Monday, April 19, 2010

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
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<tbody>
<tr>
<td>08:00</td>
<td>Registration and welcome coffee</td>
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<tr>
<td>08:30</td>
<td>Welcome</td>
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<td>08:50</td>
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<td>09:40</td>
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<td>11:30</td>
<td>Break</td>
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**Main Building Auditorium**

- **8:30** Welcome
  - Prof. Piero Martinoli, President, Università della Svizzera Italiana

**Main Building Room 351**

- **8:00** Coffee Break

**Main Building Executive Center Blue Room**

- **8:00** Welcome
  - Prof. Leslie de Chernatony, Università della Svizzera Italiana, and Aston Business School, UK

**Main Building Executive Center Red Room**

**Main Building Room 250**

**Red Building Room A13**

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**Keynote 1**

The Red Cross: Management of a Very Special Brand

Yves Daccord, Director of Communication, ICRC International Committee of the Red Cross

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**Parallel Track 2**

**Business to B2B Branding**

- CHAIR: Pitta, Dennis
- Taylor, Colin, Veloutou, Cleopatra: Country of origin for luxury brands: The views of various players
- Siné, Carl, Dubravka, Horvat, Sandra: A Literature Analysis of Contemporary Research in Business-to-Business Branding
- Brodie, Roderick, Van Durme, Joel, Hollebeek, Linda: Transfer of Relationship Brand Associations in Cooperative Business Relationships

**Break**

**Business Intelligence**

- CHAIR: Moutinho, Luiz
- Aebel, Jürgen, Wright, Len Tiu, Pickton, David, Kooi, Koalter: Brand Equity with an Improved Role for the Marketing Mix in a Practice-oriented Brand Valuation Framework
- Saraniemi, Salla, Juntunen, Mari, Niemelä, Tiina, Tähtinen, Jaana: Identifying internal elements affecting SMEs' corporate brand equity

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**Parallel Track 1**

**B2B Branding & Brand Stakeholders**

- CHAIR: Tsiotsou, Rodoula
- LaRocca, Antonella, Comi, Alice, Corsaro, Daniela, Snehota, Ivan: Brand Images in Business to Business
- Cassia, Fabio: Assessing the impact of business-to-business brand reputation on comparative brand preference and buyer's satisfaction
- Wilson, Jon, Fan, Ying: Examining the role of external brand stakeholders - a classification through communication mapping

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**Coffee Break**

**Welcome**

- Prof. Leslie de Chernatony, Università della Svizzera Italiana, and Aston Business School, UK
Networking Lunch

12.40-13.40

Main Building Auditorium

13.40-14.40

Parallel Track 3

Keynote 2
The Luxury Strategy: Break the Rules of Marketing to Build Luxury Brands
Professor Jean-Noël Kapferer, HE C, Paris

14.40-15.50

Main Building Room 351

Employer Branding
CHAIR: Pahud De Mortanges, Charles

Müller, Jenny, Kirdgeorg, Manfred: Influence of the Financial Crisis on Employer Brands of Banks

Knox, Simon, Maxwell, Rachael: An "inside-out" approach to employer branding: A comparative cast study of the attractiveness of the firm

Sponheuer, Birgit, Müller, Jenny: Integrating employer branding into a holistic brand management framework

Brands and Young Consumers

CHAIR: Moore, Margaret

Netzberger, Andrea, Kittinger-Rosanelli, Christine, Müller, Barbara: The Meaning of Retro Brands for Young Consumers

Veloutsou, Cleopatra, Mollonan, Alan: The Age Issue: Search Engine Sensation and Loyalty

Côrte, Ana, Lencastra, Paula: Do brand mascots design characteristics matter to child recognition?

Brand Personality II

CHAIR: Brodie, Rod

Müller, Avinashi: Brand Personality Research—A Review of Methods

Maehle, Natalla: The General Framework for Building Brand Personality

Bjerke, Rune, Ind, Nicholas: Understanding audience expectations, experience, brand personality and pride of the Oslo Opera House, an exploratory study.

Brand Relationship II

CHAIR: Fetscherin, Marc

Ratray, Nilanti, Broderick, Amanda: Brand Relationships in Consumer Autobiographical Memory: A Qualitative Inquiry

Nygrenegger, Bettina, Mäler, Lucia, Krohmer, Harley: Performance Implications of Emotional versus Cognitive Brand Relationship Quality

Tsitsou, Rodoula: Brand Loyalty through Brand Attachment and Brand Trust: A Relational Perspective

International II

CHAIR: Tixier, Daniel

Matveev, Alexei, Yamazaki, Merz, Miwa, Nurgaleeva, Oinara: Brand Management across Cultures: An Analysis of LG Electronics Brand Management Strategies in the United Kingdom and Russia

Strübing, Andreas: Does the perceived globalness of a brand enhance quality and prestige perceptions of consumers? A critical review of empirical evidence and theoretical explanations

Greven, Gunther, Kirdgeorg, Manfred: Brand-Related Drivers of University Attractiveness — An International Comparison

Product
CHAIR: Brandt, Celine

Landwehr, Jan, Wenzel, Daniel, Herrmann, Andreas: A Meaningful Look: Transforming Abstract Brand Values into Concrete Product Design Features

Pitt, Dennis, Wood, Ver, Pitta, Elizabeth: Using Blue Ocean Strategy to Reduce New Product Failure

15.50-16.10

Coffee Break (20 min)

16.10-17.20

Parallel Track 4

Brand Image

CHAIR: Mulky, Avinashi


Braga, Rafael, Mutare, Jorge, Pina, José: Linking Corporate Image to Expressions of Loyalty: A Study Applied to Financial Brands

Carvalho, Leonor, Ren, Elizabeth, Mamede, Cristina: Brand Image Formation for Universities: an empirical study with different stakeholders

Brand Alliances and Co-Branding

CHAIR: Kapareliotis, Illias

Baghi, Ilaria, Gabrielli, Veronica: Co-branding strategy for Cause Related Marketing and Consequences

Li, Yan, He, Hongwei: Evaluation of brand alliances between an international brand and a native brand: The Modelling Effects of Branding Order and Consumer Ethnocentrism

Tsitsou, Rodoula, Alexandros, Konstantinos: Building Customer Based Brand Equity via Corporate Co-branding: The Case of Sponsorship

Brand Personality III

CHAIR: Perez, Clotilde

Mäler, Lucia, Nygrenegger, Bettina: Managing Brand Personality: Antecedents and Consequences

Schade, Michael, Bummann, Prof. Dr. Christoph: The brand image of professional sport teams – an analysis of relevant brand benefits and the relevance of brand personality

Heine, Klaus: The Luxury Brand Personality Traits

Brand Relationship III

CHAIR: Richelieu, Andre

Tsukiy, Utaka, Podnar, Klement: The role of consumer-brand identifiability in building brand relationships: An empirical examination

Fetscherin, Marc, Conway-Dafoe, Mary: Brand Love: Interpersonal or Parasocial Love?

Veloutsou, Cleopatra, Morgan Thomas, Anna: Online brand relationships: an integrative model of satisfaction, relationship and technology acceptance

International III

CHAIR: Muller, Brigitte

Moore, Marguerite, Doherty, Anne Marie, Alexander, Nicholas, Carpenter, Jason: International Retail Brand Origin Recognition

Koubai, Yamen: Cultural Heterogeneities among Arabs and Services Marketing Implications: A Comparative Study

MetaDesign

Chair: Henger, Sabrina

Haldemann, Alexander: The Future of the Brand-perspectives of an international brand-ing firm

19.30

Cocktail Dinner

Dinner with live music and view of Lake Lugano
## Tuesday, April 20, 2010

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<tr>
<th>Time</th>
<th>Activity</th>
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<td>08:00</td>
<td>Welcome Coffee</td>
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<td>Eva: The Effect of Advertising and Sales</td>
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<td>Nation Branding: Challenges and Benefits</td>
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<td>Parallel Track 8</td>
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<td>Main Building Executive Center Red Room</td>
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<td>17.00</td>
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### Brands and the Companies I

**CHAIR:** Romaniuk, Jenni

- Baumgarth, Carsten, Merkies, Bill, Udde, Matsu: from market orientation to brand orientation—back tracking and mapping routes forward
- Cantone, Luigi, Risitano, Marcello: The role of experience in the branding strategies

### Brand Communities I

**CHAIR:** Dall’olmo Riley, Francesca

- Brodie, Roderick, Illc, Ana, Juric, Biljana: Customer Engagement in Online Brand Communities: An Exploratory Analysis
- Cova, Bernard, Pararque, Bernard: When Brand Community and Brand Valuation Collide: a Case Study

### Place Branding I

**CHAIR:** Ewing, Mike

- Tyrell, Julia: Developing a unified neighbourhood identity: how can branding and image development theory help?
- Zerker, Sebastian, Knubben, Evelyn, Beckmann, Suzanne: Your City, My City: Their City, Our City — Different Perceptions of a Place Brand by Diverse Target Groups

### Brands and Consumers III

**CHAIR:** Burmann, Christoph

- Ismail, Ahmed, Melewar, TC: A Structural Model to Examine the Antecedents and Consequences of Customer Experience with Experiential Brands
- Mostovitz, Isaac: Satisfying the Needfulness: The Mechanism and Implication for Brands

### Retail Brands

**CHAIR:** Buil, Isabel

- Karmark, Esben, Beckmann, Suzanne: The challenges of retail rebranding (re)branding: Georg Jensen’s family silver and diamond dreams
- Wallace, Elaine, de Chematry, Leslie: Strategic Thrust or Stapline Mentality? The role and implementation of the Brand in Retail Banking

### Brand as a Symbol

**CHAIR:** Miller, Dale

- Muler, Brigitte, Keches, Bruno: Should your Brand get a Botox injection? Visual Rejuvenation through Brand Logos
- Santos, Jose, Moutinho, Luiz, Seias, Daniela, Brandao, Sofia: Perceiving brands after logos perception: an event-related fMRI study
- Wilson, Jonathan, Brennan, Ross: A classification of China's leading brands

### Brands and the Companies II

**CHAIR:** Christodoulides, George

- Romaniuk, Jenni, Wight, Samuel: The stability and sales contribution of heavy buyers
- Karitz, Christopher, Burmann, Prof. Dr. Christoph: The development of a generalized brand portfolio for pharmaceutical companies for analysing brand architectures within the pharmaceutical market
- Nakamoto, Kent, Schulz, Peter: The Social Construction of Brand Meaning and Advantage

### Brand Communities II

**CHAIR:** Lausspach, Julia

- Mandrell, Andreina, Accoto, Cosimo, Mari, Alessandro: Social Media Metrics: Practices of Measuring Brand-related phenomena in online social collects
- Ewing, Michael, Waghstaff, Peter, Powell, Irene: Hidden Versus Ford: Brand Tribulation (In the Antipodes)

### Place Branding II

**CHAIR:** Tyrell, Julia

- Merkies, Bill, Miller, Dale, Herington, Carmel: City branding: a facilitating framework for stressed satellite cities
- Korenck Ruzier, Maja, de Chematry, Leslie: A Systematic Approach to Branding Slovenia
- Ruzier, Mija, Petek, Nusa, Korenck Ruzier, Maja: The role of locals in implementing and living the country brand: I feel Slovenia

### New Brands and Changes

**CHAIR:** Wilson, Jonathan

- Illia, Laura, van Rekoms, Johan: What Consumers Care about when a Brand Repositioning Looms Ahead
- Tkicac Veric, Ana, Veric, Olen: Human Brands and Charmisma

### Store Brands

**CHAIR:** Karmark, Esben

- Dawes, John, Nenycz-Thiel, Magda, Nehring, Anika: How do Private Labels compete?
- He, Hongwei, Li, Yan, Ozet, Evren: Do store service quality perception and CSR association reduce perceived risks of buying store brand products?

### Coffee Break

- Auditorium Foyer

### Keynote speaker 4

**Shell: The Management Journey of a Global Brand**

- Bruno Guimaraes Motta, Chairman Shell Brands International

### Best Paper Award and Conclusion

- Prof. Leslie de Chematry, Università della Svizzera italiana and Aston Business School, UK

### Wine Tasting, at Val San Giacom o Vineyard

- Depart from the main University entrance