

CALL FOR PAPERS

9TH INTERNATIONAL CONSUMER BRAND RELATIONSHIP® CONFERENCE

JUNE 1–3, 2027

PARIS

FRANCE

Conference organizers will do a special issue in the
Journal of Product & Brand Management
Authors of the best papers will be invited to submit their work.

Consumer brand relationships (CBR) are being reshaped by three forces: (1) intensified cultural and identity-based consumption, (2) rising societal and environmental expectations toward brands, and (3) the diffusion of platformed and AI-mediated interactions. In this context, brands are no longer merely managerial assets; they also operate as cultural objects and social actors—relationship partners whose meanings are co-produced by consumers, communities, institutions, and technological infrastructures.

Paris offers a distinctive lens on these transformations. As a global capital of luxury, heritage, creativity, gastronomy, and cultural production, it highlights how brand relationships draw on aesthetics, symbolic value, and cultural legitimacy—while also sharpening tensions around inclusion, sustainability, and responsible innovation.

We welcome **full papers, works-in-progress, and case studies** that explore how brand meanings are experienced, contested, and stabilized, and how these dynamics shape relationship outcomes such as love, attachment, trust, commitment, engagement, advocacy, hate, and ambivalence—whether the “brand” is a product, service, company, celebrity, individual, or place. We also encourage **videography submissions** that capture consumer brand relationships in action and offer rich, immersive insights into contemporary branding phenomena.

We also invite submissions on **innovative pedagogical approaches** that enhance the teaching and learning of consumer brand relationships, including original teaching designs, experiential activities, assessment methods, or educational tools focused on how consumers connect with, engage with, and relate to brands.

This conference is an ideal platform for **faculty, PhD, master’s, and undergraduate students, as well as practitioners**, to share their **latest research and case studies**, receive constructive feedback, and connect with leading experts in the field. Whether your contribution is empirical, conceptual, theoretical, pedagogy-focused, or visual/ethnographic, your insights matter.

Submit your work and join us for an unforgettable Parisian experience!

The conference organizers will organize a special issue in the *Journal of Product & Brand Management*. Authors submitting to the conference will have the opportunity to receive valuable feedback from peers and experts prior to submitting their manuscript to the special issue, thereby strengthening their paper and enhancing its publication potential.

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TOPICS

The following list provides possible topics for discussion, but submissions are not limited to these areas:

Consumer Brand Relationships & Emotions

- Positive brand relationships: brand love, passion, affection, attachment, intimacy, satisfaction, devotion
- Relationship quality and dynamics: trust, commitment, loyalty, forgiveness, compassion, trust repair
- Negative brand relationships: brand hate, dislike, avoidance, objection, anti-consumption
- Relationship tensions and endings: betrayal, revenge, relationship dissolution
- Brand transgressions and recovery strategies
- Brand relationships over time: evolution, trajectories, turning points, and longitudinal dynamics

Identity, Culture & Society

- Consumer brand identification and self-brand connections
- Recognition, nostalgia, memory, and symbolic meaning
- Cultural branding and intercultural meanings
- Intergenerational perspectives and life-course transitions in brand relationships
- Brand cults and “religious” brands
- Gender performativity, gender fluidity, non-binary, and LGBTQIA+ expressions
- Inclusive branding, DEI strategies, authenticity, backlash, and legitimacy

Community, Engagement & Social Influence

- Brand communities, co-creation, participation, and collective rituals
- Brand engagement, advocacy, and anti-brand movements
- Social media and digital brand relationships
- User-generated content, virality, and meme culture
- Influencers, AI influencers, and consumer-celebrity/influencer relationships across sports, entertainment, and business

AI, Technology & Immersive Brand Experiences

- AI-mediated interactions: chatbots, conversational AI, and algorithmic personalization
- Anthropomorphism, perceived warmth and competence, and human-AI relational processes
- Virtual reality (VR), augmented reality (AR), and immersive brand experiences
- Cross-touchpoint journeys, customer experience (CX), and UX/UI branding
- Big data, analytics, and brand relationship management

Ethics, Sustainability & Responsibility

- CSR, sustainability, activism, and moral emotions
- Boycotts, responsibility, and stakeholder responses
- Brand ethics, transparency, and responsible communication
- Circular branding, second-hand markets, evolving value systems, and anti-consumption dynamics

Brand Strategy, Theory & Measurement

- Brand personality, anthropomorphism, and performativity
- Brand relationship theories and conceptual developments
- Brand relationship measurement and scale development
- Internal branding, employer branding, governance, institutional pressures, and regulation

Organizations, Places & Institutions

- Consumer-organization relationships (e.g., universities, NGOs, sports clubs, political parties)
- Consumer-place relationships: city, destination, and country branding

Luxury, Design & Creative Industries

- Brand aesthetics, visual identity, sensory branding, design, and creative direction
- Brands in creative industries including fashion, beauty, gastronomy, art, and tourism
- Luxury and heritage branding: authenticity, rarity, legitimacy, and cultural capital
- Digital luxury experiences and symbolic boundaries

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IMPORTANT DATES

- Submission Deadline: **December 6, 2026**
- Notification of Acceptance: February 6, 2027
- Early Registration Deadline: March 6, 2027
- Regular Registration Deadline: April 18, 2027
- Conference Dates: **June 1–3, 2027**

VENUE AND FEES

- Conference Venue:
EM Normandie Business School Paris Campus (30-32 Rue Henri Barbusse, 92110 Clichy, France)
- Early Registration Fee: **495 euros**
- Regular Registration Fee: **595 euros**

Registration Details: All participants must register and pay the registration fee, which includes access to all conference sessions, the welcome reception, coffee breaks, lunches, the conference gala dinner, and all conference materials.

ACCOMMODATION

- Preferential hotel rates are currently being negotiated. Details will be announced soon to help attendees save on accommodation. We look forward to welcoming you in Paris for an engaging and memorable conference experience!
- We offer **travel stipends totaling up to 2,000 euros** to support undergraduate, master's, or PhD 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 support more applicants. A compelling justification must accompany your paper submission.

SUBMISSION FORMATS

Authors are invited to submit **original, unpublished** contributions focusing on **consumers' relationships with brands** in one of the following formats: (1) full papers; (2) works-in-progress; (3) case studies; (4) videography; or (5) innovative pedagogical approaches.

- **Full papers:** Submissions must be original and not previously published. Manuscripts 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 *Journal of Product & Brand Management* guidelines when preparing their papers. Do not include author information in the submitted manuscript.
- **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.
- **Videography submissions (max 10 minutes):** Videography submissions should offer rich, visually grounded insights into consumer brand relationships and related phenomena. Submissions must include: (a) a private, password-protected streaming link (submit the link and password in the submission system), (b) a short abstract (max 50 words) for the program, and (c) an extended structured abstract of **1,000–1,500 words** (excluding references), single-spaced, addressing: Purpose/intended contribution; literature

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grounding; Methodology/Approach; Findings; Originality/Value. A reference list may be added if applicable. If the video includes content in a language other than English, it must include English subtitles. After acceptance, authors may be asked to agree to make the film accessible via the CBR conference webpage.

- **Innovative pedagogical approaches:** Submissions should present original pedagogical innovations that advance the teaching and learning of consumer brand relationships. These may include teaching designs, learning activities, assessment methods, educational tools, or experiential approaches that help students understand how consumers connect with, engage with, and relate to brands. Submissions must include an extended structured abstract of **3,000–5,000 words** (excluding references), single-spaced, addressing: Purpose and learning goals; Pedagogical Approach/Design; Implementation Context; Outcomes/Insights; Limitations/Transferability; and Originality/Value. A reference list may be added if applicable. Supporting materials may be included as appendices or links, such as slides, prompts, visuals, student instructions, anonymized examples of student outputs, evaluation tools, or digital/video content.

REVIEW, PRESENTATION, AND REGISTRATION POLICY

- All submissions will undergo a **double-blind peer-review process**. Authors must therefore ensure that all submitted materials are fully anonymized. Submissions that do not comply with the anonymization and formatting requirements may be desk rejected without further review.
- All accepted submissions must be **presented in person at the conference in Paris. Online or remote presentations will not be permitted.** This policy applies to **all submission formats**, including full papers, works-in-progress, case studies, videography submissions, and innovative pedagogical approaches.
- For each accepted submission, **at least one author must register, pay the applicable conference fee, attend the conference in person, and present the work onsite.** Failure to do so may result in removal of the submission from the conference program and proceedings.
- **By submitting, all authors agree to serve as reviewers for up to three conference submissions.** Submissions must be made electronically through the online submission system by the specified deadline. Detailed instructions are available on the conference website.

ORGANIZERS

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CONFERENCE TRACK CHAIRS

Conference track	Track chairs
Full papers, work-in-progress papers and extended abstracts	Dr. Salim AZAR, CY Cergy-Paris University, France; Dr. Oula BAYARASSOU, EM Normandie Business School, France; Dr. Marc FETSCHERIN, Rollins College, USA and Dr. Socrat GHADBAN, Y Schools, France
Case studies	Dr. Emna CHERIF, University of Rouen Normandy, France
Videography	Dr. Baptiste CLERET, University of Rouen Normandy, France Dr. Alice SOHIER, University of Rouen Normandy, France
Innovative pedagogical approaches	Dr. Marie-Catherine MARS, EDHEC Business School, France

Conference website: www.consumerbrandrelationship.com

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