**8th INTERNATINAL CONSUMER BRAND RELATIONSHIP®
Conference**October, 16-18, 2025
LAS VEGAS
**UNITED STATES**

Best papers invited to submit to the
***Journal of Product and Brand Management***

This year marks a major milestone—**15 years ANNIVERSARY** of this conference which advances Brand Relationship research. Be part of this special celebration by submitting your work! We welcome **full papers, works-in-progress, and case studies** that explore the dynamic relationships between consumers and brands—whether it’s a product, service, company, celebrity, person, or place. This conference is the ideal platform for **faculty, Ph.D., master’s, and undergraduate students**, as well as **practitioners**, to share high-quality research, gain valuable feedback, and connect with experts in the field. Whether your work is **empirical, conceptual, or theoretical**, your insights are essential. Let’s celebrate this milestone together—submit your paper and join us for an unforgettable experience!

The highest quality full papers from the conference will be invited to submit to the **Journal of Product and Brand Management.**

**Topics**

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

* Emotional Branding
* Positive Brand Relationships: Brand Love, Brand Passion, Brand Affection, Brand Devotion, Brand Attachment, Brand Satisfaction
* Negative Brand Relationships: Brand Hate, Brand Objection, Brand Dislike
* Culture in brand relationships
* Brand Cult and Religious Brands
* Brand relationship over time, dynamics of brand relationships
* Brand relationships in different consumer segments (e.g., children, seniors)
* Consumer celebrity relationships (e.g., sports, entertainment, business celebrity)
* Consumer organization relationships (e.g., political party, sports clubs ,university, red cross)
* Consumer place relationships (e.g., city branding, country branding)
* Influencer and AI influencer and brand relationships
* Social media and brand relationships
* Virtual reality and augmented reality and brand relationships
* Brand Personality, Brand Forgiveness, Brand Compassion, Brand Communities
* Big data, analytics and brand relationship management
* Brand relationship theories
* Brand relationships scales
* Brand transgressions and recovery strategies
* Sustainability and ethical considerations in brand relationships
* Luxury Branding

**Important Dates and Information**

* Submission Deadline: March 1, 2025
* Notification of Acceptance: April 15, 2025
* **Early** Registration Deadline: May 15, 2025
* **Regular** Registration Deadline: July 15, 2025
* **Conference Dates**: October 16–18, 2025

Venue and Fees

* Conference Venue: Las Vegas (Hotel details to be announced soon)
* **Early Registration Fee: $495**
* **Regular Registration Fee: $595**

Registration Details: All participants must register and pay the applicable fee. The registration fee includes:

* Access to all conference sessions, Welcome reception, coffee breaks, lunches, conference dinner, all conference materials and event staffing.

**Accommodation**

Hotel room pricing is currently being negotiated to secure the best possible rates. Details will be announced soon to help attendees save on accommodations.

We look forward to welcoming you to Las Vegas for an engaging and memorable conference experience!

We offer **travel stipends totaling $1,500** to support undergraduate, master’s, or Ph.D. students and faculty from developing countries. Priority goes to accepted full paper submissions. To apply, indicate your interest in the comment field, specify the minimum amount needed, and provide a 100–200 word justification explaining why you qualify. Support is competitive, so requesting less increases our ability to get supported. A compelling justification must accompany your paper submission.

**Paper Submission**

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

* **Full papers** must be original and not published. Submissions are limited to a maximum of 7,000 words, including tables and figures, but excluding the cover/title page and references. Authors should follow the guidelines provided by the *Journal of Product and Brand Management* when preparing their papers. Do not include author information in the submitted paper
* **Work-in-Progress Papers, Extended Abstracts, or Case Studies**. Submissions in these categories must include an extended structured abstract of 1,000–1,500 words (excluding the reference list), single-spaced. The abstract must be structured into the following sections: Purpose, Methodology/Approach, Findings, Research Limitations/Implications, and Originality/Value. A reference list is required. Tables and figures should be embedded within the text. For empirical work-in-progress papers, data collection must already be underway to be considered.
* Submissions that fail to adhere to these guidelines will be desk rejected without further review.

At least one author of each accepted submission is required to register, attend, and present at the conference. All submissions will undergo a double-blind review process. By submitting a paper, all author(s) agree to serve as reviewers for up to three conference submissions. Papers must be submitted electronically through our online submission system by the specified deadline. Detailed instructions are available on the conference website.

**Organizer and Host**

Professor Marc Fetscherin, Rollins College, USA; mfetscherin@rollins.eduConference website:[www.consumerbrandrelationship.com](http://www.consumerbrandrelationship.com)