



Brand Management Track

Brand management entails strategic directions and creative management of brands to build reputation, brand equity, and customer loyalty. In this track, we welcome research papers in, but not limited to, the following areas:

- ✓ Theoretical approaches to understanding of brand management
- ✓ Current thinking on creating, measuring, and evaluating brand value and reputation
- ✓ Customer loyalty and emotional connections with brands
- ✓ Methods and techniques for managing brands
- ✓ Societal impacts of branding strategy
- ✓ Perspectives on global branding

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fields include 1) Brand Equity, with emphasis on brand relationship quality, brand personality and brand extension, country brand equity and brand origin; 2) Consumer Behavior, with emphasis on influence mechanism of cultural values (eg. , power distance, time orientation) and Confucian values; 3) China Marketing, with emphasis on brand revitalization, generationdifference and intergenerational influence, attitude toward “Made-in-China”.