. Carsten Baumgarth & Prof. Holger J. Schmidt (Room 401)		
14:15-15:15	Keynote: Pete Coates, iProspect (Room 401)		
15:15	Tea Break		
15:30-16:30	Meeting of the Brand, Identity & Corporate Reputation SIG Scientific Committee (for the SIG committee members) - Room 403		
17:45	Tour of Newcastle United Football Club stadium commences from St James' Park main reception		
18:45	Welcome Reception at St James' Park Gallowgate Club Suite		
19:00-23:00	Conference Gala Dinner, Gallowgate Club Suite		

	FRIDAY, 4 MAY 2018			
09:00-11:00	**Track 1: Social Media & eWoM (Room 410)**	**Track 2: Cultural & Regional Perspectives (Room 403)**	**Track 3: Identity & Positioning (Room 401)**	
	Track Chair: **Kirk Dodds**	Track Chair: **Holger J. Schmidt**	Track Chair: **Dennis Pitta**	
	Examining the relationship between personality, values, and personal-branding on social media: an international comparison (Ursa Švegl, D. Aleksić, Nada Zupan, Alison Pearce & Katarzyna Dziewanowska)	Cultural influence in consumers' reaction toward the brand in product-harm crisis: a cross-cultural investigation in collectivistic vs individualistic cultures (Ilaria Baghi & Veronica Gabrielli)	The influence of waiters' occupational identity on work engagement and its impact on employee turnover: A study in the context of Michelin-starred restaurants in London (Maria Jesus Jerez, TC Melewar, Pantea Foroudi & Dimitrios Stylidis)	
	Essential ingredients for a collaborative performance: the brand, the employees, and the digital in between (Catarina Lelis & Oscar Mealha)	Brand Clarity of the Different Type of Brands (Local, Global And Glocal) in the Emerging Economy of Iran (Joan Llonch-Andreu, Maryam Vaziri & M. Pilar López-Belbeze)	Positioning entrepreneurial innovation – Insights from the functional foods industry (Christian Koch, Jamie-Lee Lammers & Caroline Ryll)	
	Online Customer Reviews' (OCR) Credibility in the German tourism industry - Antecedents of trust towards Consumer-Generated Media (CGM) and Gender Differences (Lena Schmitz & Kirk Dodds)	Does consumer brand engagement really help in nurturing consumer brand relationships? (Vikas Kumar & Arun Kaushik)	Brand innovativeness and perceived newness: a clarification of consumers' evaluation of an innovation (Blandine Hetet & Claire-Lise Ackermann)	
		Young European consumers' attitudes towards politically conscious brands (Holger J. Schmidt & Nicholas Ind)	Misleading visual brand identity: Exploring consumer perceptions (Jamie Marsden)	
11:00-11:30	Tea Break			
11:30-12:30	Keynote: Marc Cloosterman, VIM Group & Author of 'Future-Proof Your Brand' (Room 401)			
12:30-13:15	Lunch			
14:00	Tour of Newcastle Castle commences from Castle Garth			
16:00	End of Conference Activities.			