



**4th International Colloquium of  
AM's Brand, Identity and  
Corporate Reputation Special  
Interest Group**



**With special edition of: *Journal of Product and Brand Management***

**September 12-14, 2008  
Goizueta Business School, Emory University, Atlanta, Georgia, USA**

**Experiential Brands, Identity and Reputation:  
The Power of Intangible Assets in Expressive Organisations and Markets**

Organisational identity, brands and corporate reputation now form the key pillars of what Balmer (1998) refers to as "corporate marketing". As technologies converge and competition increases, the integration of these intangibles to create distinctive and enduring experiences for global consumers presents new challenges and opportunities for organizations of all kinds. The opportunities, in particular, to reevaluate and strengthen the link between customer and brand equity are especially compelling (Leone, Rao, Keller, Luo, McAlister and Srivastava, 2006). These intangible relationships demand fresh thinking about brands in the 21st century. What are the drivers of (emerging) charismatic brand identities? How do marketers create and develop new markets through innovative organisational marketing? How will consumers and producers bring new life to brands? This colloquium aims to bring together scholars, researchers and practitioners in a lively debate and exchange of ideas on these topics. We welcome high quality papers on (but not limited to) the following:

- Experiential branding and consumer experience management
- The management of corporate brands and identities in a global marketplace
- Brand equity
- The role of consumer research in corporate marketing
- Digital marketing and the corporation
- Branding in e-commerce
- Security branding, place and nation branding
- Aesthetic and visual dimensions of corporate branding
- Branding and design management
- Corporate identity management
- Symbols, consumption, and luxury branding
- Political branding and advertising
- Brand communities
- Social marketing, non-profit and public sector branding
- Issues and opportunities from China, India and other emerging markets
- Creating and sustaining ethical brand identities/ corporate social responsibility and branding
- Research methods for branding
- B2B branding, branding for SME's
- Internal branding
- Person and celebrity branding

**Abstract Deadline: February 15th 2008 Full papers: May 15th 2008**

This international colloquium is hosted by Professor Raj Srivastava (Goizueta Business School, Emory University) and Dr. Francisco Guzmán (conference coordinator, University of North Texas).

**Attendance fees** for the conference are:

- 1) Regular Conference Fee - \$450
- 2) Early Bird Fee (on or before June 30th, 2008) - \$380
- 3) Doctoral Candidates - \$150.00
- 4) One day attendant - \$220
- 5) Conference Dinner - \$50.00 extra
- 6) Discount for AM Members- \$ 330

To reserve a place and to submit your paper, please contact: **Ming Lim** [m.lim@leicester.ac.uk](mailto:m.lim@leicester.ac.uk) (SIG Coordinator, University of Leicester School of Management) and **Francisco Guzmán** [GuzmanF@unt.edu](mailto:GuzmanF@unt.edu)

#### References

Balmer, J. M. T. (1998) "Corporate identity and the advent of corporate marketing", Journal of Marketing Management, Vol. 14 No.8, pp .963-96.

Leone, R. P, Rao, V.R., Keller, K.L., Luo, A.M., McAlister, L. and Srivastava, R. (2006), "Linking Brand Equity to Customer Equity," Journal of Service Research, Vol. 9, No. 2 (November), pp. 125-138.

#### Other Contacts:

**Immediate Past Chair**, Stuart Roper, University of Manchester  
**Deputy SIG Chair**, Dr Myfawny Trueman, Bradford School of Management  
**SIG Co-ordinator**, Dr Ming Lim, Cambridge University  
**Publicity & Communication** Dr Mei-Na Liao, Bradford School of Management  
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**The Special Interest Group is now well established as a focal point for both academics and practitioners with an interest in branding, which is our main aim. Our objectives are:**

- to provide opportunities for discussion;
- to support researchers and lecturers, to link with international networks of similar SIGs;
- to promote the publication of research papers;
- to promote dialogue between practitioners and academics;
- to facilitate networking between research students and other new researchers.