

COBIIR CALBRIA 2018

Full programme

Sunday

17.00 Registration

18.30 *Welcome drink and reception*

20.00 *Dinner **

Monday

9.00 Registration

9.30 Welcome Speech: Professor K.P. Wiedmann

11.00 *Coffee break*

11.30 Concurrent sessions

MO1.1 Virtual reality

Chair: Lucia Porcu, University of Granada

WHO STILL USES VIRTUAL WORLDS? IMPLICATIONS FOR VIRTUAL BRANDS (Eman Gadalla, Kathy Keeling, Ibrahim Abosag)

BRANDING IN THE TIME OF VIRTUAL REALITY. ARE VIRTUAL STORE BRAND PERCEPTIONS REAL? (Gabriele Pizzi, Virginia Vannucci, Gaetano Aiello)

MO1.2 Brand experience

Chair: Clara Bassano, Parthenope- University of Naples

COMPETITIVE FEELINGS AND CONSEQUENCE FOR CUSTOMER ADOPTION AND POST-ADOPTION (Thuy Luyen)

THE AFTERMATH OF BAD BRAND EXPERIENCES: HOW WEBCARE AFFECTS (UN)COMMITTED COMPLAINANTS' COPING STRATEGIES (Wolfgang Weitzl, Clemens Hutzinger)

12.30 *Lunch** and networking*

15.30 Concurrent sessions

MO 2.1 Identity

Chair: Daniele Scarpi, University of Bologna

CORPORATE IDENTITY AND CORPORATE SOCIAL RESPONSIBILITY PERFORMANCE: AN EMPIRICAL INVESTIGATION IN THE UK FOOD AND BEVERAGE INDUSTRY (Marwa Tourky, Philip J. Kitchen, Pantea Foroudi, Ahmed Shaalan, Lucia Porcu)

LUXURY BRAND IDENTITY AND DIGITAL STRATEGY (Kirsten Cowan, Alena Kostyk)

MO 2.2 Destination Brand

Chair: Hasan Gilani, University of Brighton

MODELLING THE ROLE OF INTEGRATED MARKETING COMMUNICATION (IMC) IN DESTINATION MANAGEMENT (Lucia Cicero, Lucia Porcu)

FACTORS CREATING AFFINITY BETWEEN DESTINATIONS AND TARGET AUDIENCES IN TOURISM ADS: TOWARDS A CONCEPTUAL MODEL (Eli Avraham)

16.30 *Coffee break*

17.00 Concurrent sessions

MO 3.1 Luxury

Chair: Constantinos-Vasilios Priporas, Middlesex University London

HOW BACKGROUND MUSIC INFLUENCES ONLINE LUXURY SHOPPING (Minna-Maarit Jaskari, Hannele Kauppinen-Räsänen)

LUXURY 4.0: A SHIFT IN BUSINESS MODELS BY AI TECHNOLOGIES (Clara Bassano, Maria Cristina Pietronudo, Paolo Picocchi, Jim Spohrer, Ewa Frackiewicz)

UNDERSTANDING CONSUMERS PERCEPTION OF LUXURY HOTEL BRANDS

THROUGH BIG DATA ANALYTICS (Simona Giglio, Eleonora Pantano, Eleonora Bilotta, TC Melewar)

MO 3.2 Consumer-generated contents

Chair: Jane Hemsley-Brown, University of Surrey

INTEGRATION IN BRAND COMMUNITIES: A COMPARISON BETWEEN CONSUMER-GENERATED AND MARKETER-GENERATED COMMUNITIES (Giuseppe Pedeliento, Daniela Andreini, Cleopatra Veloutsou, Roberta Apa)

PLACES IN GOOD GRACES: THE MEDIATING ROLE OF EMOTIONAL CONNECTIONS TO A PLACE ON WORD-OF-MOUTH (Carola Strandberg, Maria Ek Styvén)

RETRIVING CORPORATE REPUTATION FOLLOWING A CRISIS: THE IMPACT OF ONLINE COMMUNICATIONS AND AFFECTIVE DISPLAYS ON CONSUMERS (Benedetta Crisafulli, Jaywant Singh, Melanie T. Xue, La Toya Quamina)

18.30 *Free time*

20.00 *Dinner**

Tuesday

9.00 Registration

9.30 Concurrent sessions

TU 1.1 Social Media I

Chair: Günther Botschen, University of Innsbruck

BRANDING STARTUPS THROUGHT SOCIAL MEDIA AND MOBILE TECHNOLOGIES (Demetris Vrontis, Alkis Thrassou, Milena Viassone)

FASHION EVENTS AS A VALUABLE VEHICLE TO INFLUENCE CITY IMAGE. A COMPARATIVE ANALYSIS ON TWITTER (Alice Mazzucchelli, Roberto Chierici, Maria Teresa Cuomo, Pantea Foroudi)

UNDERSTANDING SNAPCHAT AS A SOCIAL MEDIA PLATFORM BRAND (Anita Basalingappa)

TU 1.2 Hotel and Hospitality

Chair: Hannele Kauppinen-Räsänen, University of Vaasa

THE IMPACT OF USER GENERATED CONTENT ON HOTEL BRAND IMAGE (Mei Kun Loi, John Lennon, Noreen Siddiqui, Antoinette Fionda-Douglas)

INFLUENCE OF CORPORATE CULTURE ON INTEGRATED MARKETING

COMMUNICATION IN THE HOSPITALITY INDUSTRY (Lucia Porcu, Salvador del Barrio-García, Philip J. Kitchen, Marwa Tourky)

IMPROVING HOTEL PERFORMANCE: THE MEDIATION EFFECTS OF BRAND MANAGEMENT CAPABILITY, CUSTOMER RELATIONSHIP CAPABILITY AND SERVICE INNOVATION CAPABILITY (Jane Hemsley-Brown, I. Alnawas)

11.00 *Coffee break*

11.30 Concurrent sessions

TU 2.1 Social Media II

Chair: Milena Viassone, University of Turin

THE ANALYSIS OF USER ACTIVITY IN SOCIAL MEDIA WITH FOCUS ON BRAND LOYALTY (Svitlana Plotnytska)

TYOLOGY OF BRAND STORYTELLING: A CONTENT ANALYSIS OF ARCHETYPE LOVE ME, LOVE ME NOT: THE COUNTERINTUITIVE RELATIONSHIP BETWEEN FACEBOOK AND ITS USERS AND ITS EFFECTS ON THE SOCIAL NETWORK'S MONETIZATION MODEL (Zahy Ramadan, Maya F. Farah, Batule Youssef Dahi)

TU 2.2 Employees and brands

Chair: Saverino Verteramo, University of Calabria

STIMULATING EMPLOYEES' INTRINSIC TOUCH POINT ENGAGEMENT TO STRENGTHEN ORGANISATIONAL BRAND RESONANCE (Günther Botschen, Andreas Hermann, Josef Bernhart, Oliver Koll, Kurt Promberger)

ALIGNING EMPLOYEES AND ORGANIZATIONAL VALUES FOR BUILDING STRONG REPUTATION: AN EMPIRICAL CASE STUDY ON A MALAYSIAN HEALTHCARE PROVIDER (Sharina Osman, William Harvey, Marwa Tourky)

AN EMPIRICAL INVESTIGATION INTO THE EFFECTS OF CORPORATE REBRANDING STRATEGIES ON THE "BUY-IN" OF EMPLOYEES IN THE ORGANISATION (Abraham Joseph, Suraksha Gupta)

12.30 *Lunch** and networking*

15.30 Concurrent sessions

TU 3.1 Distinctiveness and uniqueness

Chair: Anne Rindell, Hanken University

SIMILARITY VERSUS UNIQUENESS: HOW SOCIAL ADS COUNTERINTUITIVELY MOTIVATE THE NEED FOR UNIQUENESS (Ibrahim Abosag and Zahy Ramadan)

MIGHT JUNGIAN ARCHETYPES IN BRANDING BE OF UNIVERSAL APPEAL ADAPTING A WESTERN CONSTRUCT OF PSYCHOLOGICALLY BASED JUNGIAN BRAND ARCHETYPES TO ASSESS THE DISTINCTIVENESS OF BEIJING AS A CITY BRAND (Caroline Whitfield)

TU 3.2 Retail

Chair: Eleonora Pantano, Middlesex University London

GAMIFIED PACKAGE: EXTENDING BRAND VALUE IN RETAIL STORES (Henna Syrjäla, Hannele Kauppinen-Räsänen, Harri T. Luomala, Tapani N. Joellsson, Kaisa Könnölä, Tuomas Mäkilä)

TECHNOLOGY INFUSION INTO THE RETAIL EMPLOYER BRAND (Anna Näppä, Maria Ek Styvén)

CORPORATE BRAND IDENTITY AND EMPLOYEE BRAND CITIZENSHIP BEHAVIOUR IN UK RETAIL SECTOR (Hasan Gilani)

16.30 *Coffee break*

17.00 Concurrent sessions

TU 4.1 Social Media III

Chair: Gaetano Aiello, University of Florence

#YOLO #vacation: SOCIAL MEDIA'S INFLUENCE ON SHAPING IDENTITIES OF PLACE BRANDS THROUGH IMAGERY (Kirsten Cowan, Pantea Foroudi and TC Melewar)
CITY IMAGE AND CITY BRAND PERSONALITY THROUGH GENERATION Z RESIDENTS' EYES: THE ROLE OF SOCIAL MEDIA ENGAGEMENT (Constantinos-Vasilios Priporas, Nikolaos Stylos, Irene (Eirini) Kamenidou)
BUILDING THE BRAND FOR START-UP: DEVELOPING A SOCIAL MEDIA STRATEGY FOR AN INNOVATIVE PRODUCT IN THE FOOD SECTOR (Saverino Verteramo, Isabella Nocella)

TU 4.2 Brand Development

Chair: Marwa Tourky, University of Exeter

YOUTH IS A GIFT OF NATURE, BUT HERITAGE IS A WORK OF BRANDING: THE YEAR-OF-ESTABLISHMENT EFFECT (Gabriele Pizzi, Daniele Scarpi)
HOW ARE BRANDS CO-CREATED? – A LITERATURE REVIEW (Sonja Ingman, Marina Kovalchuk, Anne Rindell)
BRAND ORIENTATION IN ACTION- A TRANSFORMATIONAL LEARNING CASE (Johan Gromark)

18.30 Closing speech: Professor T.C. Melewar, the future of COBIIR and the award ceremony

20.00 *Gala Dinner* ***

* *provided only to delegates accommodated in the hotel*

** *provided only to delegates accommodated in the hotel or to delegates registered for one-day conference and it will be served on the seaside restaurant (food will be served at table between 1.00 p.m. and 3.00 p.m.)*

*** *The gala dinner will be served at table in the swimming pool terrace (about 25°), thus we recommend a casual chic dress code*