In May 2018, the 13th Global Brand Conference (GBC) will be hosted by Newcastle Business School, Northumbria University. We are an AACSB and EPAS accredited modern business school with over 25 year’s track record in higher education, based in the heart of the historic and vibrant city of Newcastle Upon Tyne.

The Global Brand Conference of the Academy of Marketing’s Brand Identity and Corporate Reputation Special Interest Group, has developed a reputation for being one of the world’s leading academic conferences on branding in the last fifteen years. At this event, top branding experts from around the world come together to debate and develop the state-of-play in branding theory and application.

Conference Chair: Dr. Vignesh Yoganathan
Northumbria University

Conference Co-chair: Prof. Fraser McLeay
Northumbria University

SIG Chair: Prof. Stuart Roper
University of Bradford

Conference Dates: 2nd-4th May 2018

Conference Venue: Newcastle Business School, Northumbria University
City Campus East 1
Newcastle upon Tyne NE1 2SU
United Kingdom

Conference Website: www.northumbria.ac.uk/about-us/news-events/events/2018/05/global-brand-conference-2018/
Today's cutting edge advances in digital marketing are invariably coupled with responsibility for social justice; e.g. the move to curb fake news amidst proliferation of social media. Modern brands do not create, or indeed control, most of the conversation surrounding them, and a multitude of platforms proffer a diversity of expressions (Smith et al., 2012). Previous research has particularly highlighted the impact of User Generated Content (UGC) on sales (Dhar and Chang, 2009; Tang et al., 2014), consumer behaviour (Presi et al., 2014; Ye et al., 2011), and stakeholder-perceptions (Haigh and Wigley, 2015; Thakur et al., 2013). More recently, a responsible approach to digital marketing has been advocated by researchers, in parallel to industrial tendencies in the same direction, examining perspectives of employees (Cervellon and Lirio, 2017; Hansen and Levin, 2016; Huang and Liu, 2017; Walsh et al., 2016) as well as customers (Terlutter and Capella, 2013; Verhellen et al., 2014).

Branding in the Digital Age: Innovation & Responsibility

In the context of increasing digitalisation, from a research and pedagogic point of view, this is an important and exciting time to reflect on past developments as well as look ahead to the future of branding. Hence, the 13th Global Brand Conference will focus on the dual challenge for modern brands:

- In what innovative ways can brands (and their identities) be managed in a digital world, where the conversation surrounding them is not always created, or controlled, by the brand-owner?
- What responsibilities does a successful brand face in the digital age, when attempting to maintain a strong identity, and good reputation?

We invite original research and in-depth conceptual papers, especially addressing the above challenges, as well as those focusing on a broad range of other topics within Brand, Identity, and Corporate Reputation. Best papers presented in the conference will be considered for publication in the conference special issue, which will be announced soon.

**Deadline for paper submission**: 3rd November 2017 (decisions will be announced by week commencing 18th Dec 2017).

For further enquiries, please contact:

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**Telephone**: +44 (0)191 227 3321  
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*THE 13TH GLOBAL BRAND CONFERENCE*

**Branding in the Digital Age: Innovation & Responsibility**

**Conference Theme and Call for Papers:**

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List of References


