

Monday, May 19

- 5:00 pm – 8:00 pm **Registration** (BU School of Management Atrium, 595 Commonwealth Avenue)
- 6:00 pm – 8:00 pm **Welcome Reception** (School of Management, Kenmore Conference Room, 9th Floor)

Tuesday, May 20

- 8:00 am – 12:00 pm **Registration Continues** (SMG 426/428, 4th Floor)
- 8:00 am – 8:45 am **Breakfast**
- 8:45 am – 9:00 am **Welcoming Remarks: Dean Ken Freeman BU School of Management**
- 9:00 am – 10:30 am **Paper Session 1 Sharing Control of the Brand**
Session Chair: Mike Breazeale
*Brand Remixing: the Nokia 820 Case – **Aric Rindfleisch** and **Matt O’Hern***
*Brand Consensus and Multivocality: Disentangling the Effects of the Brand, the Consumer, and the Consumer-Brand Relationship on Brand Meaning – **Claudio Alvarez***
*Post-Purchase Co-Creation: The Value of Co-Creation Creators, Co-Creation Consumers, and Core Product Users – **Keith Smith**, John Hulland and Andrew Stephen*
*You Decide, We Donate: Strengthening Consumer-Brand Relationships through Cause-Related Marketing with Choice – **Alexander J. Kull** and Timothy B. Heath*
- 10:30 am – 10:45 am **Break**
- 10:45 am – 12:15 pm **Paper Session 2 Humanizing and Anthropomorphizing Brands**
Session Chair: Jill Avery
*The Human Brand: What Social Psychology Teaches Us about Brand Perception – **Nicolas Kervyn***
*Brand-Animal-Archetype-Me Manifestation Model (BAAMM) of Consumer Motivation – **Stephen Lloyd** and Arch Woodside*
*How (In)Authentic Brand-Congruent Behavior of Frontline Employees Affects Customer-Brand Relationships – **Birgit Löhndorf** and Adamantios Diamantopoulos*
*Brand Compatibility and Power in Close Relationships – **Danielle Brick**, Gráinne Fitzsimons, Tanya Chartrand, and Gavan Fitzsimons*
- 12:15 pm – 1:00 pm **Lunch**
- 1:00 pm – 2:00 pm **Academic Keynote: Kay Lemon, Boston College**
Coming to Grips with Connected Customers: Capitalizing on the Constantly Changing New Normal

- 2:00 pm – 3:00 pm **Snap Talks Session 1 #BrandsOnline**
Session Chair: Markus Giesler
- Marketing Communications in Social Network Games: Promotional Design Considerations in the Online Era* – **Ginger Killian** and John Hulland
Saturated Nation; Online Brand Communities' Addiction and Its Effect on Consumer-Brand Relationships – Zahy Ramadan and **Ibrahim Abosag**
Being a Likeable Braggart: Using Brand Mentions for Self-Presentation on Twitter – **Tejvir Sekhon**, Barbara Bickart, Remi Trudel, and Susan Fournier
The Brand Misfit: Exploring Paradoxical Brand-Resisting Practices in Social Media – **Rikke Duüs**, Muditha Cooray, and Andrea Davies
The Effect of Time of Message on the Emotional Content of Word-of-Mouth – **Cansu Sogut**, Barbara Bickart, and Frederic Brunel
- 3:00 pm – 3:30 pm **Break**
- 3:30 pm – 4:15 pm **Practitioner Keynote: Juan Pablo Carrero, Ed Lebar, and Max Blackston, BlackBar Consulting**
Assessing Cross-Cultural Consumer Brand Relationships Efficacy: USA and Mexico
- 4:15 pm – 5:25 pm **Paper Session 3 Brands and Consumers Behaving Badly**
Session Chair: Susan Fournier
- When, Why, and How Consumers Forgive Brands: The Brand Forgiveness Model* – **Leigh Anne Donovan** and Joseph Priester
Understanding Brand Infidelity: Triadic and Dyadic Perspectives on Consumer Brand Relationships – Mansur Khamitov, Miranda Goode, and **Matthew Thomson**
Brand (In)Fidelity: When Flirting with the Competition Strengthens Brand Relationships – **Irene Consiglio**, Daniella Kupor, Michael Norton and Francesca Gino
- 5:25 pm – 5:45 pm **Official Conference Photo** (SMG Atrium)
- 6:30 pm **Dinner at No Name Restaurant** (meet in SMG Atrium)

Wednesday, May 21

- 7:30 am – 9:00 am **Breakfast** (SMG 426/428, 4th Floor)
- 7:30 am – 9:00 am **PhD Mentoring Sessions** (By Invitation Only, SMG 402 B, C, D)
- 9:00 am – 10:10 am **Paper Session 4 The Meaning and Management of Luxury Brands**
Session Chair: Robin Coulter
- Managing Human Luxury Brands* – Delphine Dion and **Eric Arnould**
Brand Tourism: How Non-Core Users Enhance the Brand Image by Eliciting Pride – **Silvia Bellezza** and Anat Keinan
Resonating Brands and Aesthetic Values: A Case Study of Chinese Brand Culture – **Jonathan Schroeder, Janet Borgerson**, and Zhiyan Wu

- 10:10 am – 10:30 am **Break**
- 10:30 am – 12:00 pm **Paper Session 5 Brand Management Potpourri**
Session Chair: Aric Rindfleisch
- Diluting or Reinforcing? The Impact of External Category Expansion Strategies on New Product Performance – Jake Hoskins and Abbie Griffin*
Corporate Endorsement – Who Cares? Endorsement Type and Consumer Needs as Moderators of the Effect of Token Endorsement – Andreas Strebinger
Cross-Cultural Differences in the Development and Deterioration of Consumer-Brand Connections – Tiffany Barnett White and Yoosun Hann
- 12:00 pm – 1:00 pm **Lunch**
- 1:00 pm – 1:45 pm **Snap Talks Session 2 What's Love Got to Do with It?**
Session Chair: Felicia Miller
- Consumer Society as a Modern Lover's Happy Hunting Ground: A Year Inside the Seduction Community – Patrick Bilodeau and Jonathan Deschênes*
Brand Evangelists as Members of a Collective: Protecting the Brand in the Face of Counterfeits – Anna Jansson Vredevelde, Robin Coulter, and William T. Ross, Jr.
Brands as Socially-Mediated Processes – Andrea Hemetsberger and Hans Mühlbacher
Is Brand Love a Social Problem? – Aaron Ahuvia and Phillip Rauschnabel
- 1:45 pm – 3:15 pm **Paper Session 6 Cultural Perspectives on Branding**
Session Chair: Jonathan Schroeder
- Branding Now: New Tactics and Strategies for a Revolution in the Works – Grant McCracken*
"Eh girls, Let's play, we are in a restaurant! Imagine we're going to McDonald's™". Brands as Social and Cultural Resources in Children's Peer Culture – Valerie Hemar-Nicolas and Angelique Rodhain
Nostalgia, Brands and Relationships: Cultural Chains of Memory – Sandy Bulmer and Margo Buchanan-Oliver
Managing Consumer-Brand Relationships in the Age of Conscious Capitalism – Markus Giesler and Ela Veresiu
- 3:15 pm – 4:15 pm **Future of Branding Panel**
Discussion Leader: Susan Fournier
- Aaron Ahuvia
Eric Arnould
Anders Bengtsson
Markus Giesler
Grant McCracken
Jonathan Schroeder
- 4:15 pm – 4:30 pm **Awards and Closing Ceremony**