

# CONFERENCE PROGRAM



## 6<sup>th</sup> International Conference of the AM's Brand, Identity and Corporate Reputation SIG

April 9<sup>th</sup>-11<sup>th</sup>, 2010  
ESADE - Univesitat Ramon Llull  
Barcelona, Spain.

### Conference Co-Chairs

Dr. Oriol Iglesias (*ESADE - Universitat Ramon Llull*)  
Dr. Jatinder Jit Singh (*ESADE - Universitat Ramon Llull*)

### Conference Administrators

Ms. Tamara Miranda and Mr. Josep Torres

### Scientific Committee

Dr. Myfanwy Trueman (*Bradford School of Management*)  
Dr. Ming Lim (*University of Leicester School of Management*)  
Dr. Francisco Guzmán (*University of North Texas*)  
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Dr. Temi Abimbola (*Warwick Business School*)  
Professor Dr. TC Melewar (*Zurich University of Applied Sciences*)

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ON BRAND AND  
CONSUMPTION**

# Program Overview

Day	Time	Activity	Venue
9th April	8:00 to 9:00	Registration and Breakfast	ESADE 1, Forum: Foyer
	9:00 to 9:30	<b>Opening Address</b> ( <i>Professor Alfons Sauquet, Dean, ESADE + Professor Len Tiu Wright</i> )	ESADE 1, Forum: Platea (Auditorium)
	9:30 to 10:30	<b>Plenary Session A</b> ( <i>Professor Raj Srivastava</i> )	ESADE 1, Forum: Platea (Auditorium)
	10:45 to 12:15	Parallel Session ( <i>1a and 1b</i> )	ESADE 1, Forum: Platea and Amphitheatre
	12:30 to 13:30	Lunch	ESADE 1, Forum: Foyer
	13:30 to 14:45	<b>Plenary Session B</b> ( <i>Prof. Nicholas Ind + Sr. Joan Oliver</i> )	ESADE 1, Forum: Platea (Auditorium)
	14:45 to 15:15	Coffee Break	ESADE 1, Forum: Foyer
	15:15 to 15:45	Change of Bulding	ESADE1 --> ESADE3
	15:45 to 17:15	Parallel Sessions ( <i>2a, 2b, 2c and 2d</i> )	ESADE 3, Floors A and B
	17:30 to 18:45	Parallel Sessions ( <i>3a, 3b, 3c and 3d</i> )	ESADE 3, Floors A and B
	19:15	Bus	Entrance ESADE3
	20:00	Dinner	Can Cortada
10th April	8:00 to 9:30	Parallel Sessions ( <i>4a, 4b, 4c, 4d and 4e</i> )	ESADE 3, Floors A and B
	9:30 to 10:00	Coffee Break	ESADE 3, Cafeteria (Floor A)
	10:15 to 11:30	Parallel Sessions ( <i>5a, 5b, 5c, 5d and 5e</i> )	ESADE 3, Floors A and B
	11:30 to 12:00	Change of Bulding	ESADE3 --> ESADE1
	12:00 to 13:00	<b>Plenary Session C</b> ( <i>Prof. M. J. Hatch + Prof. P. Mirvis</i> )	ESADE 1, Forum: Platea (Auditorium)
	13:00 to 14:00	Lunch	ESADE 1, Forum: Foyer
	14:00 to 15:00	<b>Plenary Session D</b> ( <i>Professor B. Merillees</i> )	ESADE 1, Forum: Platea (Auditorium)
	15:00 to 15:20	Coffee Break	ESADE 1, Forum: Foyer
	15:20 to 15:45	Change of Bulding	ESADE1 --> ESADE3
	15:45 to 17:15	Parallel Sessions ( <i>6a, 6b, 6c, 6d, 6e and 6f</i> )	ESADE 3, Floors A and B
	17:30 to 18.45	Parallel Sessions ( <i>7a, 7b, 7c, 7d and 7e</i> )	ESADE 3, Floors A and B
	19:15	Bus	Entrance ESADE3
	20:30	Gala Dinner	Sal Café (Beach)
	11th April	9:00 to 10:00	<b>Plenary Session E</b> ( <i>Professor M. Schultz</i> )
10:00 to 10:45		<b>Plenary Session F</b> ( <i>Professor J. Ma.Oroval and Angel Alloza, BBVA</i> )	ESADE 1, Forum: Platea (Auditorium)
10:45 to 11:30		Brunch	ESADE 1, Forum: Foyer
11:30 to 12:15		<b>Plenary Session G</b> ( <i>Professor Eduard Bonet</i> )	ESADE 1, Forum: Platea (Auditorium)
12:15 to 12:45		<b>Closing Address</b> ( <i>Prof. Temi Abimbola + Prof. Manuel Alfaro + Prof. Jonathan Wareham</i> )	ESADE 1, Forum: Platea (Auditorium)



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123	Russell	Abratt	The influence of perceived risk on corporate reputation in the B2B Market	2c	9th April (15:45-17:15)	ESADE 3, Floor B, Room B019
136	Giuseppe Emanuele	Adamo	A model to predict consumer attitudes towards country image and brands: An exploratory research with Spanish brands	2a	9th April (15:45-17:15)	ESADE 3, Floor A, Room A018
42	Ahmed	Alamro	Exploring brand awareness as an antecedent of consumer brand preference for mobile telecommunications service providers in Jordan	5a	10th April (10:15-11:30)	ESADE 3, Floor A, Room A017
23	Oylum Korkut	Altuna	Which Category To Extend To - Product or Service? The Effect of Alternate Extensions of Service Brands on Brand Evaluations	6b	10th April (15:45-17:15)	ESADE 3, Floor A, Room A018
110	Claudio	Aqueveque	Corporate Reputation as Cognitive and Affective Antecedent of Corporate Trustworthiness	2c	9th April (15:45-17:15)	ESADE 3, Floor B, Room B019
47	Djamchid	Assadi	P2P Interaction Orientation and Brand Value Building	2d	9th April (15:45-17:15)	ESADE 3, Floor B, Room B021
261	Audrey	Azoulay	What Personality should your Corporate Brand convey to Consumers, Individual Investors and Potential Job Applicants?	1b	9th April (10:45-12:15)	ESADE 1, Forum, Amphitheatre
85	Andre Luiz	Barbosa Silva	The low income consumer: brand's new priority	4d	10th April (8:00-9:30)	ESADE 3, Floor B, Room B017
272	Roland	Bartholmé	The Vanguard of Corporate Auditory Identity: Some Qualitative Evidence from the Industry	4e	10th April (8:00-9:30)	ESADE 3, Floor B, Room B019
164	Carsten	Baumgarth	The Impact of the sales force on b-to-b brand equity: Framework and empirical test	5b	10th April (10:15-11:30)	ESADE 3, Floor A, Room A018
78	Marco	Bertini	Branding Next-Generation Products	6a	10th April (15:45-17:15)	ESADE 3, Floor A, Room A017
46	Michael	Beverland	Repositioning an Iconic Brand via Web 2.0: the Trials and Tribulations of Vegemite, iSnack 2.0 and Kraft	2d	9th April (15:45-17:15)	ESADE 3, Floor B, Room B021
253	Frederic	Bill	Employee impact on corporate relations and image	4c	10th April (8:00-9:30)	ESADE 3, Floor A, Room A019
164	Lars	Binckebanck	The Impact of the sales force on b-to-b brand equity: Framework and empirical test	5b	10th April (10:15-11:30)	ESADE 3, Floor A, Room A018
156	Carolyn	Bonnyman	Measuring Corporate Reputation in the Public Sector	2c	9th April (15:45-17:15)	ESADE 3, Floor B, Room B019
277	Maria Rosa	Borges	The impact of corporate rebranding on market value	3d	9th April (17:30-18:45)	ESADE 3, Floor B, Room B020
277	Ana Sofia	Branca	The impact of corporate rebranding on market value	3d	9th April (17:30-18:45)	ESADE 3, Floor B, Room B021
62	Aurora	Calderon	Understanding the shock market response and its variance to brand alliance announcements: Spill-over effects.	3b	9th April (17:30-18:45)	ESADE 3, Floor A, Room A019
159	Cristina	Calvo-Porrall	Branding, Positioning and Competitive Strategy in internacional Fashion Markets: The role of intangible assets.	6f	10th April (15:45-17:15)	ESADE 3, Floor B, Room B021
225	Leonor	Carvalho	Rebranding the Merger	3b	9th April (17:30-18:45)	ESADE 3, Floor A, Room A019
249	Alexander	Chernev	Boundaries of Self-Expression: Brand Saturation Effects in Consumer Choice	5a	10th April (10:15-11:30)	ESADE 3, Floor A, Room A017
66	Ranis	Cheng	Exploring the relationship between corporate branding, internal branding and employer branding: an empirical study	1b	9th April (10:45-12:15)	ESADE 1, Forum, Amphitheatre
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203	Gerard	Costa	Corporate rebranding: A conceptual framework that incorporates the brand's social dimension.	3a	9th April (17:30-18:45)	ESADE 3, Floor A, Room A018
75	Andrés	Cuneo	The value of Private Labels: Measuring brand equity from the consumer perspective.	1a	9th April (10:45-12:15)	ESADE 1, Forum, Platea (Auditorium)
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58	Mike	Ewing	Building franchisee-based brand equity through brand relationships	7d	10th April (17:30-18:45)	ESADE 3, Floor B, Room B017
5	Zahaira	Fabiola González Romo	The rites and rituals of corporate culture as founders (creators) of brand identity and creative values (Wal Mart Stores)	5c	10th April (10:15-11:30)	ESADE 3, Floor A, Room A019
230	José Luis	Fernández Sánchez	Can Corporate Reputation Protect Companies' Value? Spanish Evidence of the Last Financial Crash	2c	9th April (15:45-17:15)	ESADE 3, Floor B, Room B019
100	Eileen	Fischer	Branding by Founders: The Dynamics Between CEO and Company Branding for Young Firms Using Social Media	4c	10th April (8:00-9:30)	ESADE 3, Floor A, Room A019
260	Patrizia	Fitzgerald	Branding the Family Business: Lost Opportunities?	3c	9th April (17:30-18:45)	ESADE 3, Floor B, Room B019
7	Lynne	Freeman	Brand Referral Behaviour: A Case Study	2d	9th April (15:45-17:15)	ESADE 3, Floor B, Room B021
40	Lynne	Freeman	Putting Emotion in its Place: at the centre of brand loyalty	6b	10th April (15:45-17:15)	ESADE 3, Floor A, Room A018
234	Kristof	Geskens	The relative importance of customer-company congruity in determining employer attractiveness: An Examination	7a	10th April (17:30-18:45)	ESADE 3, Floor A, Room A017
116	Antonios	Giannopoulos	How can Branding Principles be transferred to the Tourism Destination Context? An Exploratory Research	6c	10th April (15:45-17:15)	ESADE 3, Floor A, Room A019
15	Frank M.	Go	Towards a Dynamic Place Branding Perspective for Destination Management	6c	10th April (15:45-17:15)	ESADE 3, Floor A, Room A019
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<b>Abstract #</b>	<b>Name</b>	<b>Surname</b>	<b>Paper</b>	<b>Parallel Session</b>	<b>Day (Time)</b>	<b>Venue</b>
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223	Sofia	Isberg	Methods for Branding Corporate Social Responsibility	3a	9th April (17:30-18:45)	ESADE 3, Floor A, Room A018
276	Anne	Jalkala	Branding Strategies in Building BtoB Customer Solutions	5b	10th April (10:15-11:30)	ESADE 3, Floor A, Room A018
77	Ángel	Jiménez	“Difficulties building brand loyalty in service companies: customer affinity to contact-employee “	6d	10th April (15:45-17:15)	ESADE 3, Floor B, Room B017
39	Richard	Jones	Revisiting the Complexities of Corporate Branding: Challenges and New Perspectives”	1b	9th April (10:45-12:15)	ESADE 1, Forum, Amphitheatre
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94	Maria	Kimasheva	Business – nonprofit collaboration in Norway: partner choice, motivations and country specifics	6d	10th April (15:45-17:15)	ESADE 3, Floor B, Room B017
170	Nicola	Kleyln	Open source brands and their online brand personality	7b	10th April (17:30-18:45)	ESADE 3, Floor A, Room A018
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273	Athanasios	Krystallis	Brand patronage and loyalty patterns in store vs. manufacturer brands	5e	10th April (10:15-11:30)	ESADE 3, Floor B, Room B019
182	Sonja	Lätti	Heritage Chameleons	6f	10th April (15:45-17:15)	ESADE 3, Floor B, Room B019
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103	Joan	Llonch	The influence of the brand on the reduction of the risk on the online purchases	3b	9th April (17:30-18:45)	ESADE 3, Floor A, Room A019
75	María Pilar	López	The value of Private Labels: Measuring brand equity from the consumer perspective.	1a	9th April (10:45-12:15)	ESADE 1, Forum, Platea (Auditorium)
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272	TC	Melewar	The Vanguard of Corporate Auditory Identity: Some Qualitative Evidence from the Industry	4e	10th April (8:00-9:30)	ESADE 3, Floor B, Room B019
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106	Jordi	Montaña	A Quantitative Test for Brand Design Management Model	3a	9th April (17:30-18:45)	ESADE 3, Floor A, Room A018
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206	Helena M.	Nobre	An Analysis of the Influence of Consumer-Brand Relationships on Relationship Strength	7d	10th April (17:30-18:45)	ESADE 3, Floor B, Room B017
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72	Clotilde	Perez	Communication of mobile telephony operator brands in Brazil: a comparative semiotic analysis	6e	10th April (15:45-17:15)	ESADE 3, Floor B, Room B019
245	Niklas	Persson	Examining customer-based brand equity determinants and outcomes in B2B	5b	10th April (10:15-11:30)	ESADE 3, Floor A, Room A018
177	Luca	Petrzellis	Does taste only matter in wine consumption? Sensory branding in the wine industry	7e	10th April (17:30-18:45)	ESADE 3, Floor B, Room B019
116	Lamprini	Piha	How can Branding Principles be transferred to the Tourism Destination Context? An Exploratory Research	6c	10th April (15:45-17:15)	ESADE 3, Floor A, Room A019
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87	María	Puelles	Consumer behaviour response towards organic food in a manufacturer-store duality environment.	7c	10th April (17:30-18:45)	ESADE 3, Floor A, Room A019
161	Mizanur	Rahman	Advertising Effectiveness of Corporate Social Responsibility in International Marketing	5c	10th April (10:15-11:30)	ESADE 3, Floor A, Room A019
100	Becky	Reuber	Branding by Founders: The Dynamics Between CEO and Company Branding for Young Firms Using Social Media	4c	10th April (8:00-9:30)	ESADE 3, Floor A, Room A019
4	Anne	Rindell	The practice of Image-in-use and Image heritage	4b	10th April (8:00-9:30)	ESADE 3, Floor A, Room A018
177	Salvatore	Romanazzi	Does taste only matter in wine consumption? Sensory branding in the wine industry	7e	10th April (17:30-18:45)	ESADE 3, Floor B, Room B019

<b>Abstract #</b>	<b>Name</b>	<b>Surname</b>	<b>Paper</b>	<b>Parallel Session</b>	<b>Day (Time)</b>	<b>Venue</b>
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163	Jenni	Romaniuk	The Relationship Between Supermarket Value Image and Private Label Brand Value Image	5e	10th April (10:15-11:30)	ESADE 3, Floor B, Room B019
42	Jenny	Rowley	Exploring brand awareness as an antecedent of consumer brand preference for mobile telecommunications service providers in Jordan	5a	10th April (10:15-11:30)	ESADE 3, Floor A, Room A017
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253	Michaela	Sandell	Employee impact on corporate relations and image	4c	10th April (8:00-9:30)	ESADE 3, Floor A, Room A019
72	Silvio	Sato	Communication of mobile telephony operator brands in Brazil: a comparative semiotic analysis	6e	10th April (15:45-17:15)	ESADE 3, Floor B, Room B019
30	Yuri	Seo	Luxury Brand Culture: Exploring Consumer Experiences of Luxury Brands	2b	9th April (15:45-17:15)	ESADE 3, Floor A, Room A019
235	Cho-Young	Shin	Consumer Ethics towards Counterfeits in South Korea and Ireland	5c	10th April (10:15-11:30)	ESADE 3, Floor A, Room A019
101	Nicholas	Simon Alexander	International Retail Branding and Consumer Ethnocentrism	7c	10th April (17:30-18:45)	ESADE 3, Floor A, Room A019
51	Gareth	Smith	Brand Mapping: A New Approach to Market Segmentation.	4d	10th April (8:00-9:30)	ESADE 3, Floor B, Room B017
203	Beatriz	Soler	Corporate rebranding: A conceptual framework that incorporates the brand's social dimension.	3a	9th April (17:30-18:45)	ESADE 3, Floor A, Room A018
207	Esra	Sonmezler Arikian	Expanding the Boundary of Brand Extensions: The Role of Parent Brand Quality, Brand Relationship Quality and Corporate Image	6b	10th April (15:45-17:15)	ESADE 3, Floor A, Room A018
119	Fiona	Spotswood	'Binge Drinking': A tribal brand for socio-economically disadvantaged young people?	4d	10th April (8:00-9:30)	ESADE 3, Floor B, Room B017
247	Venkat	Srikanth	Testing AIDA Model: Understand Explicit Role of Relevance in Advertising	7b	10th April (17:30-18:45)	ESADE 3, Floor A, Room A018
248	Cary	Steinmann	Marketing in the Hyperreality	7a	10th April (17:30-18:45)	ESADE 3, Floor A, Room A017
26	Ana Claudia	Suszek	The importance of communication in the process of acceptance of organic products by consumers	6e	10th April (15:45-17:15)	ESADE 3, Floor B, Room B019
148	Anna	Torres	Uncertainty Avoidance and Branding Performance: Evidence from Trademarks in the Security Software Industry	4a	10th April (8:00-9:30)	ESADE 3, Floor A, Room A017
8	Imène	Trabelsi Trigui	Region of origin labeling: a new experiential approach to branding	6e	10th April (15:45-17:15)	ESADE 3, Floor B, Room B019
65	Eneus	Trindade	Brand sign: the crossing points of liberty and mobility on "Go." Visa advertising campaign.	5d	10th April (10:15-11:30)	ESADE 3, Floor B, Room B017
36	Sangeeta	Trott	A comparative study of india's leading joint brand endorsers (2009)	7b	10th April (17:30-18:45)	ESADE 3, Floor A, Room A018
15	Mariapina	Trunfio	Towards a Dynamic Place Branding Perspective for Destination Management	6c	10th April (15:45-17:15)	ESADE 3, Floor A, Room A019
121	Linda	Turunen	Luxury counterfeit equal luxury branded product?	2b	9th April (15:45-17:15)	ESADE 3, Floor A, Room A019
217	Mark	Uncles	How Leaders Make and Break Employer Brands	4c	10th April (8:00-9:30)	ESADE 3, Floor A, Room A019
218	Mark	Uncles	Strategic Brand Management in China – the Influence of Social Networks	2d	9th April (15:45-17:15)	ESADE 3, Floor B, Room B021

<b>Abstract #</b>	<b>Name</b>	<b>Surname</b>	<b>Paper</b>	<b>Parallel Session</b>	<b>Day (Time)</b>	<b>Venue</b>
124	Sylvia	von Wallpach	Multi-Stakeholder Brand Orientation	1b	9th April (10:45-12:15)	ESADE 1, Forum, Amphitheatre
243	Sylvia	von Wallpach	The struggle for corporate legitimacy: A discursive inquiry into multi-stakeholder brand meaning co-creation	4c	10th April (8:00-9:30)	ESADE 3, Floor A, Room A019
37	John	Walsh	Adoption of Branding, Market Positioning and Corporate Identity Concepts in University and Public Sector Management: A Canadian Perspective	5d	10th April (10:15-11:30)	ESADE 3, Floor B, Room B017
112	Luming	Wang	Measurement of Consumer-based Brand Equity in Brand Portfolio Context	1a	9th April (10:45-12:15)	ESADE 1, Forum, Platea (Auditorium)
89	Sally	Webster	Creatively Marketing the City of Barcelona: a strategy to develop an innovative integrated destination branding campaign.	2a	9th April (15:45-17:15)	ESADE 3, Floor A, Room A018
90	Sally	Webster	Destination Branding – why it is the future for destination tourism.	6c	10th April (15:45-17:15)	ESADE 3, Floor A, Room A019
97	Hugh	Wilkins	The impact of socio-economic classifications on brand attitudes and adoption	6d	10th April (15:45-17:15)	ESADE 3, Floor B, Room B017
19	Jonathan	Wilson	Branding to the Hip-Hop generation	4d	10th April (8:00-9:30)	ESADE 3, Floor B, Room B017
293	Len Tiu	Wright	Comparative perspectives in Brand Management: A tale of two countries	4a	10th April (8:00-9:30)	ESADE 3, Floor A, Room A017
14	Tommy	Wong	The Strategic Management of Brand Equity: Exploring the Resources, Capabilities and Lessons of Marriott Hotel's Entry into China"	6f	10th April (15:45-17:15)	ESADE 3, Floor B, Room B021
99	Tina	Xu	Reinventing the Corporate Brand in a Time of Crisis	3d	9th April (17:30-18:45)	ESADE 3, Floor B, Room B021
82	Tina	Xu	The effect of brand equity on customer retention equity: Case of the UK supermarket Sector	1a	9th April (10:45-12:15)	ESADE 1, Forum, Platea (Auditorium)
98	Judy	Zaichkowsky	It's All In the Details: Understanding Design and Brand Preference	6a	10th April (15:45-17:15)	ESADE 3, Floor A, Room A017

## Detailed Conference Program

	Plenary Speakers, Opening and Closing
	Parallel Sessions
	Breaks (Coffee and Lunch)

\*The names of the attendants are in bold.

### APRIL 9<sup>th</sup> 2010 (DAY 1)

**8:00 to 9:00**

#### **Registration and Breakfast**

*Venue: ESADE 1, Forum, Foyer*

**9:00 to 9:30**

#### **Opening Address**

**Professor Alfons Sauquet**, Dean, ESADE Business School

*Venue: ESADE 1, Forum, Platea (Auditorium)*

**9:30 to 10:30**

#### **Plenary Session A**

**Professor Raj Srivastava**  
Title: *Strategic Brand Metrics*

*Venue: ESADE 1, Forum, Platea (Auditorium)*

**10:45-12.15**

**Parallel Session Block 1  
(Two parallel sessions: 1a and 1b)**

Venue: ESADE 1

**10:45-12.15**

**Parallel Session 1a**

Venue: ESADE 1, Forum, Platea (Auditorium)

**Abstract #**

**Title and Authors**

**84**

The theory and practice of brand valuation.

**Chris Halliburton (ESCP Europe)**

**82**

The effect of brand equity on customer retention equity: Case of the UK supermarket Sector.

Raphaël Akamavi (The University of Hull), Adam Lerner (Aviva Plc), Phil Kitchen (The University of Hull), **Tina Xu (The University of Hull)**, Jon Reast (The University of Hull)

**75**

The value of Private Labels: Measuring brand equity from the consumer perspective.

**Andrés Cuneo (Adolfo Ibanez School of Management)**, María Jesus Yagüe (Universidad Autonoma de Madrid), **María Pilar López (Universidad Autonoma de Barcelona)**

**112**

Measurement of Consumer-based Brand Equity in Brand Portfolio Context.

**Luming Wang (University of Alberta)**, Adam Finn (University of Alberta)

**10:45-12.15**

**Parallel Session 1b**

Venue: ESADE 1, Forum, Amphitheatre

**Abstract #**

**Title and Authors**

**261**

What Personality should your Corporate Brand convey to Consumers, Individual Investors and Potential Job Applicants?

Audrey Azoulay (HEC Paris), Jean-Noel Kapferer (HEC Paris)

**66**

Exploring the relationship between corporate branding, internal branding and employer branding: an empirical study.

Carley Foster (Nottingham Trent University), Ranis Cheng

**124**

Multi-Stakeholder Brand Orientation

Melanie Hoppe (University of Innsbruck), Sylvia von Wallpach (University of Innsbruck)

**39**

Revisiting the Complexities of Corporate Branding: Challenges and New Perspectives.

Dale Miller (Griffith University), Bill Merrilees (Griffith University), Richard Jones (Copenhagen Business School)

**12:30-1:30**

**Lunch**

*Venue: ESADE 1, Forum, Foyer*

**1:30-2:45**

## **Plenary Session B**

**Professor Nicholas Ind**  
Title: *Conscientious Brands*  
**Sr. Joan Oliver**  
Title: *FCB and UNICEF*

*Venue: ESADE 1, Forum, Platea (Auditorium)*

**2.45-3:15**

## **Coffee Break**

*Venue: ESADE 1, Forum, Foyer*

***CHANGE OF BUILDING:  
FROM ESADE 1 to ESADE 3***



**3:45-5:15**

**Parallel Session Block 2**  
**(Four parallel sessions: 2a, 2b, 2c and 2d)**

**Venue: ESADE 3**

**3:45-5:15**

**Parallel Session 2a**

**Venue: ESADE 3, Floor A, Room A018**

<b>Abstract #</b>	<b>Title and Authors</b>
<b>136</b>	<p>A model to predict consumer attitudes towards country image and brands: An exploratory research with Spanish brands.</p> <p>Jaime Rivera-Camino (Universidad Carlos III de Madrid), Julio Cerviño (Universidad Carlos III de Madrid), <b>Giuseppe Emanuele Adamo (Universidad Carlos III de Madrid)</b></p>
<b>18</b>	<p>The simultaneous promotion of Spain's nation brand and Spanish export brands: managerial insights from the Japanese market.</p> <p>Keith Dinnie (IE Madrid), <b>TC Melewar (Zurich University of Applied Sciences)</b></p>
<b>89</b>	<p>Creatively Marketing the City of Barcelona: a strategy to develop an innovative integrated destination branding campaign.</p> <p><b>Sally Webster (University of Canberra)</b></p>
<b>32</b>	<p>Branding spiritual tourism by religion is not enough: An exploratory study of Australian and Pakistani spiritual tourists.</p> <p><b>Farooq Haq (Charles Darwin University)</b>, Ho Yin Wong (CQ University), Philip Bretherton (Charles Darwin University)</p>

**3:45-5:15**

**Parallel Session 2b**

Venue: ESADE 3, Floor A, Room A019

<b>Abstract #</b>	<b>Title and Authors</b>
<b>16</b>	Luxury Brand Consumption: Re-examining the Brand Luxury Index in an Asian Context.  Norman Peng (Middlesex University), Kuan-Peng Hung (Ming Chuan University), Annie Huiling Chen (Ming Chuan University)
<b>27</b>	Brand Equity of Luxury Fashion Brands in Chinese and U.S. Consumers.  Jaehee Jung (University of Delaware), Dong Shen (California State University ),
<b>30</b>	Luxury Brand Culture: Exploring Consumer Experiences of Luxury Brands.  Yuri Seo (The University of Auckland), Margo Buchanan-Oliver (The University of Auckland)
<b>121</b>	Luxury counterfeit equal luxury branded product?  Linda Turunen (University of Vaasa)

**3:45-5:15**

**Parallel Session 2c**

Venue: ESADE 3, Floor B, Room B019

<b>Abstract #</b>	<b>Title and Authors</b>
<b>156</b>	Measuring Corporate Reputation in the Public Sector.  Carolyn Bonnyman (University of Strathclyde), Alan Wilson (University of Strathclyde)

<p><b>110</b></p>	<p>Corporate Reputation as Cognitive and Affective Antecedent of Corporate Trustworthiness.</p> <p><b>Claudio Aqueveque (Adolfo Ibañez School of Management)</b>, Davide Revasi (Luigi Bocconi University)</p>
<p><b>123</b></p>	<p>The influence of perceived risk on corporate reputation in the B2B Market.</p> <p><b>Angela Poulakidas (Nova Southeastern University)</b>, Russell Abratt (Nova Southeastern University)</p>
<p><b>230</b></p>	<p>Can Corporate Reputation Protect Companies' Value? Spanish Evidence of the Last Financial Crash.</p> <p><b>José Luis Fernández Sánchez (University of Cantabria)</b>, Ladislao Luna Sotorrio (University of Cantabria), Elisa Baraibar Diez (University of Cantabria)</p>
<p><b>3:45-5:15</b></p> <p style="text-align: center;"><b>Parallel Session 2d</b></p> <p style="text-align: center;"><u>Venue: ESADE 3, Floor B, Room B021</u></p>	
<p><b>Abstract #</b></p>	<p><b>Title and Authors</b></p>
<p><b>7</b></p>	<p>Brand Referral Behaviour: A Case Study.</p> <p>Daniela Spanjaard (University of Western Sydney), <b>Lynne Freeman (University of Technology, Sydney)</b>, Louis Young (University of Western Sydney)</p>
<p><b>46</b></p>	<p>Repositioning an Iconic Brand via Web 2.0: the Trials and Tribulations of Vegemite, iSnack 2.0 and Kraft.</p> <p><b>Michael Beverland (University of Bath)</b></p>
<p><b>47</b></p>	<p>P2P Interaction Orientation and Brand Value Building.</p> <p>Arvind Ashta (Burgundy School of Business), <b>Djamchid Assadi (Burgundy School of Business)</b></p>
<p><b>218</b></p>	<p>Strategic Brand Management in China – the Influence of Social Networks.</p> <p><b>Mark Uncles (University of New South Wales)</b>, Theresa Teo (University of New South Wales)</p>

**5:30-6:45**

**Parallel Session Block 3**  
**(Four parallel tracks: 3a, 3b, 3c and 3d)**

**Venue: ESADE 3**

**5:30-6:45**

**Parallel Session 3a**

**Venue: ESADE 3, Floor A, Room A018**

<b>Abstract #</b>	<b>Title and Authors</b>
<b>203</b>	Corporate rebranding: A conceptual framework that incorporates the brand's social dimension.  Beatriz Soler (ESADE - Universitat Ramon Llull), Gerard Costa (ESADE – Universitat Ramon Llull)
<b>199</b>	The Role of Altruistic Value to Building Identification with Green Brands.  Erifili Papista (Athens University of Economics & Business), Sergios Dimitriadis (Athens University of Economics and Business)
<b>223</b>	Methods for Branding Corporate Social Responsibility.  Sofia Isberg (Umea University)
<b>106</b>	A Quantitative Test for Brand Design Management Model.  Jordi Montaña (ESADE), Isa Moll (ESADE), Eliane Francisco (Universidade Federal do Paraná - Brasil)

**5:30-6:45**

**Parallel Session 3b**

Venue: ESADE 3, Floor A, Room A019

<b>Abstract #</b>	<b>Title and Authors</b>
<b>62</b>	Understanding the stock market response and its variance to brand alliance announcements: Spill-over effects. <b>Francisco Mas (Universidad de Alicante), Juan L. Nicolau (Universidad de Alicante), Aurora Calderon (Universidad de Alicante)</b>
<b>225</b>	Rebranding the Merger. <b>Joana César Machado (Catholic University of Portugal), Leonor Vacas de Carvalho (Universidade de Évora), Patrício Costa (Universidade do Porto), Paulo Lencastre (Catholic University of Portugal)</b>
<b>103</b>	The influence of the brand on the reduction of the risk on the online purchases. <b>Adriana Freire (Universitat Autònoma de Barcelona), Joan Llonch (Universitat Autònoma de Barcelona)</b>

**5:30-6:45**

**Parallel Session 3c**

Venue: ESADE 3, Floor B, Room B019

<b>Abstract #</b>	<b>Title and Authors</b>
<b>295</b>	Externalities, Identity and Reputation: Theorizing Brand Strategy <b>Temi Abimbola (Warwick Business School)</b>
<b>31</b>	The role of organizational affiliation and brand affinity in attachment: Building identification with a sport team. <b>Mark Pritchard (Central Washington University), Jeff Stinson (Central Washington University)</b>
<b>260</b>	Branding the Family Business: Lost Opportunities? <b>Patrizia Fitzgerald (Saint Mary's University), Robert Blunden (Dalhousie University)</b>

**5:30-6:45**

**Parallel Session 3d**

Venue: ESADE 3, Floor B, Room B021

**Abstract #**

**Title and Authors**

**277**

The impact of corporate rebranding on market value.

Maria Rosa Borges (ISEG - UTL), Ana Sofia Branca (Technical University of Lisbon/ Instituto Superior Tecnico),

**99**

Reinventing the Corporate Brand in a Time of Crisis.

Tina Xu (Hull Business School), Philip J. Kitchen (Hull Business School)

**214**

Corporate identity and stakeholder engagement in a crisis: learnings from Black Saturday 2009.

Valerie Clulow (Monash University)

**7:15**



*Dinner at Can Cortada*

Bus leaves from ESADE 3 @ 7:15

**END OF DAY 1**

# APRIL 10th 2010 (DAY 2)

**8:00-9:30**

**Parallel Session Block 4**  
**(Five parallel sessions: 4a, 4b, 4c, 4d and 4e)**

Venue: ESADE 3

**8:00-9:30**

**Parallel Session 4a**

Venue: ESADE 3, Floor A, Room A017

<b>Abstract #</b>	<b>Title and Authors</b>
<b>67</b>	Self Congruity, Brand Attitude, and Brand Loyalty-A Study on Luxury Brands. Huangting Soh (Joshua research Consultants), <b>Jianyao Li (Sun Yat-Sen University)</b> , Fang Liu Liu (Sun Yat-Sen University), Liu He (School of Management, Wu Yi University, China)
<b>292</b>	Is the East still Different from the West? Critical Perspectives on 'Culturalist' Models of Luxury Brand Consumption. Ming Lim (University Of Leicester)
<b>293</b>	Comparative prespectives in Brand Managment: A tale of two countries. Mehmet Oktemgil (Birmingham Business School), <b>Len Tiu Wright (Leicester Business School)</b> , Kaouther Kooli (Institut Supérieur de Gestion de Tunis)
<b>148</b>	Uncertainty Avoidance and Branding Performance: Evidence from Trademarks in the Security Software Industry. Anna Torres (Pompeu Fabra), Marco Giarratana (Carlos III de Madrid )

**8:00-9:30**

**Parallel Session 4b**

Venue: ESADE 3, Floor A, Room A018

<b>Abstract #</b>	<b>Title and Authors</b>
<b>22</b>	The Role of Brand Personality and Trust in Differentiation. Jason Perepelkin (University of Saskatchewan), David Zhang (University of Saskatchewan)
<b>107</b>	Brand differentiation: A driver of the brand performance outputs. Nebojsa Davcik (University of Padova)
<b>171</b>	Co-brand personalities: How much do they inherit the partner brand personalities? Vincent Mitchell (Cass Business School), George Balabanis (City University of London)
<b>4</b>	The practice of Image-in-use and Image heritage. Anne Rindell (Hanken School of Economics)

**8:00-9:30**

**Parallel Session 4c**

Venue: ESADE 3, Floor A, Room A019

<b>Abstract #</b>	<b>Title and Authors</b>
<b>100</b>	Branding by Founders: The Dynamics Between CEO and Company Branding for Young Firms Using Social Media. Eileen Fischer (York University), Becky Reuber (University of Toronto)

**217**

How Leaders Make and Break Employer Brands.

Mark Uncles (University of New South Wales), Lara Moroko (MGSM, Macquarie University)

**243**

The struggle for corporate legitimacy: A discursive inquiry into multi-stakeholder brand meaning co-creation.

Sylvia von Wallpach (Innsbruck University), Christine Vallaster (University of Lichtenstein), Leslie de Chernatony (Università della Svizzera Italiana),

**253**

Employee impact on corporate relations and image.

Frederic Bill (Linneaus University), Michaela Sandell (Linneaus University)

**8:00-9:30**

### **Parallel Session 4d**

Venue: ESADE 3, Floor B, Room B017

**Abstract #**

**Title and Authors**

**19**

Branding to the Hip-Hop generation

Jonathan Wilson (University of Greenwich)

**51**

Brand Mapping: A New Approach to Market Segmentation.

Gareth Smith (Loughborough University), Alan French (Loughborough University)

**85**

The low income consumer: brand's new priority.

Andre Luiz Barbosa Silva (Pontífica Universidade Católica de São Paulo), Beatriz Azevedo Blandy (Pontífica Universidade Católica de São Paulo)

**119**

'Binge Drinking': A tribal brand for socio-economically disadvantaged young people?

Fiona Spotswood (University of the West of England), Alan Tapp (University of the West of England)

**8:00-9:30**

**Parallel Session 4e**

Venue: ESADE 3, Floor B, Room B019

<b>Abstract #</b>	<b>Title and Authors</b>
<b>105</b>	<p>Brand identification: building a concept from social identity theory and self congruity theory.</p> <p>Eliane Francisco (Universidade Federal do Paraná), <b>Jordi Montaña (ESADE)</b>, Paulo Henrique Muller Prado (Universidade Federal do Paraná - Brasil)</p>
<b>272</b>	<p>The Vanguard of Corporate Auditory Identity: Some Qualitative Evidence from the Industry.</p> <p>Roland Bartholmé (Brunel University), TC Melewar (Zurich University of Applied Sciences, Switzerland)</p>
<b>269</b>	<p>Emotions, social Influence and social Identity as key antecedents of brand outcomes.</p> <p>Melanie Hoppe (University of Innsbruck), Richard P. Bagozzi (University of Michigan)</p>
<b>162</b>	<p>Measuring The Strength Of Brand Identity Elements: Colours And Taglines</p> <p>Jenni Romaniuk (University of South Australia), Magdalena Nenycz-Thiel (University of South Australia)</p>

**9.30-10:00**

**Coffee Break**

Venue: ESADE 3 / Cafeteria (Floor A)

**10:15-11:30**

**Parallel Session Block 5**  
**(Five parallel sessions: 5a, 5b, 5c, 5d and 5e)**

**Venue: ESADE 3**

**10:15-11:30**

**Parallel Session 5a**

**Venue: ESADE 3, Floor A, Room A017**

<b>Abstract #</b>	<b>Title and Authors</b>
<b>249</b>	Boundaries of Self-Expression: Brand Saturation Effects in Consumer Choice.  Alexander Chernev (Kellogg School of Management)
<b>42</b>	Exploring brand awareness as an antecedent of consumer brand preference for mobile telecommunications service providers in Jordan.  Ahmed Alamro (Bangor University), Jenny Rowley (Manchester Metropolitan University)
<b>294</b>	Crossing the Border: Changes in the perception of brand image and self brand image  Francisco Guzmán, Audhesh K. Paswan, Robert O. Fabrizo  University of North Texas

**10:15-11:30**

**Parallel Session 5b**

Venue: ESADE 3, Floor A, Room A018

**Abstract #**

**Title and Authors**

**164**

The Impact of the sales force on b-to-b brand equity:  
Framework and empirical test.

Carsten Baumgarth (HWR Berlin – School of Economics and Law), Lars  
Binckebanck (HWR Berlin – School of Economics and Law)

**245**

Examining customer-based brand equity determinants and  
outcomes in B2B.

Niklas Persson (Lund University)

**276**

Branding Strategies in Building B to B Customer Solutions.

Anne Jalkala (Lappeenranta University of Technology), Joonas Keränen  
(Lappeenranta University of Technology)

**10:15-11:30**

**Parallel Session 5c**

Venue: ESADE 3, Floor A, Room A019

**Abstract #**

**Title and Authors**

**5**

The rites and rituals of corporate culture as founders (creators)  
of brand identity and creative values (Wal Mart Stores).

Zahaira Fabiola Gonzalez Romo (University of Vic)

**161**

Advertising Effectiveness of Corporate Social Responsibility  
in International Marketing.

Mizan Rahman (University of Lincoln), Rebecca Herron (University of Lincoln ),  
Mohammed Emran (University of Dhaka, Bangladesh )

**235**

Consumer Ethics towards Counterfeits in South Korea and  
Ireland.

Cho-Young Shin (Griffith College Dublin), Mary Loonam (Dublin City University)

**10:15-11:30**

**Parallel Session 5d**

Venue: ESADE 3, Floor B, Room B017

**Abstract #**

**Title and Authors**

**37**

Adoption of Branding, Market Positioning and Corporate  
Identity Concepts in University and Public Sector  
Management: A Canadian Perspective.

John Walsh (University of Guelph-Humber)

**28**

Brand positioning for innovation in online education: A study  
of non-metropolitan Australian Universities.

Farooq Haq (Charles Darwin University), Ricardo Santa (Charles Darwin  
University), Ram Vemuri (Charles Darwin University)

**65**

Brand sign: the crossing points of liberty and mobility on  
“Go.” Visa advertising campaign.

Clotilde Perez (PUC SP – Pontifícia Universidade Católica e USP), Eneus  
Trindade (USP – Universidade de São Paulo, Escola de Comunicações e Artes),  
Paulo Lencastre (Catholic University of Portugal), Pedro Hellín (Universidad de  
Murcia), Leandro Batista (USP – Universidade de São Paulo, Escola de Comunicações  
e Artes)

**10:15-11:30**

**Parallel Session 5e**

Venue: ESADE 3, Floor B, Room B019

Abstract #	Title and Authors
71	Building a retail brand image through promotional flyers. <b>Roberto Manzano (Universidad Complutense), Maria Puelles (Universidad Complutense), Magdalena Ferran (Universidad Complutense), Carmen Abril (Universidad Complutense)</b>
163	The Relationship Between Supermarket Value Image and Private Label Brand Value Image. <b>Magdalena Nenycz-Thiel (Ehrenberg-Bass Institute, University of South Australia), Jenni Romaniuk (Ehrenberg-Bass Institute, University of South Australia),</b>
273	Brand patronage and loyalty patterns in store vs. manufacturer brands. <b>Athanasios Krystallis (Aarhus School of Business)</b>

***CHANGE OF BUILDING:  
FROM ESADE 3 to ESADE 1***



**12:00-1:00**

**Plenary Session C**

**Professor M. J. Hatch** and **Professor P. Mirvis**  
Title: *Designing a Positive Image: Branding and CSR*

*Venue: ESADE 1, Forum, Platea (Auditorium)*

**1:00-2:00**

**LUNCH**

*Venue: ESADE 1, Forum, Foyer*

**2:00-3:00**

**Plenary Session D**

**Professor B. Merillees**

Title: *Brand opportunities and leadership in unexpected places: small business*

*Venue: ESADE 1, Forum, Platea (Auditorium)*

**3.00-3:20**

**Coffee Break**

*Venue: ESADE 1, Forum, Foyer*

# ***CHANGE OF BUILDING: FROM ESADE 1 to ESADE 3***



**3:45-5:15**

## **Parallel Session Block 6** **(Six parallel tracks: 6a, 6b, 6c, 6d, 6e and 6f)**

**Venue: ESADE 3**

**3:45-5:15**

### **Parallel Session 6a**

**Venue: ESADE 3, Floor A, Room A017**

**Abstract #**

**Title and Authors**

**98**

**It's All In the Details: Understanding Design and Brand Preference.**

**Judy Zaichkowsky (Copenhagen Business School), Tore Kristensen (Copenhagen Business School), Gorm Gabrielsen (Copenhagen Business School)**

174

From Design Orientation to Branding Orientation.

Gursel Ilipinar (ESADE Business School)

78

Branding Next Generation Products.

Marco Bertini (London Business School)

3:45-5:15

**Parallel Session 6b**

Venue: ESADE 3, Floor A, Room A018

**Abstract #**

**Title and Authors**

132

Brand Extension Success: A Matter of Reducing Consumers' Risk Perceptions.

Sandra Milberg (Universidad Adolfo Ibañez School of Management), **Andrés Cuneo (Adolfo Ibanez School of Management)**, Francisca Sinn (Adolfo Ibanez School of Management), Ronald Goodstein (McDonough School of Business, Georgetown University )

23

Which Category To Extend To - Product or Service? The Effect of Alternate Extensions of Service Brands on Brand Evaluations.

F. Muge Arslan (Marmara University), **Oylum Korkut Altuna (Marmara University)**

207

Expanding the Boundary of Brand Extensions: The Role of Parent Brand Quality, Brand Relationship Quality and Corporate Image.

**Esra Sonmezler Arikian (Bogazici University)**

40

Putting Emotion in its Place: at the centre of brand loyalty.

**Lynne Freeman (University of Technology, Sydney), Luke Greenacre (University of Technology, Sydney)**, Daniela Spanjaard (University of Western Sydney), , Louis Young (University of Western Sydney)

**3:45-5:15**

**Parallel Session 6c**

Venue: ESADE 3, Floor A, Room A019

<b>Abstract #</b>	<b>Title and Authors</b>
<b>90</b>	Destination Branding – why it is the future for destination tourism.  Sally Webster (University of Canberra)
<b>116</b>	How can Branding Principles be transferred to the Tourism Destination Context? An Exploratory Research  Antonios Giannopoulos (Athens University of Economics and Business), Lamprini Piha (Athens University of Economics and Business), George Avlonitis (Athens University of Economics and Business)
<b>139</b>	Tourism destination brand loyalty: customer relationship management orientation.  Ian Lings (Queensland University of Technology), Samantha Murdy (Queensland University of Technology), Steven Pike (Queensland University of Technology)
<b>15</b>	Towards a Dynamic Place Branding Perspective for Destination Management.  Frank M. Go (Erasmus University), Mariapina Trunfio (University of Naples)

**3:45-5:15**

**Parallel Session 6d**

Venue: ESADE 3, Floor B, Room B017

Abstract #	Title and Authors
77	<p>Difficulties building brand loyalty in service companies: customer affinity to contact-employee</p> <p>Ángel Jiménez (ESADE), Juan Carlos Martínez (ESADE)</p>
94	<p>Business – non-profit collaboration in Norway: partner choice, motivations and country specifics.</p> <p>Maria Kimasheva (BI Norwegian School of Management)</p>
97	<p>The impact of socio-economic classifications on brand attitudes and adoption.</p> <p>Carmel Herington (Griffith University), Hugh Wilkins (Griffith University)</p>
111	<p>Brand equity and brand change: drivers and consequences. The case of Taillefine and Belvita.</p> <p>Veronique Pauwels (IESEG School of Management), Raluca Mogos Descotes (IESEG School of Management)</p>
3:45-5:15	
<b>Parallel Session 6e</b>	
<u>Venue: ESADE 3, Floor B, Room B019</u>	
Abstract #	Title and Authors
26	<p>The importance of communication in the process of acceptance of organic products by consumers.</p> <p>Alexandre Las Casas (PUC-SP), Ana Claudia Suszek (Universidade Paranaense - UNIPAR)</p>

**227**

Not on me anymore but still in my head? Brand associations and brand usage.

**Michaël Korchia (BEM, Bordeaux Management School)**

**72**

Communication of mobile telephony operator brands in Brazil: a comparative semiotic analysis.

**Silvio Sato (University Of Sao Paulo)**, Janiene Silva (USP – Universidade de São Paulo, Escola de Comunicações e Artes), **Clotilde Perez (USP – Universidade de São Paulo, Escola de Comunicações e Artes)**

**8**

Region of origin labeling: a new experiential approach to branding.

**Imène Trabelsi Trigui (Université d'Auvergne)**, Georges Giraud (Enita Clermont Ferrand)

**3:45-5:15**

### **Parallel Session 6f**

Venue: ESADE 3, Floor B, Room B021

**Abstract #**

**Title and Authors**

**14**

The Strategic Management of Brand Equity: Exploring the Resources, Capabilities and Lessons of Marriott Hotel's Entry into China.

Mark Wickham (University of Tasmania), **Tommy Wong (University of Tasmania)**

**159**

Branding, positioning and competitive strategy in international fashion markets: the role of intangible assets

Domingo Javier (University of A Coruña), **Cristina Calvo-Porrá (University of A Coruña)**

Heritage Chameleons.

182

Sonja Lähti (Turku School of Economics, University of Turku), Birgitta Sandberg (Turku School of Economics, University of Turku), Ulla Hakala (Turku School of Economics, University of Turku)

Branding strategies for a Global Challenge: A roadmap for firms expanding into global market.

259

Apramey Dube (Hanken School of Economics), Kirsti Lindberg-Repo (Hanken School of Economics)

5:30-6:45

**Parallel Session Block 7**  
**(Five parallel tracks: 7a, 7b, 7c, 7d and 7e)**

**Venue: ESADE 3**

5:30-6:45

**Parallel Session 7a**

**Venue: ESADE 3, Floor A, Room A017**

**Abstract #**

**Title and Authors**

The relative importance of customer-company congruity in determining employer attractiveness: An Examination.

234

Katharina Zeugner-Roth (Vlerick Leuven Gent Management School), **Kristof Geskens (Vlerick Leuven Gent Management School)**, Frank Goedertier (Vlerick Leuven Gent Management School), Bert Weijters (Vlerick Leuven Gent Management School)

248

Marketing in the Hyperreality.

Cary Steinmann (Zurich University of Applied Sciences ZHAW)

**282**

The Five Metaphors of Extremeness in “X”-Brands.

Abhijit Roy (University of Scranton)

**5:30-6:45**

**Parallel Session 7b**

Venue: ESADE 3, Floor A, Room A018

**Abstract #**

**Title and Authors**

**80**

Consumer Evaluations of Olympic Sponsors: Linking Place, Mega-Event and Sponsorship Evaluations

John Nadeau (Nipissing University), Norman O'Reilly (Syracuse University), Louis Heslop (Carleton University)

**36**

A comparative study of India's leading joint brand endorsers.

Sangeeta Trott (ITM Business School)

**247**

Testing AIDA Model: Understand Explicit Role of Relevance in Advertising

Suraksha Gupta (Middlesex University), Venkat Srikanth (Opticomm Media)

**170**

Open source brands and their online brand personality.

Nicola Kleyn (University of Pretoria), Gareth Haarhof (University of Pretoria)

**5:30-6:45**

**Parallel Session 7c**

Venue: ESADE 3, Floor A, Room A019

Abstract #	Title and Authors
237	<p>How Channel innovation accelerates brand development.</p> <p><b>Lluís Martínez-Ribes (ESADE)</b>, Maria D. De Juan (University of Alicante)</p>
101	<p>International Retail Branding and Consumer Ethnocentrism.</p> <p><b>Nicholas Alexander (Aberystwyth University)</b>, <b>Anne Marie Doherty (Glamorgan Business School)</b>, Jason Carpenter (University of South Carolina), Marguerite Moore (North Carolina State University)</p>
87	<p>Consumer behaviour response towards organic food in a manufacturer-store duality environment.</p> <p><b>María Puelles (Universidad Complutense de Madrid)</b>, Hernan Talledo Flores (Universidad Complutense de Madrid), Kristin Kiesel (California State University, Sacramento)</p>
5:30-6:45	
<b>Parallel Session 7d</b>	
<u>Venue: ESADE 3, Floor B, Room B017</u>	
Abstract #	Title and Authors
43	<p>Relational Norms in Consumer-brand Relationships: A comprehensive framework and an empirical test.</p> <p><b>Katharina S. Guese (Otto-Friedrich University Bamberg)</b></p>
58	<p>Building franchisee-based brand equity through brand relationships.</p> <p><b>Munyaradzi Wellington Nyadzayo (Monash University)</b>, Margaret J. Matanda (Monash University), <b>Mike Ewing (Monash University)</b></p>
206	<p>An Analysis of the Influence of Consumer-Brand Relationships on Relationship Strength.</p> <p><b>Helena M. Nobre (ISAG)</b>, Kip Becker (Boston University)</p>

**5:30-6:45**

**Parallel Session 7e**

Venue: ESADE 3, Floor B, Room B019

**Abstract #**

**Title and Authors**

**265**

National and foreign chocolate brands' perception and awareness: Italy versus Russia.

Italo Trevisan (University of Trento), **Irina Neganova (Ural State University of Economics)**

Lessons from the Indie Music Scene

**281**

**Rosemary Polegato (Mount Allison University)**, Julia D. Chan (Show Accountant, Gillett Entertainment)

**177**

Does taste only matter in wine consumption? Sensory branding in the wine industry.

**Salvatore Romanazzi (University of Bari – Faculty of Economics)**, **Luca Petruzzellis (University of Bari – Faculty of Economics)**, Gretel Mussalam Qumsieh (Cèzar Ritz University Centre)

**7:15**



***GALA DINNER at the beach***

**Bus leaves from ESADE 3 @ 7:15**

**END OF DAY 2**

## APRIL 11th 2010 (DAY 3)

**9:00 to 10:00**

### Plenary Session E

**Professor M. Schultz**

Title: *Evoking the Past in Identity Reconstruction*

Venue: *ESADE 1, Forum, Platea (Auditorium)*

**10:00-10:45**

### Plenary Session F

**Professor J. Ma .Oroval**, Director, Brand Research Center, ESADE  
**Ángel Alloza**, Director of Strategy and Evaluation, Global Branding in  
Communication, BBVA

Venue: *ESADE 1, Forum, Platea (Auditorium)*

**10.45-11:30**

### BRUNCH

Venue: *ESADE 1, Forum, Foyer*

**11:30 to 12:15**

### Plenary Session G

**Professor Eduard Bonet**

Title: *Meanings and Brand: Some conceptual foundations*

Venue: *ESADE 1, Forum, Platea (Auditorium)*

**12:15-12:45**

### Closing Address

**Professor Temi Abimbola, Professor Manuel Alfaro, Professor Jonathan  
Wareham**

Venue: *ESADE 1, Forum, Platea (Auditorium)*

**END OF THE CONFERENCE**

