



Consumer Brand Relationship Colloquium

April 22-24, 2010
Rollins College

Colloquium Program
www.consumer-brand-relationship.com

First International Colloquium On the Consumer Brand Relationship

Table of Contents:

Letter from the Colloquium Host	3
Words of Welcome from the Colloquium Organizers	4
Colloquium Sponsors	5
Awards and Recognitions	6
International Colloquium Guidelines	6
Organizers' Bios.....	7
Keynote Speaker (Lunch): Dr. Kevin Lane Keller.....	9
Keynote Speaker (Dinner): Dr. Susan Fournier	10
Airport to Rollins.....	11
Rollins Venue Map.....	12
Colloquium Location	12
Registration.....	12
Parking at Rollins	14
Hotels Nearby	14
Program at a Glance	15
Detailed Colloquium Program	16
Participant List (As of March 23, 2010)	20
A thank you to our sponsors	25
The colloquium organizers would like to thank the following people for their invaluable assistance	26

Letter from the Colloquium Host



April 22, 2010

Dear Consumer Brand Relationship Colloquium Participant,

It is a great pleasure to welcome you to our first International Colloquium on Consumer Brand Relationships here at Rollins.

According to the AMA definition, the creation and management of customer relationships is fundamental to the practice of marketing. Marketers have long maintained a keen interest in relationships: what they are, why they are formed, what effects they have on consumers and the marketplace, how they can be measured, and when and how they evolve and decline. While marketing research has a long tradition in the study of business relationships between manufacturers and suppliers and buyers and sellers, attention in the past decade has expanded to the relationships that form between consumers and their brands such as branded products, stores, celebrities, companies or countries. As the recently published Handbook of Brand Relationships (2009) attests, the concept of consumer brand relationships stand as a vibrant and fast-growing research area with roots that span across disciplines and theoretical traditions. Still, brand relationship theory is in its early stages, and there remains much to be learned.

The aim of this colloquium is to advance knowledge about consumer brand relationships by disseminating new research and best company practices, and by encouraging the evolution of new research ideas and themes.

As we meet to discuss new high quality research ideas in the consumer brand relationship, I would like to thank everybody for traveling so far and working so hard to contribute to this event here at Rollins.

Sincerely,
Prof. Dr. Marc Fetscherin

Crummer Graduate School of Business
International Business Department
Rollins College

Words of Welcome from the Colloquium Organizers

Rollins College is pleased to welcome you to the First International Colloquium on Consumer Brand Relationships in Winter Park, FL, United States. The purpose of this colloquium is to advance the knowledge about consumer brand relationships by disseminating new research and best company practices, and by encouraging the evolution of new research ideas.

This colloquium will provide an ideal opportunity for accomplished scholars, as well as young faculty members and Ph.D. students to share and discuss their most recent high quality work with other experts in the consumer brand relationship field. After the colloquium, a select number of papers will be recommended to be peer reviewed for consideration for possible publication in the *Journal of Marketing of Theory and Practice (JMTP)* as well as in an edited planned book.

Research accepted for presentation at the colloquium covers various topics of interest, including:

- Consumer-celebrity; consumer-retailer; consumer-company; consumer-country; and other specific brand relationships such as those with store or luxury brands
- Cultural differences in brand relationship behavior
- Brand communities and their brand relationships
- Brand relationship typologies and relationship space mapping
- Metrics for the measurement of brand relationship strength
- Brand relationship evolution and process dynamics
- Brand relationship goals, needs, and motivations
- Attachment theory and brand relationships
- Brand love, commitment, interdependence, conflict, and other relational constructs
- Drivers and psycho-social-cultural moderators of brand relationship behaviors
- Brand personality and other brand-specific moderators of relationship effects
- The consequences and outcomes of brand relationships
- Status and trends regarding consumers' relationships with brands
- The effectiveness of marketing programs in building consumer brand relationships
- Shareholder, company, and marketplace effects of brand relationships
- Organizational systems and structures for consumer brand relationship management
- New theoretical perspectives for understanding consumer brand relationships

We express our grateful thanks to all the reviewers who participated in the process of systematically reviewing and selecting all submissions. Rollins College, Boston University, and Zurich University of Applied Sciences are our sponsors for the "Best Paper" awards. We also extend our personal and collective thanks to all our contributors and supporters: participants, authors, speakers, reviewers, discussants, and session chairs. The local organizing committee deserves special words of thanks and recognition for their caring and tireless work in ensuring the quality of the colloquium.

We wish you a great colloquium, an enjoyable stay at Rollins College in Winter Park, Florida, and look forward to meeting each one of you individually.

Colloquium Organizing Committee

Dr. Michael Breazeale, Mississippi State University, USA
Dr. Marc Fetscherin, Rollins College, USA
Dr. Susan Fournier, Boston University, USA
Dr. T.C. Melewar, Zurich University of Applied Sciences, Switzerland

Colloquium Sponsors

We thank the following sponsors for making the First International Colloquium on the Consumer Brand Relationship possible through their generous contributions.



Zurich University
of Applied Sciences



Awards and Recognitions

Three awards are granted to papers submitted to the conference: (1) a “Best Paper Award,” (2) a “Best Doctoral Student Contribution” award, and (3) a “People’s Choice” award. The “Best Paper Award” and “Best Doctoral Contribution” award were judged by conference organizers. Candidates for the “Best Paper Award” award included all papers and extended abstracts ranking in the top 25% per blind reviewer ratings and for which the lead author was not a doctoral student. All contributions with doctoral students as lead authors were considered for the “Best Doctoral Student Contribution” award. Conference organizers rated finalists based on five criteria: communication and writing style, conceptual rigor, methodological rigor, creativity and innovation, and contribution to brand relationship theory. Submissions from the conference organizers were not considered as Best Paper or Best Doctoral Student Contribution award candidates. The “People’s Choice” award will be voted on by attendees at the conference, and will recognize the presentation judged as most insightful, engaging, and informative.

International Colloquium Guidelines

We come from many different countries and traditions but are united in the belief that knowledge is created through a two-way exchange of ideas and experiences.

The effectiveness of the International Colloquium on the Consumer Brand Relationship will depend on collegial interactions among us. This will require a good deal of care to ensure that our conduct is respectful, particularly because we are working with a number of cultural norms. To avoid misunderstandings, we offer general guidelines for participants to clarify both the standards and the obligations expected during these next few days.

- It is a common American practice in an academic setting, where people are learning together and from each other, for participants to address each other, presenters, and staff by their first or given names; this is not intended to be disrespectful or discourteous.
- All members of this community are entitled to respect. All individuals are expected in their communication to demonstrate respect for each person's worth, dignity and capacity to contribute.

If each of us makes an honest effort to ensure that we treat others with professional respect and dignity, all of us will enjoy the maximum possible benefit from working and learning together.

Organizers' Bios

Dr. Michael Breazeale is a doctoral candidate at Mississippi State University. Anticipating the granting of his Ph.D. in May, he has accepted a position as an assistant professor of marketing at Indiana University Southeast. Mike has published several articles in publications that include *International Journal of Market Research*, *Marketing Management Journal*, and *Journal of Business Research*, and has made numerous conference presentations relating to his research. His primary areas of research encompass retail atmospherics, consumer-brand connections, the consumption of experiences, and emotional branding. His recently completed dissertation, "Three Essays on Customer Chemistry," examines the phenomenon of brand love as it relates to retailers and their services.



Michael Breazeale, College of Business, Mississippi State University, Mississippi State, MS, United States. E-mail: mjb292@msstate.edu

Dr. Marc Fetscherin is an Assistant Professor of International Business and Marketing at the Crummer Graduate School of Business and the International Business Department, Rollins College. He is also an Associate of the Rollins China Center, an Asia Programs Visiting Scholar at Harvard University. He has edited the book *China Rules: Globalization and Political Transformation* (Palgrave MacMillan, 2009) and contributed to numerous books and has published numerous peer-reviewed journal articles in leading international academic journals such as *Management International Review (MIR)*, *International Business Review*, *International Marketing Review*, *International Journal of Market Research*, *International Journal of Emerging Markets*, *European Journal of International Management* and *Chinese Management Studies*.



Marc Fetscherin, Crummer Graduate School of Business & International Business Department, Rollins College, Winter Park, FL, United States. E-mail: mfetscherin@rollins.edu

Dr. Susan Fournier is an Associate Professor of Marketing at Boston University. Susan joined BU in Fall 2005 after serving as Associate Professor of Marketing at Harvard Business School (1994-2003) and Tuck School of Business at Dartmouth (2003-2005). Prior to her career as a marketing academic, Susan was a VP and Director at Young & Rubicam Advertising; she also held positions in marketing research at Yankelovich and marketing/advertising at Polaroid Corporation. Susan is an active researcher in the areas of branding and relationship marketing. Her current projects explore the creation of shareholder value through branding, risk/return profiles for different brand architecture strategies, co-creation paradigms for brand management, the effectiveness of consumer-generated advertising, brand strength metrics, the management of person-brands, personality effects on commercial relationships, consumer-firm contracting processes, and the lived experience of various consumer-brand relationships such as flings, secret affairs, and adversaries. Susan has received five best article awards for work published in *Journal of Consumer Research*, *Harvard Business Review*, *Journal of Marketing*, and *Journal of the Academy of Marketing Science*.



Susan Fournier, Boston University School of Management, Boston, MA, United States. E-mail: fournism@bu.edu

Colloquium Program

Dr. T C Melewar is a Full Professor of Marketing and Strategy at the School of Management and Law, Zurich University of Applied Sciences, Switzerland. He is also the Joint Editor-in-Chief of the Journal of Brand Management. He has previous experience at Brunel University, Warwick Business School, MARA Institute of Technology in Malaysia, Loughborough University, UK and De Montfort University, UK. TC has edited two books; (1) *Facets of Corporate Identity, Communication and Reputation* and (2) *Contemporary Thoughts on Corporate Branding and Corporate Identity Management*.



TC's research interests include corporate identity, marketing communications and international marketing strategy. He has published over 50 papers in refereed journals such as the *Journal of International Business Studies*, *International Marketing Review* and *European Journal of Marketing*. TC has taught postgraduate programs in countries such as Sweden, Germany, Russia, Georgia, Moldova, France, Malaysia and Indonesia.

T C Melewar, School of Management and Law, Zurich University of Applied Sciences, Winterthur, Switzerland. Email: tc.melewar@zhaw.ch

KEYNOTE SPEAKER (Lunch): Dr. Kevin Lane Keller

Kevin Lane Keller is the E. B. Osborn Professor of Marketing at the Tuck School of Business at Dartmouth College. Professor Keller has degrees from Cornell, Carnegie-Mellon, and Duke Universities. At Dartmouth, he teaches MBA courses on marketing management and strategic brand management and lectures in executive programs on that topic.



Previously, Professor Keller was on the faculty of the Graduate School of Business at Stanford University, where he also served as the head of the marketing group. Additionally, he has been on the marketing faculty at the University of California at Berkeley and the University of North Carolina at Chapel Hill, been a visiting professor at Duke University and the Australian Graduate School of Management, and has two years of industry experience as Marketing Consultant for Bank of America.

Professor Keller's general area of expertise lies in marketing strategy and planning. His specific research interest is in how understanding theories and concepts related to consumer behavior can improve marketing strategies. His research has been published in three of the major marketing journals -- *the Journal of Marketing*, *the Journal of Marketing Research*, and *the Journal of Consumer Research*. He also has served on the Editorial Review Boards of those journals. With over sixty published papers, his research has been widely cited and has received numerous awards.

Professor Keller is acknowledged as one of the international leaders in the study of brands, branding, and strategic brand management. Actively involved with industry, he has worked on a variety of different types of marketing projects. He has served as a consultant and advisor to marketers for some of the world's most successful brands, including Accenture, American Express, Disney, Ford, Intel, Levi Strauss, Procter & Gamble, and SAB Miller. Additional brand consulting activities have been with other top companies such as Allstate, Beiersdorf (Nivea), BlueCross BlueShield, Campbells, Eli Lilly, ExxonMobil, General Mills, Goodyear, Kodak, Mayo Clinic, Nordstrom, Shell Oil, Starbucks, Unilever, and Young & Rubicam. He has also served as an academic trustee for the Marketing Science Institute. A popular speaker, he has conducted marketing seminars for top executives in a variety of forums.

Selected Publications

Keller, Kevin Lane (2008), *Strategic Brand Management*, 3rd edition, Upper Saddle River, NJ: Prentice-Hall.

Philip Kotler and Kevin Lane Keller (2009), *Marketing Management*, 13th edition, Upper Saddle River, NJ: Prentice-Hall.

Don Lehmann, Kevin Lane Keller, and John Farley (2008), "The Structure of Survey-Based Brand Metrics," in special issue, "Branding in the Global Marketplace," of *Journal of International Marketing*, 16 (4), 29-56.

Kevin Lane Keller and Frederick E. Webster Jr. (2009), "Hitting the Branding Sweetspot: Achieving Marketing Balance by Reconciling Marketing Trade-offs," *Marketing Management*, July/August, Vol. 18, 12-17.

Kevin Lane Keller and Don Lehmann (2009), "Assessing Brand Potential," in special issue, "Brand Value and Valuation," of *Journal of Brand Management*, special issue editors, Randall Raggio and Robert P. Leone, Vol. 17, No.1, 6-7.

Kevin Lane Keller (2010), "Brand Equity Management in a Multichannel, Multimedia Retail Environment," special issue, *Journal of Interactive Marketing*, co-editors Venkatesh Shankar and Manjit Yadav, forthcoming.

KEYNOTE SPEAKER (Dinner): Dr. Susan Fournier

Susan Fournier is an Associate Professor of Marketing at Boston University. Susan joined BU in Fall 2005 after serving as Associate Professor of Marketing at Harvard Business School (1994-2003) and Tuck School of Business at Dartmouth (2003-2005). Prior to her career as a marketing academic, Susan was a VP and Director at Young & Rubicam Advertising; she also held positions in marketing research at Yankelovich and marketing/advertising at Polaroid Corporation.



Susan is an active researcher in the areas of branding and relationship marketing. Her current projects explore the creation of shareholder value through branding, risk/return profiles for different brand architecture strategies, co-creation paradigms for brand management, the effectiveness of consumer-generated advertising, brand strength metrics, the management of person-brands, personality effects on commercial relationships, consumer-firm contracting processes, and the lived experience of various consumer-brand relationships such as flings, secret affairs, and adversaries. Susan has received five best article awards for work published in *Journal of Consumer Research*, *Harvard Business Review*, *Journal of Marketing*, and *Journal of the Academy of Marketing Science*. She has also authored many best-selling Harvard Business School cases on branding.

Susan consults with a range of companies to inform her teaching, case development, and research. She serves on the Boards of Advisors for Harley-Davidson's Harley Owner's Group and the COO's Council on Innovation for Irving Oil. Susan is a long-standing member of the Editorial Boards for *Journal of Consumer Research*, *Journal of Relationship Marketing*, *Journal of Business-to-Business Marketing*, and *Marketing Theory*.

Susan received her undergraduate degree in marketing from UMass Amherst (1980), her Master of Science in Marketing from Penn State (1983), and her doctorate from the University of Florida (1994).

Selected Publications

Fournier, Susan and Lara Lee (2009), "Getting Brand Community Right," *Harvard Business Review*, April, 105-111.

Fournier, Susan (2009), "Lessons Learned about Consumers' Relationships with their Brands," in J. Priester, D. MacInnis, and C.W. Park (eds.), *Handbook of Brand Relationships*, N.Y. Society for Consumer Psychology and M.E. Sharp, 5-23.

Fournier, Susan and Jill Avery (2009), "Putting the 'R' Back into CRM," working paper at Boston University.

Fournier, Susan and Kerry Herman (2009), "Taking Stock in Martha Stewart: Cultural Insights into the Management of Celebrity Person-Brands," working paper at Boston University.

Allen, Chris, Susan Fournier, and Felicia Miller (2008), "Brands and their Meaning Makers," in Curtis Haugtvedt, Paul Herr, and Frank Kardes (eds.), *Handbook of Consumer Psychology*, Mahwah, NJ: Lawrence Erlbaum Associates, 781-822.

Madden, Thomas J., Frank Fehle and Susan Fournier (2006), "Brands Matter: An Empirical Demonstration of the Creation of Shareholder Value through Brands," *Journal of the Academy of Marketing Science*, 34 (2), 224-235.

Aaker, Jennifer, Susan Fournier, and Adam Brasel (2004), "When Good Brands Do Bad," *Journal of Consumer Research*, 31 (June), 1-25.

Fournier, Susan (1998), "Consumers and their Brands: Developing Relationship Theory in Consumer Research," *Journal of Consumer Research*, 24 (March), 343-373.

Airport to Rollins

Orlando International Airport (MCO)

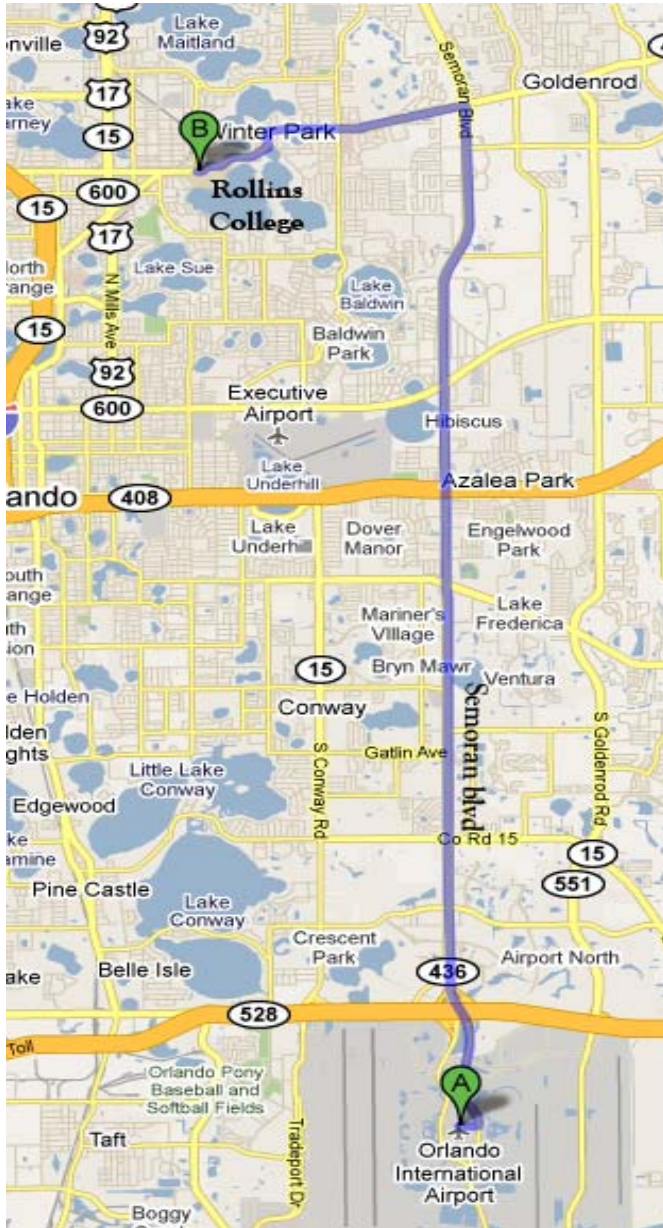
1 Airport Blvd
Orlando, FL 32827
(407) 825-2001

Head East on Airport Blvd 1.3 miles
Continue onto S Semoran Blvd/ FL-436 10.9 miles
Turn Left at Aloma Ave/FL-426 2.9 miles
Turn Left at S Park Avenue

Rollins College

1000 Holt Avenue
Winter Park, FL 32789

Total Driving Estimate: 30 minutes



Rollins Venue Map

Colloquium Location

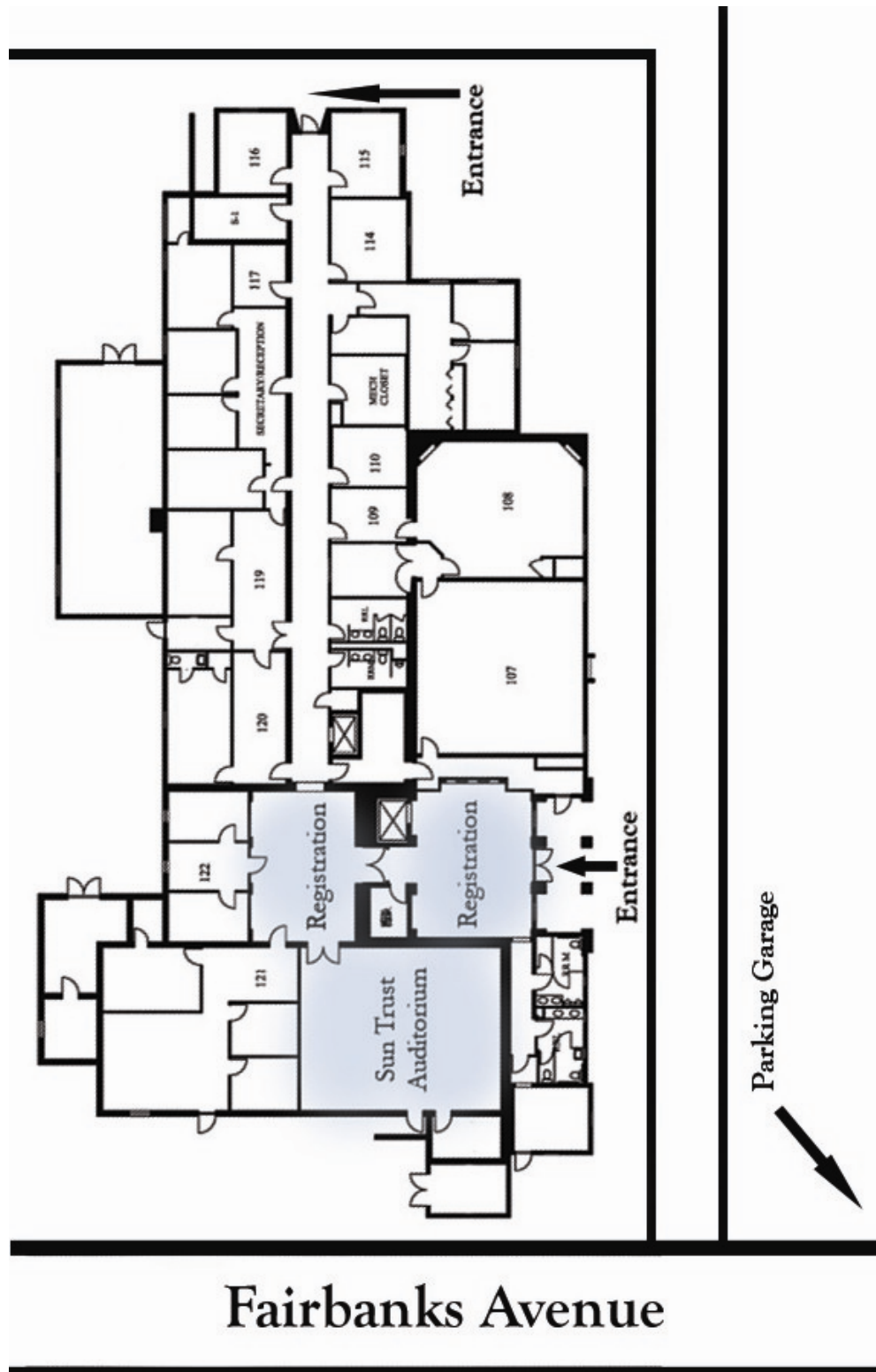
Rollins College
Crummer Graduate School of Business
Crummer Building
1000 Holt Ave
Winter Park, FL 32789
United States

Registration

Crummer Building (1st floor)
Thursday, April 22, 5:00 - 9:00 pm
Friday, April 23, 8:00 - 11:00 am



Detailed Crummer Graduate School of Business Map (First Floor Map)



Colloquium Program

Parking at Rollins

All Consumer Brand Relationship Colloquium participants will have access to free parking at the Rollins parking garage across Fairbanks Rd. directly next to the Crummer Building. To get the free pass, please bring the ticket received at the parking garage gate with you to the registration desk. When leaving, please ask one of the Colloquium volunteers to validate the ticket. Your ticket will then be stamped with the Rollins logo, and when shown to the man working at the garage gate, you will not be required to pay any fee.

Hotels Nearby

The Park Plaza Hotel

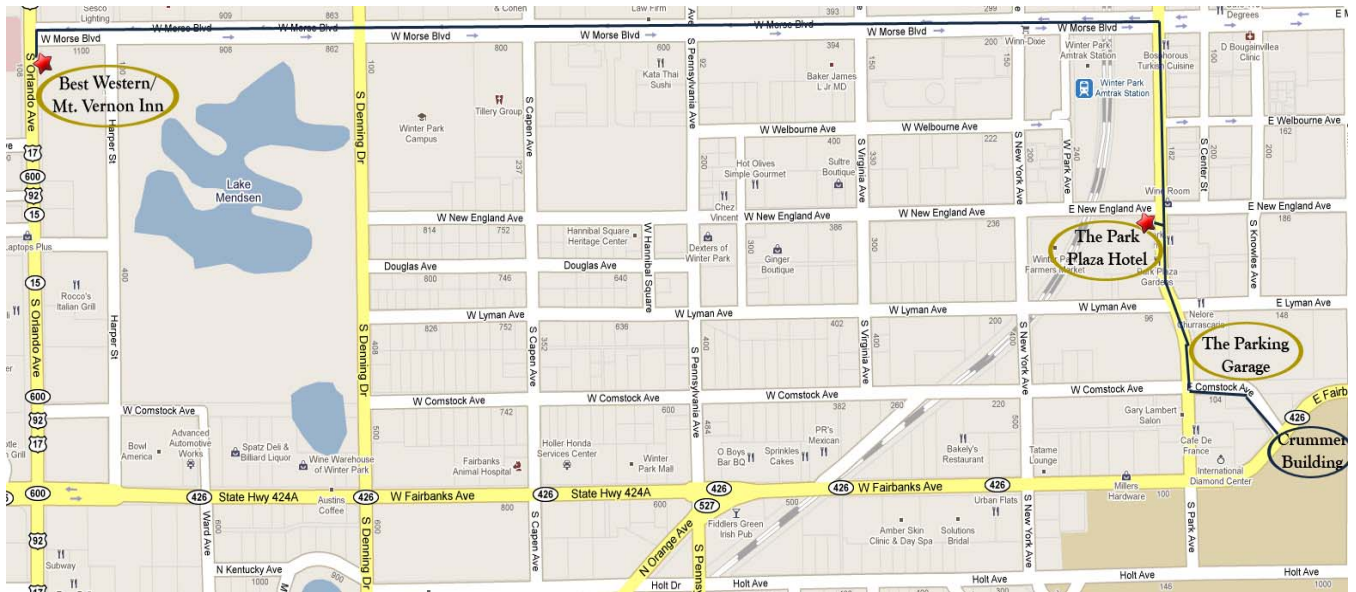
307 Park Avenue South
Winter Park, FL 32789
United States
(407) 647-1072

Start out going NW on E Comstock Ave	0.1 miles
Turn Right onto S Park Avenue	0.1 miles
307 S Park Avenue is on the Left	
Total Driving Estimate	1 minute
Total Walking Estimate	3 minutes

Best Western/Mt. Vernon Inn

110 South Orlando Ave
Winter Park, FL 32789
United States
(407) 647-1166

Start out going West on Holt Avenue	0.1 miles
Turn Right onto S Park Avenue	0.3 miles
Turn Left onto Morse Blvd W.	0.9 miles
110 S Orlando Avenue is on the Left	
Total Driving Estimate	5 minutes
Total Walking Estimate	25 minutes



Colloquium Program

Program at a Glance

Thursday, April 22

5:00 - 9:00 pm

Registration (*Ground Floor, Baker and Steinmetz Lobby*)

6:00 - 9:00 pm

Welcome Reception (*Ground Floor, Baker and Steinmetz Lobby*)

Friday, April 23

8:00 - 11:00 am

Registration Continues (*Ground Floor, Baker and Steinmetz Lobby*)

8:00 - 9:00 am

Breakfast and Poster Session 1 (*Ground Floor, Baker and Steinmetz Lobby*)

9:00 - 10:30 am

Session 1 (*Ground Floor, SunTrust Auditorium*)

10:30 - 11:00 am

Break (*Ground Floor, Baker and Steinmetz Lobby*)

11:00 - 12:30 pm

Session 2 (*Ground Floor, SunTrust Auditorium*)

12:30 - 2:00 pm

Box Lunch

Keynote Speaker Prof. Dr. Kevin Lane Keller
(*Ground Floor, SunTrust Auditorium*)

2:00 - 3:30 pm

Session 3 (*Ground Floor, SunTrust Auditorium*)

3:30 - 4:00 pm

Break (*Ground Floor, Baker and Steinmetz Lobby*)

4:00 - 5:30 pm

Session 4 (*Ground Floor, Baker and Steinmetz Lobby*)

5:30 - 6:00 pm

Free Campus Tour and Reception (Start at *Crummer Building, Ground Floor, Baker and Steinmetz Lobby*)

6:00 - 7:00 pm

Reception (*Mills Memorial Center, Ground Floor, Patio outside the Galloway Room*)

7:00 - 9:00 pm

Gala Dinner

Keynote Speaker Prof. Dr. Susan Fournier
(*Mills Memorial Center, Ground Floor, Galloway Room*)

Saturday, April 24

8:00 - 9:00 am

Breakfast and Poster Session 2 (*Ground Floor, Baker and Steinmetz Lobby*)

9:00 - 10:30 am

Session 5 (*Second Floor, Room 208*)

10:30 - 11:00 am

Break (*Ground Floor, Baker and Steinmetz Lobby*)

11:00 - 12:30 pm

Session 6 (*Second Floor, Room 208*)

12:30 - 2:00 pm

Lunch and Poster Session 3 (*Ground Floor, Baker and Steinmetz Lobby*)

2:00 pm

Colloquium Ends

Program Subject to Change

Colloquium Program

Detailed Colloquium Program

Thursday, April 22

5:00 - 9:00 pm

Registration

(Ground Floor, Baker and Steinmetz Lobby)

6:00 - 9:00 pm

Welcome Reception

(Ground Floor, Baker and Steinmetz Lobby)

Friday, April 23

8:00 - 11:00 am

Registration Continues

(Ground Floor, Baker and Steinmetz Lobby)

8:00 - 9:00 am

Breakfast and Poster Session 1

(Ground Floor, Baker and Steinmetz Lobby)

Relationship Marketing and Gratitude in a Membership Association

Nathan Vincent* & Cynthia Webster, Macquarie University, Australia

The Impact of Social Agency on Brand Affiliation of Young Consumers

Farrah Arif*, University of Cambridge, United Kingdom

An Emerging Market Context Study of Brand Relationships and Brand Personality: Linkages, Moderators and Customer Behavior

Arvind Sahay*, Indian Institute of Management, Ahmedabad, India; Nivedita Sharma, UNIVERSITY, COUNTRY

The Relation between Brand Personality and Brand Relationships

John Gironda*, Micah Murphy & Maria Petrescu, Florida Atlantic University, USA

Antecedents and Consequences of Brand Loyalty

Sahar Mousavi*, University of Manchester, United Kingdom; Margaret Bruce, UNIVERSITY, COUNTRY

9:00 - 10:30 am

Session 1 Understanding Relationship Development

(SunTrust Auditorium)

Chair: John Wittenbraker, GfK Brand & Communications, USA

Everything I Want to Be: Customer Chemistry and Identity Construction

Michael Breazeale* & Nicole Ponder, Mississippi State University, USA

How Relationships with Consumer Ad Creators Develop and Affect Viewer Response

Colin Campbell*, Simon Fraser University, Canada

Brand Relationship Quality as a Formative Third-Order Construct. Findings of a cross-industry study in the German consumer market

Falko Eichen* & Manfred Bruhn, University of Basel, Switzerland; Karsten Hadwich, University of Hohenheim, Germany

10:30 - 11:00 am

Break

(Ground Floor, Baker and Steinmetz Lobby)

11:00 - 12:30 pm

Session 2 Brand Love

(SunTrust Auditorium)

Chair: Falko Eichen, Universitat Basel, Switzerland

The Brand Love System: Its Nature and Consequences

Aaron Ahuvia*, University of Michigan, Dearborn, USA; Rajeev Batra, UNIVERSITY, COUNTRY; Rick Bagozzi, UNIVERSITY, COUNTRY

Colloquium Program

Love Actually? Investigating Consumers' Brand Love

Daniel Heinrich* & Carmen-Maria Albrecht, University of Mannheim, Germany; Hans H. Bauer, UNIVERSITY, COUNTRY

Brand Love: Antecedents and Consequences

Noel Albert*, Wesford Business School, France; Dwight Merunka, UNIVERSITY, COUNTRY; Pierre Valette-Florence, UNIVERSITY, COUNTRY

How Parasocial Love Drives Brand Relationships

Marc Fetscherin*, Rollins College, USA

12:30 - 2:00 pm

Lunch and Keynote Speaker Prof. Dr. Kevin Lane Keller

(Ground Floor, SunTrust Auditorium)

2:00 - 3:30 pm

Session 3 Exploring Brand Relationship Diversity

(SunTrust Auditorium)

Chair: Carmen-Maria Albrecht, University of Mannheim, Germany

A Comparative Investigation of Popular Brand Relationship Types

Felicia Miller*, Marquette University, USA; Susan Fournier, Boston University School of Management, USA; Chris Allen, UNIVERSITY, COUNTRY

The Brand Avoidance Relationship: Exploring Consumer Motivations

Allyn White* & Michael Breazeale, Mississippi State University, USA; Cynthia Webster, Macquarie University, Australia

The Lived Experience of Brand Flings

Susan Fournier*, Boston University School of Management, USA; Claudio Alvarez, Boston University, USA

3:30 - 4:00 pm

Break

(Ground Floor, Baker and Steinmetz Lobby)

4:00 - 5:30 pm

Session 4 Brand Relationship Stresses and Strains

(SunTrust Auditorium)

Chair: Marina Carnevale, Baruch College- City University of New York, USA

Will They Stay or Will They Go? The Role of Affective Commitment in Consumer Responses to Negative Brand Information

Christy Ashley*, East Carolina University, USA; Sajeev Varki, UNIVERSITY, COUNTRY

The Antecedents and Consequences of Brand Forgiveness

Leigh Anne Donovan*, University of Southern California, USA; Joseph Priester, UNIVERSITY, COUNTRY

Influence of Customers' Relational Models on Responses to Service Failure

Velitchka Kaltcheva* & Robert Winsor, Loyola Marymount University, USA; A. Parasuraman, University of Miami, USA

5:30 - 7:00 pm

Free Campus Tour and Reception

(Ground Floor, Baker and Steinmetz Lobby)

7:00 - 9:00 pm

Gala Dinner

Keynote Speaker Prof. Dr. Susan Fournier

(Mills Memorial Center, Ground Floor, Galloway Room)

Colloquium Program

Saturday, April 24

8:00 - 9:00 am

Breakfast and Poster Session 2

(Ground Floor, Baker and Steinmetz Lobby)

Friends or Freeloaders? To what degree should brands and consumers entertain the concept of mitigating losses, when relations sour?

Jonathan A. J. Wilson*, University of Greenwich, United Kingdom; Joseph E. Morgan, The Ogilvy Group, London, United Kingdom

Social Consumer Evolution and Embedded Learning

Sandra Loureiro*, University of Aveiro, Portugal; Hans Kaufmann, UNIVERSITY, COUNTRY; Gianpaolo Basile, UNIVERISTY, COUNTRY

The Effects of Perceived Value, Brand Relationship, and Brand Love on Loyalty Intentions: an Empirical Study

Sandra Maria Correia Loureiro*, University of Aveiro, Portugal

Analyzing the Impact of Online Services on the Consumer-Brand Relationship

Silvia Cacho-Elizondo*, IPADE Business School, México

9:00 - 10:30 am

Session 5 Brand Relationships & Identity Dynamics

(Second Floor, Room 208)

Chair: Aaron Ahuvia, University of Michigan- Dearborn, USA

Self-Identity and Brand Choice: A Brand Relationship Perspective

Hazel H. Huang*, Durham Business School, United Kingdom

Relationship Anxiety, In-Group Identity and Brand Relationships

Sara Loughran*, University of Pittsburgh, USA; Vanitha Swaminathan, UNIVERSITY, COUNTRY

Brands Are Like Friends: Goals and Interpersonal Motives Influence Attitudes Toward Preferred Brands

Christopher Long*, Ouachita Baptist University, USA; Philip Gable, Texas A&M University, USA; Christina Albee, Ouachita Baptist University, USA; Courtney Boerstler, University of Oregon, USA

The Effect of Social and Psychological Brand Identification on Brand Attachment

Pierre Valette-Florence*, UNIVERSITY, COUNTRY; Haythem Guizani, Wesford Business School, France

10:30 - 11:00 am

Break

(Ground Floor, Baker and Steinmetz Lobby)

11:00 - 12:30 pm

Session 6 Brand Relationships in Communities and Cohorts

(Second Floor, Room 208)

Chair: Hazel Huang, Durham Business School, United Kingdom

Consuming "Wannabes": Towards an Understanding of Relationship Formation between Consumption Communities and Aspiring Celebrities

Eileen Fischer*, Schulich School of Business- York University, Canada; Marie-Agnes Parmentier, HEC Montréal, Canada

Multiple Endorsements and Consumer-Human Brand Attachment

Jasmina Ilicic* & Cynthia M. Webster, Macquarie University, Australia

Tribal Passion and the Harley-Davidson Phenomenon: HOGs Down Under

Sharon Schembri*, Griffith University, Australia

Colloquium Program

12:30 - 2:00 pm

Lunch and Poster Session 3

(Crummer Building, Ground Floor, Baker and Steinmetz Lobby)

Psychological Sense of Brand Community - What Is It? How Can It Be measured?

Natalie Neumann*, Ludwig-Maximilians-University, Germany; Anton Meyer, UNIVERSITY, COUNTRY;
Fabian Goebel, UNIVERSITY, COUNTRY

Teenagers' Brand Relationships - From Social Filters to Shoulders to Lean on

Samil A. Aledin*, Turku School of Economics, Finland

The Impacts of Brand Love and Brand Equity on Loyalty and Purchase Intentions of Customers: an Empirical Research in the Automotive Sector

Cid Goncalves Filho* & Gustavo Quiroga Souki, Fumec University, Brazil; Plinio Reis Monteiro, Analysis Institute, Brazil

2:00 pm

Colloquium Ends

* presenter

Colloquium Program

Participant List (As of March 23, 2010)

Last name	First name	Institution	Country
Ahuvia	Aaron	University of Michigan, Dearborn	USA
Albert	Noel	Wesford Business School	France
Albrecht	Carmen-Maria	University of Mannheim	Germany
Aledin	Samil	Turku School of Economics	Finland
Alvarez	Claudio	Boston University	USA
Arif	Farrah	University of Cambridge	United Kingdom
Ashley	Christy	East Carolina University	USA
Beuttenmuller	Paul	Rollins College	USA
Breazeale	Michael	Mississippi State University	USA
Cacho-Elizondo	Silvia	IPADE Business School	Mexico
Campbell	Colin	Simon Fraser University	Canada
Carnevale	Marina	Baruch College, City University of New York	USA
Donovan	Leigh Anne	University of Southern California	USA
Eichen	Falko	Universitat Basel	Switzerland
Fetscherin	Marc	Rollins College	USA
Fischer	Eileen	York University	Canada
Fournier	Susan	Boston University School of Management	USA
Gironda	John	Florida Atlantic University	USA
Granin	Vsevolod	Rollins College	USA
Guizani	Haithem	Wesford Business School	France
Heinrich	Daniel	University of Mannheim	Germany
Huang	Hazel	Durham Business School	United Kingdom
Ilicic	Jasmina	Macquarie University	Australia
Kaltcheva	Velitchka (Vili)	Loyola Marymount University	USA
Keller	Kevin Lane	Dartmouth College, Tuck School of Business	USA
Landau	Alan	Rollins College	USA
Long	Christopher	Ouachita Baptist University	USA
Loughran	Sara	University of Pittsburgh	USA
Loureiro	Sandra	University of Aveiro	Portugal
McInnis-Bowers	Cecilia	Rollins College	USA
Miller	Felicia	Marquette University	USA
Mousavi	Sahar	University of Manchester	United Kingdom
Murphy	Micah	Florida Atlantic University	USA
Neumann	Natalie	Ludwig-Maximilians-University	Germany
Parmentier	Marie-Agnès	HEC Montréal	Canada
Petrescu	Maria	Florida Atlantic University	USA
Sahay	Arvind	Indian Institute of Management, Ahmedabad	India
Schembri	Sharon	Griffith University	Australia
Tasoluk	Burcu	Sabanci University	Turkey
Vincent	Nathan	Macquarie University	Australia
Wallace	Keith	Kwantlen University	Canada
Webster	Cynthia	Macquarie University	Australia
White	Allyn	Mississippi State University	USA
Wilson	Jonathan A. J.	University of Greenwich	United Kingdom
Wittenbraker	John	GfK Brand & Communications	USA

Total Participants: 45

Countries Represented: 12



Since 1885, Rollins has been educating students for global citizenship and responsible leadership and empowering graduates to pursue meaningful lives and productive careers.

Arts & Sciences 2008-09 Facts

First-year student SAT
mid-range was 1110-1300

Total undergraduate
enrollment 1,785

Student-to-faculty ratio of 10:1

29 majors, 39 minors, and
pre-professional programs in
health and law

3/2 programs in accelerated
management, pre-engineering,
and environmental management

More than 173 full-time faculty
(94 percent hold a Ph.D. or the
highest degree in their field)

21 Endowed Chairs in A&S

Awards and Rankings

For the fifth consecutive year, Rollins College ranked number one among 117 Southern master's-level universities in the annual rankings of "America's Best Colleges," released by *U.S. News & World Report*.

Rollins is consistently recognized by *Peterson's Competitive Colleges*, *Barron's Guide*, and *The Princeton Review* as being among the finest private, liberal arts colleges in America.

Student Success

Students at Rollins receive an applied liberal arts education that fosters academic excellence by providing engaged learning and research experiences in and outside of the classroom. During the 2008-09 academic year, five Rollins students and one alumnus were awarded: a **American Graduate Fellowship**, a **Boren Scholarship**, and **four Fulbright Awards**.

Faculty Internationalization Efforts Have Transformative Impact

According to the Institute of International Education, Rollins ranks among the top 25 colleges and universities for its study abroad programs. The College has also achieved recognition in *The Chronicle of Higher Education* as a leading institution for its efforts to provide international experiences to faculty.



ROLLINS

Rollins College . Winter Park, Florida . rollins.edu



ROLLINS MBA STUDENTS TAKE THEIR EDUCATION GLOBAL

Today's global economy demands that successful executives have first-hand international business experience. That is why all our full-time, Corporate and Saturday MBA students are required to participate in a global research and study project overseas.

Offering a truly global classroom, the Rollins MBA at the Crummer Graduate School of Business seeks to diversify the way its students learn and apply business thinking skills. Rollins MBA students participate in national and international consulting projects in real business environments solving real business problems.

Rankings

- *Forbes* - #36 in nation, #1 in Florida
- *BusinessWeek* - #23 in nation, #1 in Florida
- *Entrepreneur* and *The Princeton Review* - #22 in nation for entrepreneurship studies
- *U.S. News & World Report* - #1 in the South among master's-level universities

Faculty

World-renown authors and publishers, with over 90+ textbooks written including:

- *Financial Accounting*, Dr. Jane L. Reimers
- *Supervision Concepts & Skill Building*, Dr. Samuel C. Certo
- *Sales Force Management*, Dr.'s Mark W. Johnston and Greg W. Marshall
- *Core-Satellite Portfolio Management*, Dr. J. Clay Singleton

Published articles included in:

- *The Journal of International Business Studies*
- *Multinational Business Review*
- *Journal of Marketing*
- *International Marketing Review*
- *Journal of Business Research*

Small class sizes

- Averaging 40 students per class
- One of the lowest student-to-professor ratios in the nation

AACSB accreditation

Learn more about the Rollins MBA at mba.rollins.edu

Marketing Department

Our Mission and Philosophy

Our mission is to inform the practice of marketing by providing a deeper understanding of the customers who interact with services, products, companies, selling environments, and brands. We strive to be recognized as a first-class research department, with steady publication of managerially-relevant research on the customer-focused firm. Our efforts are sensitive to three meta-trends affecting marketing: 1) a paradigm shift from exchange to stakeholder relationships; 2) an increasingly collaborative and consumer-controlled world; and 3) increased accountability for marketing performance. We believe in marketing as a true multidisciplinary function—to do good marketing, managers not only have to be masters of psychology, sociology, culture studies, and economics, they also have to align their strategies with organizational business models, structures, and plans. Our research and teaching considers this integration. We are committed to advancing knowledge in theoretical and methodological domains to support our substantive goals.



Research Faculty

C.B. Bhattacharya, Professor and
Everett Lord Fellow

Barbara Bickart, Associate Professor

Frédéric F. Brunel, Associate
Professor and Dean's Research Fellow

Sucharita Chandran, Assistant
Professor and Peter Paul Professor

Susan Fournier, Associate Professor
and Dean's Research Fellow

Jonathan Hibbard, Assistant Professor

Patrick J. Kaufmann, Professor and
Department Chair

Seema Pai, Assistant Professor

Remi Trudel, Assistant Professor

Shuba Srinivasan, Associate Professor

Recent and Forthcoming Publications

Lou, Xueming and C.B. Bhattacharya (2009), "The Debate Over Doing Good: Corporate Social Performance, Strategic Marketing and Firm Idiosyncratic Risk," *Journal of Marketing*, 73 (6), 198-213

Bickart, Barbara, Maureen Morrin and S. Ratneshwar (2010), "Does it Pay to Beat Around the Bush? The Case of the Obfuscating Salesperson", Boston University School of Management Working Paper.

Brooks, Charles, Patrick Kaufmann, and Donald Lichtenstein (2008), "Trip Chaining Behavior and Multi-Purpose Shopping Trips: A Field Experiment and Replication," *Journal of Retailing*, 84 (1), 29-38.

Chandran, Sucharita (2010), "The Effect of Semantic Cues on Consumers' Perceptions of Price Promotions," Boston University School of Management working paper

Fournier, Susan and Lara Lee (2009), "Getting Brand Communities Right," *Harvard Business Review*, April, 105-111.

Kumar, Rishtee, Frederic Brunel, and Suchi Chandran (2009), "When Good Looks Kill: Consumer Responses to Visually Attractive Products," Boston University School of Management working paper.

Lawrence, Benjamin, Susan Fournier and Frederic Brunel, (2009), "Consuming the Consumer-Generated Ad," Boston University School of Management working paper.

Pai, Seema and S. Siddarth (2008), "The Impact of Online Buzz on Purchase Decisions: The Case of Motion Pictures," Boston University School of Management working paper.

Srinivasan, Shuba and Dominique M. Hanssens (2009), "Marketing and Firm Value: Metrics, Methods, Findings and Future Directions," *Journal of Marketing Research*, 46 (3), 293-312.

Trudel, Remi and June Cotte (2009), "Does It Pay to Be Good?" *MIT Sloan Management Review*, Winter, 50 (2), 61-68.

Contact Information

Pat Kaufmann,
Marketing Department Chair

Boston University
School of Management
595 Commonwealth Avenue
Boston, MA 02215
(617) 353-2670

www.bu.edu/management



The doctorate *is* out.

Announcing a New PhD Degree in Management

Boston University is now offering a PhD in several areas of management, including

accounting

business policy & law

finance

information systems

marketing

mathematical finance

operations & technology management

organizational behavior

strategy & innovation

In 2010, Boston University School of Management is phasing out its Doctorate in Business Administration (DBA) and reconfiguring the program to increase the research component, while maintaining the high level of faculty collaboration, teaching experience, and dissertation defense. Doctoral programs in management are now PhD only.

To learn about applying for Fall 2011 entry, please visit <http://management.bu.edu/gpo/dba> or call (617) 353-2670.

Boston University School of Management



A thank you to our sponsors



Zurich University
of Applied Sciences



Colloquium Program

The colloquium organizers would like to thank the following people for their invaluable assistance

Paul Beuttenmuller

Roger Casey

Lewis Duncan

Vsevolod Granin

Laurie Joyner

Greg McAllester

William Short

Mandy Booker

Karen Hater

Roger Casey

Karla Knight

Caroline Ocampo

xx

We apologize in advance for any editing errors or typos

For more information

<http://consumer-brand-relationship.com>