130 King Street West, Toronto (Ground Floor)
<table>
<thead>
<tr>
<th>contents</th>
</tr>
</thead>
<tbody>
<tr>
<td>3</td>
</tr>
<tr>
<td>3</td>
</tr>
<tr>
<td>4</td>
</tr>
<tr>
<td>5</td>
</tr>
<tr>
<td>6</td>
</tr>
<tr>
<td>10</td>
</tr>
<tr>
<td>15</td>
</tr>
<tr>
<td>23</td>
</tr>
</tbody>
</table>
Welcome

It is our pleasure to welcome you to BBR 2016 at the Ivey Business School in Toronto, Canada. This year’s conference continues the Institute for Brands and Brand Relationship’s efforts to unite academics and practitioners. Our broad mission is to advance thinking about brands and brand relationships. The goals of the conference are to:

- Enable networking among researchers whose work has formed the underpinnings of this domain and the new crop of researchers who will together shape the future direction of this research.
- Ensure that the future of this research stream is built upon appropriate foundations.
- Support more rapid expansion and dissemination of research to a broader audience base.
- Promote exchange of ideas and research collaborations across institutions, geographies and method/disciplinary lines.
- Generate new research ideas that will expedite the advancement of brand and brand relationship understanding.
- Create a strong basis for a community of researchers who will ensure the growth and expansion of this sub-discipline.

Jill Avery, Mike Breazeale, Susan Fournier and Matt Thomson

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 BBR 2016 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 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.
GfK, our corporate sponsor, has provided substantial financial support for this year’s BBR Conference, including two research grants of $1,500 awarded to authors of papers presented at the conference. The awards recognize the papers judged as offering the deepest insights regarding brands and brands relationships and how they work.
PERSONNEL:

Jill Avery (javery@hbs.edu) is a Senior Lecturer at Harvard Business School where she teaches Marketing, Branding, and Field Immersion Experiences for Leadership Development. Jill’s research focuses on brand management and customer relationship management issues. Her research on online brand communities won the Harvard Business School Wyss award for excellence in doctoral research and a Marketing Science Institute Best Paper award. Her work has been published in Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, International Journal of Research in Marketing, Harvard Business Review, MIT Sloan Management Review, Business Horizons, Journal for the Advancement of Marketing Education, and European Business Review. She has written a series of teaching cases on branding that are available from Harvard Business School Publishing. Prior to her academic career, Jill spent nine years managing brands for Gillette, Braun, Samuel Adams, and AT&T, and spent three years on the agency side of the business, as an account executive managing consumer promotions for Pepsi, General Foods, Bristol-Myers, and Citibank. She received a DBA from Harvard Business School, an MBA from the Wharton School, and a BA from the University of Pennsylvania.

Michael Breazeale (mbreazeale@business.msstate.edu) is an Assistant Professor of Marketing at Mississippi State University. His primary areas of research encompass consumer-brand connections, retail atmospheres, the consumption of experiences, and emotional branding. Mike has published articles in Journal of Retailing, International Journal of Market Research, Marketing Management Journal, and Journal of Business Research, and has made numerous conference presentations relating to his research. He has won multiple awards for both teaching and research, and serves as reviewer for several top marketing journals. Mike is also one of Social Media Marketing Magazine’s Top 100 Marketing Professors on Twitter and a Top Web Savvy Professor according to Best Universities Online. He has performed consulting duties with clients as diverse as Millward Brown Optimor and the U.S. Military, is a founding member this conference, co-editor of the book, Consumer-Brand Relationships: Theory and Practice (Taylor and Francis 2012) and of the forthcoming Strong Brands Strong Relationships (Taylor and Francis 2015).

Susan Fournier (fournism@bu.edu) is Questrom Professor of Management, Professor of Marketing, and Senior Associate Dean of Faculty & Research at Questrom School of Business, Boston University. Her research explores the creation and capture of value through branding and brand relationships. Current projects explore the links between brand strategy and shareholder value, brand co-creation, brand relationship contracts, the management of human brands, attachment style effects on relationship quality, brand relationship space mapping, relationship dissolution, and the lived experiences of relationships including brand flings and abusive marriages. Susan’s work has been recognized with seven academic awards including the Long-Term Contribution Award in Consumer Research and Emerald’s Citations of Excellence Award for the top 50 articles in Management. Susan is an Editorial Board member of the Journal of Consumer Research, Journal of Marketing, Marketing Theory, Journal of Relationship Marketing, and Journal of Business-to-Business Marketing. She serves as Senior Consulting Editor for Journal of Brand Management and Senior Advisor for the Journal of Product and Brand Management. She is At-Large Director of the Association for Consumer Research. Susan previously served on the faculties of Harvard Business School and Dartmouth and held a VP/Director position at Young & Rubicam Advertising. Susan maintains a range of consulting assignments to inform her teaching and research, including a partnership with GfK to commercialize her brand relationship frameworks. She holds a Bachelors of Science in Marketing from the University of Massachusetts Amherst, a Master of Science in Marketing from Penn State University, and a PhD from University of Florida.

Matt Thomson (mthomson@ivey.ca) is the R.A. Barford Professor in Marketing in the marketing area group at Ivey Business School, Western University (Canada). He completed his doctorate at the University of Southern California’s Marshall School of Business (marketing). He also earned degrees from Indiana University, Bloomington (MBA) and McGill University (BA). Before becoming an academic, he worked for the Information, Privacy and Ethics Commissioner of Alberta. He currently serves as the Director of Ivey’s PhD program.
### PROGRAM

#### Wednesday May 18

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 – 8:00 pm</td>
<td>Reception &amp; Registration</td>
<td>Tangerine Leadership Centre</td>
</tr>
</tbody>
</table>

#### Thursday May 19

<table>
<thead>
<tr>
<th>Time</th>
<th>Event</th>
<th>Speakers/Title</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 – 11:30 am</td>
<td>Registration</td>
<td></td>
</tr>
<tr>
<td>8:00 – 8:45 am</td>
<td>Breakfast</td>
<td></td>
</tr>
<tr>
<td>8:45 – 9:00 am</td>
<td>Opening Remarks</td>
<td>Susan Fournier, President and Chairman Institute for Brands and Brand Relationships</td>
</tr>
<tr>
<td>9:00 – 10:15 am</td>
<td>Session 1</td>
<td>When Superior Brands Release Inferior Products: Do Brand Communities Only Benefit Products with Market-Leading Performance? Scott Thompson, Andrew Kaikati and James Loveland</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Consumer-Brand Alienation: When Consumers Show No Interest in Brands Yuliya Strizhakova and Robin Coulter</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Exploring the Negative Aspects of Consumer Brand Relationships through the Use of Relational Models Theory Maja Golf Papez and Michael Beverland</td>
</tr>
<tr>
<td>10:15 – 10:30 am</td>
<td>Break</td>
<td></td>
</tr>
<tr>
<td>10:30 – 12:00 pm</td>
<td>Session 2</td>
<td>‘That’s embarrassing!’ Effects of brand anthropomorphism on intimate disclosure Anaïs Gretry, Csilla Horváth and Nina Belei</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The Influence of Secrecy on Consumers' Self-Brand Connections Veronica L. Thomas and Robert D. Jewell</td>
</tr>
<tr>
<td></td>
<td></td>
<td>Pay What You Care? Confronting the Effects of Conscious Capitalism on Brand Equity Giana Eckhardt and Susan Dobscha</td>
</tr>
<tr>
<td></td>
<td></td>
<td>The Cognitive Representation of Brands and Markets Niraj Dawar and Charan Bagga</td>
</tr>
<tr>
<td>12:00 – 1:00 pm</td>
<td>Lunch</td>
<td></td>
</tr>
</tbody>
</table>
1:00 – 2:00 pm  Academic Keynote

Culture’s Influence on Consumer Reactions to Branding Activities
Sonia Monga

2:00 – 3:00 pm  Session 3: Snapchats

Ain’t Laurent Without Yves? Brand Stability in the Ever Changing Field of High Fashion
Eileen Fischer and Marie-Âgnès Parmentier

Polysemy and Use of the Heart Symbol in Food and Beverage Advertising
Rumaila Abbas and Timothy Dewhirst

Consumer Brand Sabotage - Phenomenon and Managerial Challenges
Andrea Kähr, Bettina Nyffenegger, Harley Krohmer and Wayne Hoyer

The Paradox of Social Television: The Effects of Connectedness and Distraction on Enjoyment
Cansu Sogut, Frédéric Brunel, Barbara Bickart and Susan Fournier

Expanding Circles of Love: An Evolutionary History
Aaron Ahuvia

3:00 – 3:15 pm  Break

3:15 – 4:00 pm  Doctoral Keynote

I Speak Starbucks: A Netnographic Study on Brand Codes
Ignacio Luri

4:00 – 5:10 pm  Session 4

Session I Create, You Create, We All Create – For Whom?
Eric Kennedy

The Self-Expanding Process of Falling in Love with a Brand
Maria A. Rodas and Carlos J. Torelli

Nostalgic Consumption as Ideological Translation
Markus Giesler, Katja H. Brunk and Benjamin J. Hartman

5:10 – 5:20 pm  Conference Photo

6:30 pm  Bus Departs from Tangerine for Conference Dinner

7:00 – 9:00 pm  Mill Street Brew Pub
21 Tank House Lane ([416] 681 – 0338)
8:00 – 9:00 am
Breakfast

7:30 – 8:15 am
Doctoral Workshop Session 1 *(by invitation only)*

*Breakout 1*: Maria Rodas, University of Minnesota
Meeting: Robin Coulter, Aaron Ahuvia, Pankaj Aggarwal, Sonia Monga

*Breakout 2*: Ryan Cruz, New Mexico State University
Meeting: Scott Thompson, Janet Borgerson, Susan Fournier, Tiffany White

*Breakout 3*: Cansu Sogut, Boston University
Meeting: Jonathan Schroeder, Hope Schau, Nico Kervyn, Carlos Torelli

*Breakout 4*: Aaron Barnes, University of Illinois at Urbana-Champaign
Meeting: Mike Breazeale, Jill Avery, Jennifer Escalas, June Cotte

8:15 – 9:00 am
Doctoral Workshop Session 2 *(by invitation only)*

*Breakout 1*: Jessica Babin, University of Georgia
Meeting: Mike Breazeale, Janet Borgerson, Nico Kervyn, June Cotte

*Breakout 2*: Mansur Khamitov, Western University
Meeting: Pankaj Aggarwal, Scott Thompson, Jennifer Escalas, Carlos Torelli

*Breakout 3*: Eric Kennedy, University of North Texas
Meeting: Hope Schau, Jill Avery, Aaron Ahuvia, Tiffany White

*Breakout 4*: Ping Dong, University of Toronto
Meeting: Jonathan Schroeder, Robin Coulter, Susan Fournier, Sonia Monga

9:00 – 10:30 am
Session 5

*Partner or Servant? When Relationship Type Affects Trait Expectations and Evaluations of the Brand*
Ping Dong and Pankaj Aggarwal

*Attitude to United Kingdom Bank Brands: Thematic Analysis of Facebook Comments*
Emmanuel Mogaji and Temitope Farinloye

*Corporate brand dimensions effecting brand-beneficiary relationships within a healthcare nonprofit context*
Tauheed Ramjaun

*Matchstick*
Patrick Thoburn
10:30 – 10:45 am  Break

10:45 – 12:15 pm  Session 6

Does an Ethical Brand Story Lead to Perceiving Food Product as Tastier?
M. Nicolas Kervyn de Meerendré

The Self-Referencing Effect in Brand-fan Parasocial Communication on Social Networks: Pronouns and Engagement Outcomes in Brand-Generated Posts on Facebook
Ryan E. Cruz and James M. Leonhardt

John Wittenbraker and Oliver Hupp

12:15 – 1:15 pm  Lunch

1:15 – 2:15 pm  Reincarnation: What Real Modern Families Can Teach About the Death and Rebirth of Marketing
John McGarr, Fresh Squeezed Ideas

2:15 – 2:30 pm  Break

2:30 – 3:30 pm  Session 7: Snapchats

Disentangling the Differential Static and Dynamic Effects of Various Brand Relationship Strength Metrics on Brand Loyalty
Mansur Khamitov, Xin Wang and Matthew Thomson

I’m not your Friend, Buddy: The Unfavorable Effects of Firm Friendliness on Consumer Attitudes
Suzanne Rath, Laurence Ashworth, Matthew Philp, Nicole Robitaille and Jennah Kerman

How Ownership Judgments Affect Brand Extension Evaluations
Aaron J. Barnes and Tiffany White

Chockablock with People: The Impact of Social Crowdedness on Consumer Preference for Anthropomorphized Brands
Marina Puzakova and Hyokjin Kwak

3:30 – 3:45 pm  Closing Remarks

Program Subject to Change
Abstracts

Session 1:

When Superior Brands Release Inferior Products: Do Brand Communities Only Benefit Products with Market-Leading Performance? Scott A. Thompson, Andrew M. Kaikati, and James M. Loveland

Prior research on the impact of brand communities on product adoption has tended to focus on products with market leading performance. Unfortunately, many products underperform the top competitor at release. It is therefore unclear whether brand communities can enhance the likelihood of adopting underperforming products. We test the effects of brand community participation on adoption of objectively underperforming products across two product categories, finding that higher participation in a brand community leads to a greater likelihood of adopting underperforming products. We also identify a key limiting condition for oppositional loyalty effects.

Consumer-Brand Alienation: When Consumers Show No Interest in Brands. Yuliya Strizhakova and Robin Coulter

A prevailing dialogue on consumer-brand relationships in the global world focuses on engagement with global and/or local brands. Our research focuses on a segment of consumers, largely ignored by research, who are alienated from brands. Across four markets (Australia, Brazil, Russia, U.S.), we document that the alienated segment is sizable (18-34% of our samples). We report on individual difference variables, outward focused activities and demographic variables that predict consumer-brand alienation. We further identify differences in purchases in local and global brands and consumption preferences for alienated (versus engaged) consumers across developed and emerging markets.

Exploring the Negative Aspects of Consumer Brand Relationships through the Use of Relational Models Theory, Maja Golf Papez and Michael Beverland

Although a substantial amount of research on consumer-brand relationships has accumulated in the last two decades, far too little attention has been paid to the negative aspects of brand relationships. Drawing on eleven in-depth interviews and Fiske’s (1992) relational models theory, we cast light on the manifestation of relational negativity. In particular, we reveal how brand relationships obtain negative tonality and the outcomes of the negativity in relationships. This research offers scholars and brand managers an alternative framework for characterising consumer-brand relationships and understanding their negative sides.

Session 2

“That’s embarrassing!” Effects of brand anthropomorphism on intimate disclosure, Anaïs Gretr, Csilla Horváth, and Nina Belei

We investigate how brand anthropomorphism impacts consumers’ propensity to disclose intimate information to brands. Three experiments demonstrate that the anthropomorphization of a brand has a detrimental effect on consumer disclosure of intimate information. This effect occurs because an anthropomorphized brand is perceived as mindful and capable of evaluating others, which increases the level of embarrassment consumers experience when revealing intimate information. Furthermore, we show that indirect questioning mitigates the detrimental effect of brand anthropomorphization on intimate self-disclosure by reducing the embarrassment felt by consumers. Our results have important implications for marketers pursuing anthropomorphization as a tool to foster consumer-brand relationships.

The Influence of Secrecy on Consumers’ Self-Brand Connections, Veronica L. Thomas and Robert D. Jewell

While the topic has not been extensively explored, research provides evidence that consumers sometimes elect to conceal their brand consumption. In an effort to more fully understand the consequences of this phenomenon, this research expands our understanding of consumer-brand relationships by applying the preoccupation model of secrecy to a consumption context. Specifically, through a series of five studies, we find that when consumers conceal their consumption of a brand it can lead to enhanced self-brand connections through the underlying processes of suppression and thought intrusion. Further, the effect of secrecy on self-brand connection is attenuated under high cognitive load.
Pay What You Care? Confronting the Effects of Conscious Capitalism on Brand Equity, Giana Eckhardt and Susan Dobscha

Why do companies and institutions continue to ask consumers to act responsibly when the evidence against their predilection to do so is so overwhelming? Critics of capitalism would say this is an avoidance strategy. But what happens when a capitalist institution is armed with rhetoric that claims the contrary? That pursuing profit and doing good in the world are not competing goals? This paper addresses the repercussions of a marketing strategy that places the burden of acting ethically squarely on consumers’ shoulders while justifying this strategy as “conscious”, and capitalism as “fundamentally ethical and good.” The way consumers experience this ‘Conscious Capitalism’ has not yet received attention in the consumer research literature. Via an extended case study of Panera Cares, a non-profit company implementing Conscious Capitalism via a modified pay-what-you-want model which we label pay what you care (PWYC), we demonstrate that the consumer experience of such tactics does not match company intentions, which can ultimately harm the overall brand image.

The Cognitive Representation of Brands and Markets, Niraj Dawar and Charan Bagga

The brands-as-cognitive-representations metaphor has been a productive one for marketing and consumer researchers. It has allowed us to examine brands as memory traces, and to apply characteristics of cognitive representations such as categorization, associative network theory, and schema theory to better understand how consumers process, store and use marketplace information. We have been examining the link between that cognitive-level understanding and marketing strategy; choices that brand managers make about their brands’ positioning and competitive postures. In this paper we home in on categorization theory and use dimensions of typicality and distinctiveness to explore how product markets (collections of brands that compete with each other with similar products) are represented and what they tell us about brand and marketing strategy. Implications are drawn for a cognitive-level representation of markets (not just brands), and an explanation for strategic marketing choices is sought.

Session 3: Snapchats

Ain’t Laurent Without Yves? Brand Stability in the Ever Changing Field of High Fashion, Marie-Agnès Parmentier and Eileen Fischer

In some markets, brands must exhibit continuity with their heritage while at the same time renewing themselves. And in their efforts to do so, such brands are often deeply dependent on the high profile human brands, with whom they “co-brand.” To learn more about how brands navigate this challenge, our paper focuses on the high fashion market, using qualitative research methods to analyze archival and observational data on six major brands. Preliminary insights highlight three forms of institutional work performed by different actors in the field that help brands balance continuity and renewal.

Polysemy and Use of the Heart Symbol in Food and Beverage Advertising, Rumaila Abbas and Timothy Dewhir

We explore the heart symbol’s polysemic use in POM Wonderful and Becel marketing communication where love and health are dominant meanings being communicated. Within the food and beverage sector, where consumers are increasingly becoming health conscious in their product and brand selection yet regulatory scrutiny is tightening regarding allowable claims, advertisers have motive to move away from straightforward factual assertions. Through use of the heart symbol, we discuss how food and beverage marketers have the potential to infer that a product is “heart healthy,” yet point to expressing love for their product as the intended meaning if undergoing regulatory scrutiny.

Consumer Brand Sabotage – Phenomenon and Managerial Challenges, Andrea Kähr, Bettina Nyffenegger, Harley Krohmer and Wayne D. Hoyer

This qualitative study examines whether and how managers can prevent consumer brand sabotage (CBS). Prior research has conceptualized this phenomenon as deliberate behavior by consumers who have the dominant objective to cause harm to a brand. So far, research only has studied when and why consumers engage in CBS. Given the potentially severe consequences of such behavior for the brand, the authors examine what strategies, structures, processes, systems, and resources are currently in place to prevent CBS and how this prevention could be further improved based on conceptual considerations and in-depth interviews with 20 managers.
The Paradox of Social Television: The Effects of Connectedness and Distraction on Enjoyment, Cansu Sogut, Frédéric Brunel, Barbara Bickart and Susan Fournier

Social Television (STV) - the use of social media to communicate with other viewers while watching television - allows the sharing of experiences with close or distant others. In two experiments, we find that engaging in STV (vs. just watching) can both increase and reduce the enjoyment of the overall experience. The first study shows that when viewed content is relatively complex (e.g., a documentary), communication leads to distraction and STV hinders the enjoyment of the viewed content. Study 2 shows that when the viewed content is less complex (e.g., a talent show), communication creates a sense of connectedness to social others, which positively affects the evaluation of the overall experience.

Expanding Circles of Love: An Evolutionary History, Aaron Ahuvia

The fact that people can extend their sense of self to include all sorts of things is one of the core psychological mechanisms underlying consumer behavior. To explain why self-extension is such a powerful and prevalent phenomenon in consumer behavior, past research (including my own) focused on historical changes that created a "cultural identity crisis," which people seek to resolve, in part, through consumer choices. To complement those cultural explanations, the present work looks to evolutionary biology and proposes a novel interdisciplinary explanation for how the capacity for self-extension arose in the earliest land animals some 450 million years ago.

Doctoral Keynote

I Speak Starbucks: A Netnographic Study on Brand Codes, Ignacio Luri Rodriguez

Brands create idiosyncratic speech that rules exchange and consumption. Acquiring these “languages” (codes) is key in the process of brand learning; speaking the code becomes both necessary condition and most conspicuous signal of belonging to a brand community. Building on literature from linguistics, Marketing research and sociology, this paper makes a contribution by introducing the construct “brand code”. The essential role of brand codes within brand communities and in the consumer-brand relationship is discussed.

Session 4

I create, you create, we all create – for whom? Eric Kennedy

The research proposes that a social media post from a brand, with an active call for co-creation, will increase brand commitment and purchase intention among millennial consumers. Additionally, the study examines the effectiveness from a branded co-creation social media post, that is – a social media post made by a brand – versus a celebrity co-creation social media post – a social media post endorsing a brand made by a celebrity in terms of brand commitment and purchase intention. Two between subjects factorial designs are administered to millennial consumers to test the hypothesis.

The Self-Expanding Process of Falling in Love with a Brand, Maria A. Rodas and Carlos J. Torelli

To explore the antecedents of brand love, this research finds evidence across four studies that self-expansion via consumption experiences can result in stronger brand love. The effect emerged both when self-expansion was experienced as a result of an exciting and novel consumption experience, and when consumers acquired resources from the brand in the form of knowledge, the two paths predicted by the self-expansion model. Additionally, the relationship between exciting and novel consumption experiences and brand love was mediated by an increase in participants’ self-concept size, providing further evidence that self-expansion is an antecedent to falling in love with a brand.

Nostalgic Consumption as Ideological Translation, Markus Giesler, Katja H. Brunk and Benjamin J. Hartmann

Little research has investigated the ideological dimension of nostalgic consumption. Building on consumer introspections, interviews, netnographic and historical material collected within the politicized context of the German reunification and the dominated merger of two opposing consumer cultures, we utilize a sociology of translation perspective to theorize nostalgic consumption as ideological translation. Our analysis unfolds three translations—retroversion, reenactment, re-appropriation—which operate at the intersection
of nostalgia-framed marketplace resources, political ideology, and marginalized culture, and modulate social tensions and ideological conflicts. Navigating the sociopolitical inscription of a socialist consumer culture into a capitalist sphere, symbolic-material traces of the socialist past are negotiated to animate specific worldviews of previous life in the “East.” This study extends previous conceptualizations of nostalgia as a romanticized longing for the past by showing how nostalgic consumption not only offers escape to a bygone cultural condition, but also facilitates the emergence of a new cultural form by integrating opposing ideologies, or is deployed as a signifier of differentiation without ideological reference. Our extensions offer differential understanding of nostalgic consumption vis-à-vis historicized market processes as well as retro-brands, problematize implicit conceptual links between nostalgic consumption and (re-)enchantment, and contribute to research on consumption as an ideological tension field.

**Session 5**

**Partner or Servant? When Relationship Type Affects Trait Expectations and Evaluations of the Brand**, Ping Dong and Pankaj Aggarwal

Grounded in interpersonal and consumer-brand relationship literatures, this research examines two distinct roles that brands might be assigned – “brand-as-partner” versus “brand-as-servant” – to investigate how and why brands ascribed these relationship roles might be judged differently. We find that consumers polarize their evaluations of partner brands in the warmth domain and servant brands in the competence domain. These effects are driven by the extent to which the brand upholds or violates consumers’ expectations of the brand being a warm partner and a competent servant. These findings reveal the theoretically meaningful role of consumers’ expectations in shaping brand evaluations.

**Attitude to United Kingdom Bank Brands: Thematic Analysis of Facebook Comments**, Emmanuel Mogaji and Temitope Farinloye

Social media has changed the way individuals interact, providing huge amount of data and rich market insight. In light of the global financial crisis and the negative attitude towards bank brands, this paper aims to identify UK customers’ attitudes towards bank brands by analysing their interaction with these brands on social media. Seven key themes which shape customers attitudes towards the brands were identified. The overarching issues however, seemed to be the lack of trust. The study offers a greater insight into customers’ attitudes and captures the public display of love or hatred for the brands and advertisements.

**Corporate brand dimensions effecting brand-beneficiary relationships within a healthcare nonprofit context**, Tauheed Ramjaun

This study explores brand-beneficiary relationships within a healthcare nonprofit context. The brand as a relationship partner conceptual paradigm is used as a means to explore the salient aspects of the corporate brand that could effect on the brand’s relationship with its beneficiaries from their perspective. There were four corporate brand dimensions that emerged as salient from the inductive qualitative data analysis: brand clarity, brand personality, brand communication and brand ethics. Managerial implications within the nonprofit context are discussed.

**Session 6**

**Does an ethical brand story lead to perceiving food product as tastier?** M. Nicolas Kervyn de Meerendré

We examine whether food’s ethicality can influence taste. We hypothesized that moral satisfaction with the consumption of ethical food would positively influence taste expectations, which in turn will enhance the actual taste experience. We test this with one large scale international survey and three experimental studies involving actual food consumption of different type of ethical origin – organic, fair trade and locally produced. In our current research we are testing whether we can replicate this effect with an ethical argument totally unrelated to the product (cookies sold for a sport club with or without a social goal).

**The Self-Referencing Effect in Brand-Fan Parasocial Communication on Social Networks: Pronouns and Engagement Outcomes in Brand-Generated Posts on Facebook**, Ryan E. Cruz and James M. Leonhardt

In the current research, we focus our efforts on text analysis of social media data. Two experiments compared self-referencing appeals –through the absence and presence of second-person ‘you’ pronouns—on brand engagement outcomes. We employ a text analysis on Facebook brand posts and find evidence that second-person ‘you’ pronouns lead to higher brand post engagement (likes,
comments, and shares). In study 2, an experiment finds that posts which feature second-person pronouns result in higher levels of self-referencing resulting in increased consumer engagement.

Session 7: Snapchats

Disentangling the Differential Static and Dynamic Effects of Various Brand Relationship Strength Metrics on Brand Loyalty, Mansur Khamitov, Xin Wang and Matthew Thomson

Much marketing research focuses on generating insights to establish, maintain or improve customer loyalty to companies and brands. Over the last 20 years, this has led to a proliferation of metrics to assess the strength and quality of consumers’ connections with brands. Each metric is different and contributes something unique, but to a manager the array is likely confusing. What is the ‘right answer’? For example, given differing tactical goals in the domain of bolstering loyalty (e.g. repeat purchase vs. attitudinal loyalty), it is unclear which consumer-brand metric is most advisable to employ. Using both a static and longitudinal meta-analysis, we document the various strengths and weaknesses of each measure. Specifically, using 304 standardized regression coefficients from 140 studies reported in 127 publications (n = 179,395 across 35 countries), we contribute to the branding domain by systematically evaluating consumer-brand relationship metrics in the context of brand loyalty.

I’m not your Friend, Buddy: The Unfavorable Effects of Firm Friendliness on Consumer Attitudes, Suzanne Rath, Laurence Ashworth, Matthew Philp, Nicole Robitaille and Jennah Kerman

Academics and managers generally believe that by using marketing strategies to seem warm and friendly, firms augment consumer attitudes. However, this outcome may not always be achieved. This research investigates and provides initial evidence for when and why firm friendliness may fail to foster positive relationships. We propose that firm friendliness may decrease attitudes towards an interaction because consumers may not perceive relationships with firms to adequately fulfill their acceptance needs.

How Ownership Judgments Affect Brand Extension Evaluations, Aaron J. Barnes and Tiffany White

Consumers frequently make judgments of other consumers in the marketplace. Given this, it’s curious that the existing literature has little to say about how these judgments affect product and service evaluations. The current research attempts to address this gap by investigating the extent to which consumers are influenced by user-relevant information when evaluating brand extensions. We find evidence suggesting that, when brands extend into contexts where the user’s ownership is ambiguous, brand extension evaluations operate through how observers evaluate the user. We also demonstrate that these effects disappear when the consumer does not have a strong self-brand connection.

Chockablock with People: The Impact of Social Crowdedness on Consumer Preference for Anthropomorphized Brands, Marina Puzakova and Hyokjin Kwak

The extent of social presence—the level of crowdedness—can vary significantly across domains, time, and geography, and has a critical impact on consumer perceptions of products, retail environments, and other consumers. This research makes a crucial contribution to the marketing literature by examining the deferential effects of social crowdedness (i.e., negative emotions emanating from perceived violation of personal space) on consumer preferences for anthropomorphized brands that are seeking interactions with consumers.
Presenter and Mentor Bios

Rumaila Abbas is a Ph.D. student in Marketing at University of Guelph and her broader areas of interest are in branding, advertising, and ethics. Her current research explores use of polysemic elements that, through the attribution of human characteristics, create multiple interpretations in brand communication. Prior to her doctoral studies Rumaila worked for more than six years in brand management at top-tier consumer goods companies such as Colgate Palmolive, Unilever, and Reckitt Benckiser.

Pankaj Aggarwal is a Professor of Marketing in the Department of Management at University of Toronto-Scarborough, with a cross-appointment to the Marketing area at Rotman. He is an Associate Editor at the Journal of Consumer Research and has served on the editorial board of the Journal of Consumer Research and the Journal of Consumer Psychology in the past. His articles have appeared in the Journal of Consumer Research, Journal of Marketing Research, Journal of Consumer Psychology and Psychological Science. His research uses the metaphor of brands-as-people, and examines consumer behaviour in the context of consumer-brand relationships, including anthropomorphism. He was ranked as one of the pre-eminent marketing scholars in Consumer Behavior (1st in Canada, 4th in non-US schools, top-25 in the world including the US) in a recent paper published in the Journal of Marketing Education. He teaches the undergraduate (BBA) as well as graduate (MBA, MMPA, and PhD) students. He has also served as the Associate Chair of the Department of Management at the University of Toronto-Scarborough.

Aaron Ahuvia Ph.D., is a Professor of Marketing at the University of Michigan-Dearborn College of Business. In 1993 he published the first major scientific study on consumers’ love for products and brands, and since then has become a recognized authority on brand love (for more information see www.brandlovecentral.com). Aaron also studies the relationship between materialism, income, and happiness. Much of his work is interdisciplinary including the “usual suspect” disciplines psychology and sociology; but also in occasionally straying into philosophy, anthropology, literary theory, artistic performance, and most recently evolutionary biology. His work has been published in Journal of Marketing, the Journal of Consumer Research, the Journal of Personality and Social Psychology, and American Psychologist. He has been quoted in Time, The New York Times, The Wall Street Journal, and has appeared on popular radio and television shows such as The Oprah Winfrey Show.

Aaron Barnes is a second year Ph.D. student in Marketing at the University of Illinois College of Business. His research primarily investigates the psychological consequences of brand attachment and cause marketing. For example, one of his projects examines how highly attached consumers’ sensitivity to other consumers’ perceived brand commitment (e.g., in access-based consumption spaces) affects brand evaluations. In another project, he explores how cause marketing can activate culturally normative thinking styles that lead to contrasting licensing behaviors. One of Aaron’s related research interests probes the conceptual distinctions in consumer ownership of experiences versus products. Prior to coming to Illinois, Aaron earned his B.S. with honors in Marketing from Indiana University’s Kelley School of Business and pursued the M.A. in Social and Consumer Psychology at New York University.

Janet Borgerson (Visiting Fellow at City University, London, England) works on questions at the intersections of philosophy, business, and culture, particularly around issues of identity and relationships. She is co-author of From Chinese Brand Culture to Global Brands (Palgrave Macmillan 2013) and Designed for Hi-Fi Living (MIT Press, forthcoming). Her PhD students have worked on brand trust, Chinese brand development, and identity in organizations. She studied philosophy, economics, and writing at University of Michigan, Ann Arbor, and earned a Ph.D. (Philosophy) from University of Wisconsin, Madison, completing postdoctoral work at Brown University, and receiving fellowships from Cranbrook Institute and Harvard School of Public Health. She earned a Docent degree in Business Administration from Stockholm University, where she was Associate Professor of Marketing, before moving to University of Exeter as Associate Professor of Philosophy and Management. Her research has appeared in a broad range of journals, such as Journal of Brand Management, Journal of Marketing Management, European Journal of Marketing, and Philosophy Today. She has held visiting positions at Walailak University, Thailand; Shanghai Institute for Foreign Trade; and the University of Auckland. She serves on the Editorial Review Board of Consumption Markets and Culture, and the Board of Trustees at Eastman House International Museum of Photography and Film, for whom she also does brand consulting.
June Cotte is the Scott & Melissa Beattie Professor in Marketing and Associate Professor of Marketing at the Ivey Business School. From 1998-2001, she was Assistant Professor of Marketing at the Darla Moore School of Business at the University of South Carolina. She earned her B.B.A. (Honors) at Brock University, her M.B.A. from University of Windsor, and her Ph.D. from the University of Connecticut. Professor Cotte’s research interests focus on behavioral issues, including why and when people will pay more for ethically produced products, how people perceive time and how that influences their behavior at work and at leisure, family influence on behavior, and consumption issues in gambling. She is on the Editorial Review Board of the Journal of Consumer Psychology. Her work has appeared in the Journal of Consumer Research, Journal of Consumer Psychology, MIT/Sloan Management Review, Journal of Business Research, Journal of Strategic Marketing, Journal of Services Marketing, and the Journal of Managerial Psychology, as well as in the Wall Street Journal, and other journals and books.

Robin Coulter’s research interests and published works focus on consumer behavior issues with strategic marketing implications; her work employs both qualitative and quantitative methods to address branding and brand management in a global world, cross-cultural consumer behavior, behavioral pricing, and advertising effects and effectiveness. Current projects explore sensory imaging links to self-brand connections, consumer choice between global and local brands in emerging versus developed markets, and the roles of brands in consumption experiences. Robin has published in marketing and social science journals, including Journal of Consumer Research, Journal of Consumer Psychology, Journal of Applied Psychology, Journal of Advertising, Journal of Advertising Research, and the International Journal for Research in Marketing. She is Volume Editor for Gerald Zaltman’s Legends in Marketing Sage Series, The Zaltman Metaphor Elicitation Technique. Robin is President of the American Marketing Association Academic Council, and an active member of the Association for Consumer Research. Past consultancies include: New York Life Investment Management, Proctor and Gamble, McNeil Consumer Products, and Coca Cola. robin.coulter@uconn.edu

Ryan E. Cruz is a third year doctoral candidate in Marketing at New Mexico State University. He is interested in the intersection of advertising and data mining techniques to explore and test existing marketing theories in digital environments. His dissertation examines brand identity, brand communication, and consumer engagement across social media platforms. Specifically, he is interested in the use of function words (and psycholinguistics) in brand and consumer identity signaling and its effect on consumer behavior and information processing.

Niraj Dawar is a Professor in marketing at the Ivey Business School. He earned his PhD from Pennsylvania State University. Niraj Dawar’s research currently focuses on brand equity and brand management issues. His published papers on brand extensions, consumers use of brand and other signals as well as international consumer behaviour have appeared in the Journal of Marketing, Journal of Marketing Research, Harvard Business Review, Journal of Consumer Psychology, Marketing Letters, Journal of Business Research, the Journal of International Business Studies, and other outlets.

Susan Dobscha (Ph.D., Virginia Polytechnic Institute and State University) is Professor of Marketing at Bentley University in Waltham, MA. She explores gender issues in marketing and consumption, particularly in the context of motherhood and sustainability; consumer resistance to marketing tactics; and the role of consumption in the marketing and consumption of death. She has recently published an edited book entitled Death in a Consumer Culture for Routledge Press. She has written articles for Harvard Business Review, Journal of Retailing, Journal of Public Policy and Marketing, Journal of Macromarketing, Consumption, Markets, and Culture, Marketing Education Review, Advances in Consumer Research, Developments in Marketing Science, and Advertising and Society Review, and has presented her work at numerous conferences both in the U.S.A. and around the world. She is currently working on Handbook of Research in Gender and Marketing for Elger Press.
Ping Dong is a fourth year Ph.D. Candidate in Marketing at the Rotman School of Management, University of Toronto. Her research focuses on understanding the social influences on consumer behavior. She is particularly interested in uncovering factors that affect consumers’ decision to conform to others’ preferences (as opposed to seeking uniqueness). Her research has been published in leading marketing and psychology journals including the Journal of Consumer Research, Journal of Personality and Social Psychology, Psychological Science, and Journal of Experimental Psychology: General, and has been featured in popular media outlets such as the Wall Street Journal, Harvard Business Review and Globe and Mail. In her dissertation research, she studies the effects of moral violations on consumers’ subsequent conformity tendency in consumption using both lab experiments and archival data analysis. Her dissertation proposal was recently selected as a co-winner of the 2015 ACR-Sheth Foundation Dissertation Proposal Award.

Jennifer Escalas joined Owen in 2004 after eight years as a professor at the University of Arizona and earning degrees from Duke University (PhD) and UCLA (MBA and undergraduate degrees). Before beginning her academic career, she was Assistant Vice President at Union Bank in Los Angeles. Professor Escalas’ research interests focus on consumer narrative processing - thinking in the form of stories - which can create meaning for brands and generate emotional responses to advertising. Professor Escalas has published in the Journal of Consumer Research, Journal of Consumer Psychology, Journal of Advertising, and Journal of Public Policy and Marketing. Jennifer has served as an Associate Editor for the Journal of Consumer Research, and is on the editorial review boards for JCR, Journal of Consumer Psychology and Marketing Letters. She is involved in the Association for Consumer Research and the Society for Consumer Psychology, where she serves as Webmaster. At Vanderbilt, she is the director of eLab, a pioneering academic research center dedicated to the study of human behavior, particularly in online environments. Professor Escalas has also applied her marketing expertise to Agon Sport, a competitive swimwear company she owns with her husband, former Olympic swimmer Rafael Escalas. She has two daughters, Elena Escalas and Marina Escalas.

Eileen Fischer is a Professor of Marketing and the Max and Anne Tanenbaum Chair of Entrepreneurship and Family Enterprise at the Schulich School of Business at York University. She received her doctorate from Queen’s University in Kingston Ontario in 1988. She is interested in how consumers and entrepreneurs navigate markets as they strive to achieve their goals, and at how their actions affect both firm and market level dynamics. Her work has been published in Journal of Consumer Research; Journal of Retailing; Journal of Business Venturing; Journal of International Business; Entrepreneurship: Theory and Practice; Consumption, Markets and Culture; Research Policy and a range of other outlets. She currently serves as one of four co-editors of the Journal of Consumer Research. She is also an editorial board member for a range of consumer and entrepreneurship research journals.

Markus Giesler is chair and marketing professor at the Schulich School of Business (York University) where he researches market creation and customer experience design. He is an award-winning researcher and teacher and one of the "40 most outstanding business professors under 40 in the world."

Anaïs Gretry is a Ph.D candidate in the Department of Marketing at both (1) University of Liege – HEC Management School and (2) Radboud University - Nijmegen School of Management. She holds a M. Sc. degree in Management Sciences (specialization: Strategic Intelligence & Marketing) from HEC Management School. In Winter 2014, she was a visiting scholar in the marketing department at the Sauder School of Business, University of British Columbia. Anaïs investigates the impact of brand communication on consumer-brand relationships in a digital context. Her dissertation research looks at two specific brand communication stylistic devices; how the use of (1) an informal communication style and (2) brand anthropomorphization affects consumer behavior. She has presented her work at international conferences such as the Consumer-Brand Relationships Conference (Boston), the European Marketing Academy (Istanbul; Leuven), and the Academy Of Marketing Science Conference (Indianapolis). She has worked as a teaching assistant for a course on Marketing Strategy entitled "Marketing : Concepts and Decision Making (2012 - 2013) ». She also supervises students for their master thesis and she is a representative of the scientific staff at the fundraising committee of HEC Management School of the University of Liege, Fonds.
Mansur Khamitov is a Ph.D. candidate in marketing at the Ivey Business School, Western University. His primary research stream focuses on branding. More specifically, he studies the role of interpersonal influences on consumer-brand relationships as well as brand and consumer transgressions. His secondary research stream focuses on the psychology of money and consumer financial decision-making. Mansur’s dissertation aims to establish a systematic understanding of research on brand loyalty by investigating its antecedents and their relative predictive power over time, thus shedding light on important differences/similarities among various brand relationship strength metrics and their longitudinal downstream consequences on brand loyalty. To that end, he employs a combination of meta-analytical, experimental and survey methodologies in his dissertation work. Mansur has two forthcoming articles at *Journal of Experimental Social Psychology* and *Cognition*. Prior to starting his Ph.D., he spent 3 years working in fast-moving consumer goods and the pharmaceutical industry. His industry experience is mostly in branding and marketing management, including work as a senior product manager at Polpharma and a brand manager at Procter & Gamble, where he managed such brands as Oral-B, Blend-A-Med (Crest), Camay, and Safeguard. Mansur also has experience teaching Integrated Marketing Communications at the University of Western Ontario.

Oliver Hupp, Ph.D. is Global Director, Brand Strategy & Tracking at GfK SE where he manages the future strategy and operational success of GfK’s brand research portfolio. Previously, Oliver was Head of Consumer Goods at Retail Industry Germany. He has published several articles on brand management, is a frequent presenter at industry conferences and has received multiple honors for his research, including an ARF Great Minds Award in 2013 and two ESOMAR Best Paper Awards.

Andrea Kähr is a PhD student of Marketing at the Institute of Marketing and Management at the University of Bern. She joined the Institute after her M.Sc. in business administration in 2013. Her research interests include consumer behavior, consumer-brand relationships, and brand management. Andrea Kähr is exploring the challenges and threats for consumer-brand relationship management in the digital age. During her PhD, she has also gained experience as branding consultant in Switzerland and as a lecturer at the University of Bern.

Eric Kennedy is a second year PhD student at the University of North Texas. His research explores the area of brand co-creation, and examines how and why consumers and brands join forces to shape the brand. He is currently working on his dissertation to develop and validate a scale for consumer brand co-creation. Prior to joining the PhD program, Eric spent over 10 years in industry, most recently managing national accounts in the customized supply chain environment.

Nico Kervyn has a background in Psychology. He is currently assistant professor at the Louvain School of Management (UCL) in Belgium.
Ignacio Luri is a first year doctoral student in Marketing at the University of Arizona. His two main research interests are the prosocial uses of Marketing, and the cultural and collaborative perspective of brand loyalty (brand communities, co-creation). Most of his ongoing projects are related to the development of the new construct of brand codes, both experimentally and through market-oriented ethnographies. He also investigates how strengthening brand communities may enhance consumer’s moral behavior in the marketplace towards the brand and other consumers part of the community. Prior to joining the Ph.D. program, Ignacio presented at the International Congress on Public and Nonprofit Marketing, he worked one year in the marketing department of a Spanish warehouse club and volunteered in Communications and PR positions for non-profit organizations. He earned his MS in Marketing from the University of Arizona, Eller College of Management, and his BA in Business from the ULPGC in Spain. His work has been published in Journal of Social Marketing, and Responsibility and Sustainability.

Dr. Alokparna (Sonia) Monga is Professor of Marketing at Rutgers Business School-Newark and New Brunswick. Her research interests lie in the area of consumer behavior, focusing on how consumers respond to branding activities, particularly across cultures. Sonia’s research has appeared in the Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, and the Journal of Consumer Psychology. She is currently on the Editorial Review Board of the Journal of Consumer Research and the International Journal of Research in Marketing. She teaches Brand Management in the MBA program and Marketing Principles in the undergraduate program. For her research, Sonia has been awarded the 2010 Park award for outstanding contributions to consumer psychology, and the 2003 ACR-Sheth award for cross-cultural research. For her teaching, she received the Lieberman award for teaching excellence at the University of Minnesota. Sonia has a bachelor’s degree in pharmacy from BITS Pilani in India, an M.B.A from Lancaster University in England, and a Ph.D. from the University of Minnesota. She has worked in product development and marketing of OTC drugs at SmithKline Beecham Consumer Healthcare.

Emmanuel Mogaji is a researcher at the Business and Management Research Institute of University of Bedfordshire Business School. Emmanuel’s primary areas of interest are ABCDE of Marketing Communications - Advertising | Branding | Communications | Digital | Ethics. He has published peer-reviewed journal articles and book chapter, and presented his works in a large number of national and international conferences. He is presently working on his PhD degree with focus on the advertising strategies of UK banks and the embedded meanings as perceived by the consumers. Prior to that, he was a Marketing Communication Executive, responsible for creative designs and management of marketing campaigns, liaising and building relationships with a range of stakeholders.

John McGarr is Managing Partner at Fresh Squeezed Ideas, an award-winning boutique marketing consultancy based in Toronto with clients from Los Angeles to Tokyo and most points in between. Amassing rich and varied experience in sectors including food, beverage alcohol, beauty, and pharmaceuticals, John developed a sophisticated understanding of how important cultural context is to the success or failure of marketing and branding. He is driven by a conviction that marketers have the opportunity to help customers live the most meaningful lives ever lived, which Fresh Squeezed Ideas achieves through their Insight-to-Strategy-to-Execution model. John brings over 20 years of marketing management and consulting experience from AC Nielsen, Kraft Foods, Chef Boyardee, Pillsbury, Mike’s Hard Lemonade, A.G. Hair Cosmetics, In-Sync and Fresh Squeezed Ideas. He is a frequent and sought-after international conference speaker delivering insightful and provocative presentations to clients and industry peers.

Maja Golf Papez is a 2nd year doctoral student in Marketing at the University of Canterbury in New Zealand. Her research interests lie in enlightening the dark sides of consumer behaviours and consumer-brand relationships. Taking online trolling as a context, her doctoral research seeks to understand why and how people build publicity, and on occasions, celebrity status, through behaviour that is considered anti-social in nature. Maja presented her doctoral work at the ANZMAC 2015 Conference and Doctoral Colloquium. She is currently a recipient of a University of Canterbury Doctoral Scholarship. Maja holds BSc degrees in Marketing Communications and Economics from University of Ljubljana in Slovenia. She received a Master’s degree with distinction in Marketing from the University of Bath, earning the Procter & Gamble award for the MSc in Marketing student with the best overall performance. Prior to her doctoral studies, Maja worked as a Management Consultant for an international communication consulting agency and as CMO for a charity organisation. After completing her PhD she hopes to continue doing socially-relevant research, in the nexus of brand relationships and transformative consumer research.
Marina Puzakova is an Assistant Professor of Marketing of the College of Business and Economics at Lehigh University. Her research interests are in branding strategies, brand anthropomorphization, and negative brand performance. Specifically, she examines consumers’ attributions and brand inferences, consumer-brand relationships, and the impact of different brand positioning strategies on brand performance. Marina has published in journals such as the Journal of Marketing, Journal of Advertising, International Journal of Advertising, and Journal of Marketing Theory and Practice.

Suzanne Rath is a PhD student in the marketing department at the Smith School of Business at Queen’s University. She is interested in the cognitive characteristics and relational functions that people attribute to firms and brands, and the subsequent consequences for consumers’ attitudes and consumption practices, identity perceptions, and attributional biases.

Maria A. Rodas is a Ph.D. candidate in Marketing at the Carlson School of Management, University of Minnesota. Her primary research focuses on branding – specifically what drives consumers to build strong consumer-brand relationships. She also explores in her research happiness in consumption. Prior to starting her Ph.D., Rodas spent a decade working in management consulting and in the consumer packaged goods industry. Her industry experience is mostly in brand management, having worked with brands such as Palmolive, Fruit Roll-Ups, Yoplait, Old El Paso, 5 Gum, Extra Gum, and Orbit Gum.

Hope Schau (Professor of Marketing at University of Arizona) earned her Ph.D., M.A. and M.B.A. from the University of California, Irvine, and her B.S. from California State Long Beach. She has published well-cited research on the impact of technology on marketplace relationships, branding, identity-salient consumption practices, and collaborative value creation. An award-winning instructor, she teaches marketing management, managing marketing communications, and social media marketing strategy in the Eller M.B.A. programs. She is a popular visiting scholar at institutions across the globe, including the University of Melbourne (Australia), the University of Hawaii, the University of Auckland (New Zealand), and Fundação Getúlio Vargas (Brazil). Her work has appeared in JM, JCR, Journal of Retailing, Journal of Advertising, Journal of Public Policy and Marketing, among others. She serves on editorial review boards for JCR and Consumption Markets and Culture.

Cansu Sogut is a fourth year PhD candidate in Marketing at Boston University Questrom School of Business. She holds a BA in Business Administration from Koc University and a Master of Philosophy (MPhil) in Innovation, Strategy, and Organization from the University of Cambridge Judge Business School. Cansu’s primary areas of interest are social media, word-of-mouth, and social influence. She is currently investigating the effects of participating in social television (e.g., live-tweeting) on enjoyment and how it changes the nature of the experience for the sharer.

Matthew Stradiotto is Co-Founder of Matchstick, an independent social media marketing agency based in Toronto. Matchstick designs and executes integrated social media marketing programs which leverage organic and paid content marketing practices for their client’s brands. Since 2001, Matthew and Co-Founder Patrick Thoburn have launched campaigns and new products for adidas, Beam Suntory, Microsoft, GE, Coca-Cola, L’Oreal, Diageo, Starbucks, Molson, Chrysler, and other global brand clients. Matchstick has won awards internationally including an International Marketing Award from V&S Sweden, a Media Innovation Award from Marketing, The Diageo Smirnoff Double Eagle Award, and the Chrysler Jeep International Marketing Council Best Practice. In 2009, Matchstick’s innovative work for Coty in Canada was profiled in Emanuel Rosen’s bestselling book The Anatomy of Buzz Revisited. Matchstick’s programs have also been recognized by WOMMA (The Word of Mouth Marketing Association). Matchstick’s commitment to measurement has been honoured by WOMMA for two consecutive years with their annual award for “Best Demonstration of ROI”. Matthew has over 19 years of strategic marketing experience and is a pioneer of Influencer Seeding in North America. He holds a combined Honours Degree in Philosophy and Literature from the University of Western Ontario.

Yuliya Strizhakova is an Assistant Professor of Marketing, School of Business – Camden, Rutgers University. She received her Ph.D. from the University of Connecticut. Her research interests include globalization and branding, global consumer culture, branding in emerging and developed markets, and consumer negative marketplace experiences and well-being. She published her research in International Journal of Research in Marketing, Journal of International Marketing, Journal of Service Research and other journals.

Patrick Thoburn. Co-Founder of Matchstick. Marketing industry experience with leading and emerging platforms in digital and social media, named one of Canada’s most influential marketers by Marketing Magazine. @patrickthoburn
Veronica L. Thomas holds a Ph.D. and M.B.A. from Kent State University. Dr. Thomas currently teaches courses in Principles of Marketing, Global Marketing, and Consumer Behavior at Towson University. Her research focuses on consumer-brand relationships. Specifically, she studies how variables such as social groups, word-of-mouth, and consumers’ self-concepts impact the relationships that consumers form with brands. Her research has been published in the Journal of Advertising, Psychology & Marketing, Journal of Consumer Affairs, and European Journal of Marketing, among other peer-reviewed journals.

Scott Thompson (Associate Professor of Marketing, John Cook School of Business at Saint Louis University) earned his Ph.D. in Marketing from Arizona State University. Dr. Thompson possesses an extensive background in information technology and research methodology and leverages these skills to conduct marketing research that involves the programmatic collection and analysis of large-scale, multi-year datasets of customer behavior within online environments. His research focuses on managerially impactful issues including brand communities’ influence on new production adoption, online consumer-to-consumer helping, the influence of word-of-mouth on the evaluation of products and promotions, and the management of brand relationships in social media environments. His research has been published in leading marketing journals including the Journal of Marketing, Journal of Marketing Research, Journal of the Academy of Marketing Science, Marketing Letters, the Journal of Interactive Marketing, the Journal of Marketing Theory and Practice.

Carlos Torelli is Associate Professor of Marketing at the Carlson School of Management, University of Minnesota. He applies his knowledge of cross-cultural psychology to identify the key cultural factors that drive consumers’ reactions in a globalized economy and to uncover the underlying socio-cognitive processes for these reactions. Torelli’s research specialties include global branding, the social psychology of power, cross-cultural consumer behavior, self-regulation and persuasion. He is the author of “Globalization, Culture and Branding: How to Leverage Cultural Equity for Building Iconic Brands in the Era of Globalization,” Palgrave Macmillan 2013. His work has been published in several books and in top journals in psychology and consumer behavior, including the Journal of Marketing, the Journal of Personality and Social Psychology, the Journal of Consumer Research, the Journal of Consumer Psychology (where one of his articles is ranked in the "top 20 most cited" articles in the last 5 years), Social Cognition, and Social and Personality Psychology Compass. His research has been featured in multiple mass media outlets, such as NPR, WCCO-TV, KMSC-TV, Star Tribune, Psychology Today, Yahoo Finance, and Yahoo Lifestyle. Professor Torelli received his PhD in Business Administration from the University of Illinois at Urbana-Champaign. Before moving to the University of Minnesota, Twin Cities campus, where he teaches Brand Management and Marketing Management courses for undergraduate, graduate and executive education programs, he worked as Marketing Vice-President for Citibank in Venezuela and Turkey.

John Wittenbraker works in strategy for GfK, developing new strategies and ventures on the leading edge of marketing research and data science. He has held global roles, directing innovation efforts in GfK’s Global Innovation and Digital and Global Brand and Customer Experience teams where he collaborated with academics, research institutes and other businesses to identify, develop and commercialize new methodologies and tools for understanding consumer experience. Prior to that, John was Managing Director of GfK Custom Research North America, Corporate Innovation and also responsible for GfK’s Research Center for Excellence (Marketing Science, Online Strategies and Sampling). Before that, he was the Managing Director of GfK’s North American Brand and Communications business. Trained as a social and quantitative psychologist, John has developed advanced models, analytic systems and methodologies to support marketing and brand management decisions. He has had broad experience across multiple sectors, including package goods, financial services, telecommunications, automotive, retail and consumer services. Prior to GfK, John was a Partner with ARBOR, Inc., a Philadelphia-based marketing research and consulting firm. John has a Ph.D. from the University of North Carolina—Chapel Hill and a B.A. from Wabash College.
Location

The Ivey Tangerine Leadership Centre is located at 130 King Street West, Toronto (Ground Floor).

Phone: (416) 861 – 9600

**WIFI Network:** Ivey Private  
**Password:** 5196614196
20% off when you place an order with the code below.

Strong Brands, Strong Relationships

Edited by Susan Fournier, Boston University, USA, Michael Breazeale, Indiana University Southeast, USA and Jill Avery, Harvard University, USA

From the editor team of the ground-breaking and successful Consumer-Brand Relationships: Theory and Practice comes this brand new collection of essays which further explores this growing new subject.

Strong Brands, Strong Relationships is a new collection of innovative research and practitioner insights which builds on the foundations of the first book, but with darker themes at its centre: an exploration of the destructive and dysfunctional aspects of our complex relationships with brands. This Volume will also explore a range of different types and contexts for brand relationships and attend to both relationship endings as well as their beginnings.

20% Discount Available - enter the code FLR40 at checkout*

Hb: 978-1-138-78682-0 | $126.00
Pb: 978-1-138-78683-7 | $52.76

*Offer cannot be used in conjunction with any other offer or discount and only applies to books purchased directly via our website.

For more details, or to request a copy for review, please contact Rebecca Barratt, Marketing Assistant, contact by email, rebecca.barratt@tandf.co.uk

For more information visit: www.routledge.com/9781138786837
Order your books today...

IF YOU ARE IN THE UK/REST OF WORLD:
Telephone: +44 (0) 1235 403524
Fax: +44 (0) 1235 403525
E-mail: tandfbookpoint.co.uk
Online: www.routledge.com

Postage:
5% of total order (£1 min charge; £10 max charge)
Next day delivery: 46.50*
*We only guarantee next day delivery for orders received before noon.

IF YOU ARE IN THE US/CANADA/LATIN AMERICA:
Telephone: Toll Free 1-800-347-7664
(212) 347-8500 (Fax)
E-mail: orders@taylorandfrancis.com
Online: www.routledge.com

Sales Tax/GST:
Residents of AR, CA, CO, CT, FL, GA, KY, MA, MD, NJ,
NY, PA, TN, TX and VA please add local sales tax.
Canadian residents please add 5% GST.

Postage:
US:
Ground: $5.99 1st book;
$1.99 for each additional book
2-Day: $9.99 1st book;
$1.99 for each additional book
Next Day: $29.99 1st book;
$1.99 for each additional book
Canada:
Ground: $7.99 1st book;
$1.99 for each additional book
 Expedited: $12.99 1st book;
$1.99 for each additional book
Latin America:
Airmail: $44.00 1st book;
$7.00 for each additional book
Surface: $17.00 1st book;
$2.99 for each additional book

Prices and publication dates are correct at time of going to press, but may be subject to change without notice.

Library Recommendation
Ensure that your library has access to all the latest publications.
Visit www.routledge.com/info/librarian.asp today and complete our online Library Recommendation Form.

Complimentary Exam Copy Request
To order a complimentary exam copy, please visit:
www.routledge.com/info/examcopy

Our publishing program continues to expand, so please visit our website to stay up-to-date
www.routledge.com

Routledge Paperbacks Direct
Responding to the changing needs of academics and students, we have now made a selection of our hardback publishing available in paperback format. Available directly from Routledge only and priced for individual purchase, titles are added to the selection on a regular basis.
Visit www.routledgepaperbacksdirect.com for a full list of available titles.

Routledge Revivals
Discover Past Brilliance...
www.routledge.com/books/series/Routledge_Revivals

For more information, pricing enquiries or to order a free trial, please contact your local sales team:
www.tandfebooks.com/page/sales

www.routledge.com

Routledge... think about it
BBR 2016 on Social Media

Our impact extends beyond these conference room walls. Let your colleagues know about the groundbreaking research you’re hearing about and the great connections you’re making with our Twitter and Facebook hashtag:

#BBR2016

Also be sure to stay connected to everything the Institute for Brands and Brand Relationships is doing by joining us using the following social media:

Twitter: @BBRIInstitute
Facebook: www.facebook.com/BrandRelationships
LinkedIn: http://bit.ly/BBRLinkdIn
Website: www.BrandRelationships.org

For more information about the Institute for Brands and Brand Relationships or the BBR conference, please visit:

www.BrandRelationships.org