

Università
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6th
International
Conference

Lugano, April 18-20, 2010



Thought Leaders in Brand Management

Call for papers

6th Thought Leaders International Conference on Brand Management

In conjunction with a Special Edition of the
Journal of Business Research

April 18-20, 2010

USI Università della Svizzera italiana, Lugano, Switzerland

After 5 highly successful, thought provoking conferences, the 6th Thought Leaders International Conference on Brand Management will be setting even higher conference standards when it takes place from Sunday 18 to Tuesday April 20, 2010 in Lugano, Switzerland. At our previous conference in Athens a notable international conclave of scholars and practitioners presented and debated leading edge research that will have a significant impact on the management and research into one of the most valuable intangible assets, brands.

Established as the forum for shaping thought leadership about brand management, the international orientation will continue with the hosting of the conference at one of the most stunning settings in Europe. Lugano is nestled between the towering peaks of the Alps, sitting aside the vast lake at the confluence of European routes. The outstanding beauty of the location will be enhanced by the intellectual gravitas of this university which in Swiss tradition abhors boasting, but rather rejoices in stimulating intellectual curiosity and advancement of paradigm challenges. Lugano is easily accessed by regular short flights from Zurich or regular short coach trips from Milan. Flight costs should be lower as the conference starts on the late afternoon of a Sunday.

With Prof Leslie de Chernatony as Chairman and Dr Leif Hem as Vice Chairman an international steering committee has been constituted to ensure a continuation of the tradition that academics and practitioners from all continents present refereed papers of a consistently high quality. In addition their remit is to ensure that the friendly and supportive environment of previous conferences is maintained. Historically attendees have come from countries in the northern and southern hemispheres, ranging from some of the most senior researchers in brand management with several decades experience to doctoral students, as well as practitioners with valuable insights.

This international conference seeks to engender the advancement of knowledge about brand management amongst scholars by disseminating new research and by encouraging the evolution of new research themes. It wishes to reflect current work and as such no stipulations are made about the aspect of brand management being researched. An eclectic perspective is being sought. This international conference also aims to narrow the gap between academia and commerce by having presentations from internationally renowned practitioners whose significant senior experience is regarded as being at the cutting edge of application.

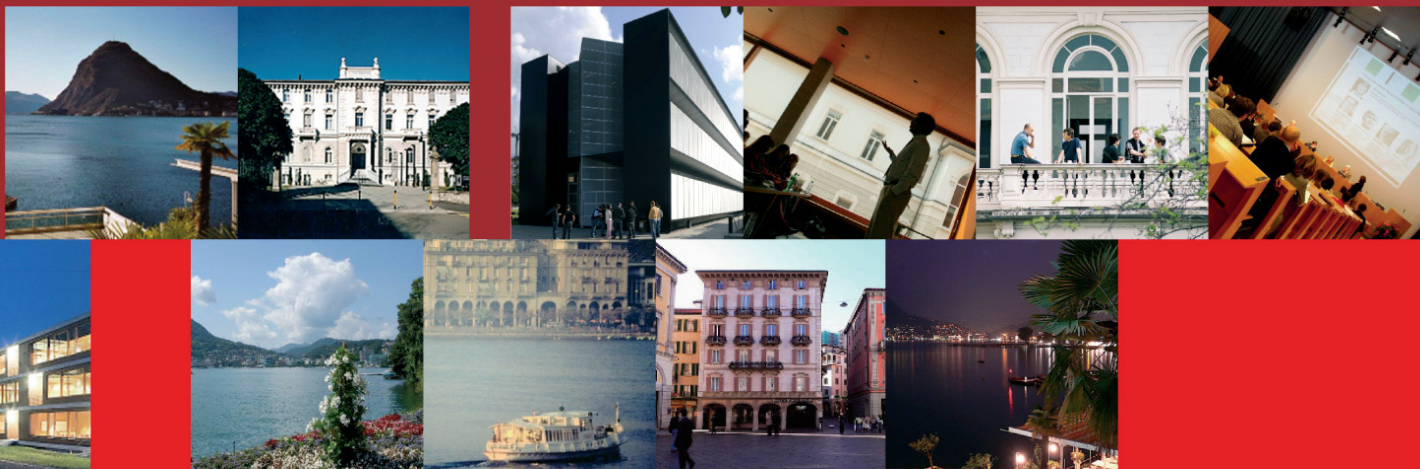
Following the tradition of our earlier conferences where people such as Wally Olins of Saffron Brand Consultants and Adam Morgan of eatbigfish, amongst many others, gave Keynote Presentations, there will be thought provoking Keynote Presentations by international brand practitioners. Parallel tracks of double blind refereed papers will enable authors to gain constructive comments about their papers and extend their knowledge horizon from other researchers.

Information regarding the submission of 7 page papers and formatting instructions is available at <http://www.brand-management.unisi.ch>. The deadline for papers is October 30, 2009. All papers will be double blind refereed and authors will be notified in January 2010.

Papers presented at the conference may be considered for a Special Edition of the *Journal of Business Research*. Authors will have the benefit of revising their papers after the conference, building on the feedback they receive and they might like to then submit their paper to a Special Edition of the *Journal of Business Research* devoted to the best papers from this conference.

An award of CHF 250 will be given at the end of the conference for the most thought provoking paper.

Further details are available at <http://www.brand-management.unisi.ch>. Questions regarding the conference should be addressed to Jennifer Hayes (jennifer.hayes@lu.unisi.ch).



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This event is held in association with the Academy of Marketing