

Call for Papers

4th International Colloquium on Corporate Branding, Identity, Image and Reputation

COBIIR Calabria 2018

3rd – 4th September, Calabria, Italy

Theme

*Technology, brand and people:
branding, identity, image and
reputation in the emerging
technology-mediated world*



4th International Colloquium on Corporate Branding, Identity, Image and Reputation (COBIIR):

Corporate branding is gaining importance among academics and practitioners, especially in the light of continuing trends and diffusions of social media and mobile technologies. New platforms created by emerging technologies to engage with consumers lead companies to constantly seek the best practices to consistently communicate their identity through different platforms, handling simultaneously customers and other stakeholders.

The Colloquium acts as a forum for examining current and future trends in corporate branding, identity, image and reputation including the growing usage of new technologies, such as social media and mobile apps. A congruence of themes on corporate branding, reputation and identity linked to the adoption of these technologies will be discussed. We invite papers which examine organisations' abilities to link and articulate their identity through various managerial practices, create and constantly attempt to influence the impressions of their corporate body among their various constituencies and stakeholder groups, use their employees and managerial cognitive capabilities to deliver and strengthen their corporate brands, measure the impact of corporate identity and reputation on corporate performance, and study how customers seek to engage with an organisation and what it offers through the use of new technologies.

Papers that incorporate current thinking and developments by both academics and practitioners, combine a comprehensive theoretical foundation with practical insights, and provide insights to assist managers in their daily decision making and long-term brand decisions are especially welcomed. The theme of this Colloquium can be interpreted broadly. Papers can either be empirical, conceptual or practical. Papers can also adopt a multidisciplinary approach or can be guided by different perspectives.

We are particularly eager to collect high quality submissions engaging qualitative and quantitative empirical research that explores new trends and directions of branding, organisational identity, image and reputation in the light of the effects of new technologies. Extended Abstracts (500 words) must be submitted by the [30-04-2018](#). Extended abstracts will be published in conference proceedings.

Conference venue:

Grand Hotel San Michele, Calabria Italy

Address: Loc. Bosco 30, 87022 Cetraro (CS), Italy
www.grandhotelsanmichele.it

Early registration is critical to guarantee room availability. **To book, please email direzione@sanmichele.it**

**Prices (in euros): Double room 92 per person per day on full board basis
Double room single use 110 per day on full board basis**



Suggested topics include but are not limited to:

- Corporate identity and digital marketing
- Corporate reputation in social media marketing
- Online community and corporate brand building
- Influence of new technologies in corporate reputation, identity and financial performance
- Influence of new technologies on brand communication
- Integration of different communication channels and platforms to maintain and reinforce corporate reputation and image
- Consumer research and corporate communications
- Place, nation branding and the world order in a new interconnected world
- Social media and global brand management
- Digital and 'emerging' media for promoting corporate image
- The impact of user-generated reviews on brand equity, internal branding and employee engagement
- Influence of new technologies on B2B branding
- Innovation in corporate branding
- The role of new technologies for research in branding
- Problem solving of communication misunderstanding emerging in incorrect usage of social networks and consequences for corporate reputation and image

KEY DATES

Submission of Papers and Registration opens: March 1

Deadline for the submission of abstracts: April 30

Feedback to authors: 1 week after submission

Submission of full length paper: October 1

AWARDS

To compete for the following award, full papers (6,000 words) must be submitted by August, 1

1. Full papers compete for the COBIIR Best Paper Award

2. Young researchers (including students, research fellows and post-doc) papers compete for the COBIIR Young best paper award (all the authors must belong to one of above mentioned categories).

Submission of abstract: e.pantano@mdx.ac.uk.

A selection of papers presented at the Colloquium will be invited to submit the full paper to be reviewed for publication in the special issue of Journal of Business Research and/or an edited book.



ORGANISING COMMITTEE



Professor Charles Dennis
Associate Conference Director



Professor TC Melewar
Conference Founder and Director



Dr Eleonora Pantano
Conference Associate Director



Dr Saverino Verteramo
Conference Associate Director



Professor Eleonora Bilotta
Conference Associate Director



Miss Simona Giglio
Conference Coordinator

For further information, please contact:

Dr Eleonora Pantano

Department of Marketing, Branding and Tourism (MBT), The Business School, Middlesex University London, NW4 4BT, United Kingdom

E-mail: e.pantano@mdx.ac.uk
Phone: +44 20 8411 4220

Miss Simona Giglio

Department of Physics, University of Calabria, Arcavacata di Rende-CS, 87036, Italy

E-mail: simona.giglio@unical.it
Phone: +39 09844943

Mr Andrea Peiser

Grand Hotel San Michele www.grandhotelsanmichele.it
Loc. Bosco 8/9
87022 Cetraro (CS), Italy

Email: direzione@sanmichele.it
Phone: + 39 0982 91012

Conference Fees and Registration:

PRICES (in EUROS)	Early bird registration till 1 June, 2018	Late registration after 1 June, 2018
Presenter	350	450
Non-presenter	450	550
Ph.D. student	250	300
Companion rate	100	100
Day rate	150	200

