

Call for Papers

5th International Consumer Brand Relationships Conference

May, 18-20, 2017
University of Porto
Porto, Portugal

Best papers published in
Journal of Product and Brand Management

We invite full papers, work in progress or case studies which have as a focal point the consumer's relationship to products, companies, stores, celebrities, or countries brands. This event provides an ideal opportunity for Ph.D. students, faculty members as well as practitioners sharing their most recent high quality work with other experts in that field. Empirical as well as conceptual or theoretical works are welcomed.

The highest quality full papers from the conference will be considered for publication in the **Journal of Product and Brand Management**.

Topics

The following provides a list of possible topics to be discussed, but is not limited to:

- Consumer brand relationships across different consumer segments (e.g., children, seniors)
- Positive brand relationship constructs (e.g., brand love, brand passion, brand affection, brand devotion)
- Consumer retailer or company relationships (e.g., stakeholder theory)
- Brand relationship and brand personality
- Negative brand relationship constructs (e.g., brand hate, brand objection, brand divorce, brand)
- Brand relationship over time, dynamics of brand relationships
- Brand communities
- Brand attachment, attachment theory
- Brand relationship theories and underlying constructs
- The role and effect of culture on consumer brand relationships
- Brand cult and religious brands
- Consumer celebrity relationships (e.g., sports, entertainment, business celebrity)
- Consumer organization relationships (e.g., political party, sports club/teams, Universities, red cross)
- Consumer place relationships (e.g., city branding, country branding)

Important Dates

- **Submission deadline: December 20th, 2016**
- Notification of acceptance: February 1st, 2017
- Early registration deadline: March 1st, 2017
- Regular registration deadline: April 1st 2015
- **Conference dates: May, 18-20, 2017**
- Conference venue: University of Porto, Porto, Portugal

All participants must register and pay. **Early registration fee of € 395** before March 1st, 2017. **Regular registration fee is € 495**. The registration fee includes attendance to the event, welcome reception, breakfasts, lunches, coffee breaks, a gala dinner and materials.

We offer a limited number of **travel stipends (up to € 1,000 in total)** for master or Ph.D. students as well as faculty members from developing countries in need for financial support related to attending the conference.



Priority will be given to accepted full paper submissions. Please mention at the end of your submission (comment field) if you wish to apply for it and why you think you qualify. Provide a detailed justification of 100-200 words when you submit the paper.

Paper Submission

Authors are invited to submit non-published (1) full papers; (2) works-in-progress; or (3) case studies which have as a focal point consumers' relationships with brands.

- **Full paper** submissions must not be published, accepted for publication or presentation, or be under consideration for publication or presentation elsewhere. All papers are limited to max. 6,000 words (including tables and figures) excluding the cover/title page and references. In preparing for the full papers, please reference the authors' guidelines from the **Journal of Product and Brand Management** (<http://www.emeraldinsight.com/journals.htm?issn=1061-0421>). No author information in your paper you submit, only in the online submission tool <https://easychair.org/conferences/?conf=cbr2017>
- **Work-in-progress papers** or **case studies**. Please provide an extended structured abstract of max. 1,000 words (excluding reference list), single spaced. You need to have the following sections: purpose, methodology/approach, findings, research limitations/implications, and originality/value. A reference list is required. Tables or figures should be placed in the text. Empirical work-in-progress papers should be at least in the data collection phase to be considered.

Papers that are not accepted for full presentation might be accepted as poster. The highest quality papers will be considered to be published in the **Journal of Product and Brand Management**. Depending on the quality and quantity of the papers received, an edited book is also planned.

At least one author of each accepted submission must register, attend and present. All papers are double-blind reviewed. By submitting a paper all authors agree to review up to three papers. Authors are requested to submit their paper(s) electronically before the deadline to our online submission system on the website.

Organizers and Hosts

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CONFERENCE HIGHLIGHTS



More information on our website

www.consumer-brand-relationships.org

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