STRONG BRANDS, STRONG RELATIONSHIPS
BBR 2015 ACCELERATOR WORKSHOP

Boston University Questrom School of Business
Thursday, May 21 - Friday, May 22
Boston, Massachusetts
TABLE OF CONTENTS

Welcome from the Conference Organizers & IBBR Principles ........................................... 2
Conference Sponsors ........................................................................................................... 3
Conference Organizers ....................................................................................................... 4
Conference Program ........................................................................................................... 5
Participant Bios .................................................................................................................. 10
Participant Contact Information.......................................................................................... 42
Acknowledgements ............................................................................................................. 43

STAY CONNECTED. Visit our website, read the newsletter, and follow us on social media to stay up-to-date on everything happening at the Institute for Brands and Brand Relationships (IBBR).

www.BrandRelationships.org
@BBRInstitute
facebook.com/BrandRelationships
http://bit.ly/BBRLinkdIn
A WELCOME FROM THE CONFERENCE ORGANIZERS & IBBR PRINCIPALS

It is our great pleasure to welcome you to the BBR Accelerator 2015 at the Boston University Questrom School of Business. BBR 2015 Accelerator conference is a showpiece event for the newly launched Institute for Brands and Brand Relationships (IBBR at http://www.brandrelationships.org/), a not-for-profit international learning organization dedicated to uniting academics and practitioners in the mission of developing and advancing the branding and consumer-brand relationships sub-disciplines of marketing. The goals of the event are to:

• Foster and encourage the work of early-stage researchers with work on brands and brand relationships.
• Enable networking among researchers whose work has formed the underpinnings of this domain and the new crop of researchers who will together shape the future direction of this research.
• Ensure that the future of this research stream is built upon appropriate foundations.
• Support more rapid expansion and dissemination of research to a broader audience base.
• Promote exchange of ideas and research collaborations across institutions, geographies and method/disciplinary lines.
• Generate new research ideas that will expedite the advancement of brand and brand relationship understanding.
• Create a strong basis for a community of researchers who will ensure the growth and expansion of this sub-discipline.
• Generate submissions for a third edited book to be compiled and edited by IBBR and published through Routledge.

To deliver against developmental and mentorship goals, acceptances are limited and the conference size constrained with a total of twelve (12) accepted mentee applicants and fifteen (15) mentors. Mentee slots are open to any doctoral students, post-docs, or junior faculty (one to three years post degree) with interests in the study of consumer behavior as it relates to brands and brand relationships. Accepted Mentees were selected through rigorous review of the IBBR Fellows panel who considered the quality of ideas and felt opportunity for advancement of the work through mentorship and guidance. Research topics for the 2015 Accelerator include a range of theoretical perspectives and diverse methodological approaches dedicated to understanding, creating, nurturing, managing, and leveraging brands and brand relationships.

The signature design element for the workshop is Mentor-Mentee pairings that encourage interdisciplinary thinking and a focus on substantive branding and brand relationship issues. Four-on-one advising sessions allow mentees to identify and address their own concerns about their research and receive feedback from mentors that is designed to advance their research in ways that will produce maximum impact on both the discipline and practice while enhancing publication possibilities. Accepted mentees are partially funded by IBBR and receive waivers of conference registration and dinner fees to support their attendance. BBR Mentors also receive registration waivers and meals support as compensation for service to the community.

BBR Fellows are an elite group of researchers well versed in brand and brand relationship research. The inaugural BBR Fellows are: Pankaj Aggarwal, University of Toronto; Eric Arnould, University of Southern Denmark; Janet Borgerson, Rochester Institute of Technology; Robin Coulter, University of Connecticut; Deborah Roedder John, University of Minnesota; Rob Kozinets, York University; Aric Rindfleisch, University of Illinois; Hope Schau, The University of Arizona; Jonathan Schroeder, Rochester Institute of Technology; Scott Thompson, University of Georgia; and Matt Thomson, Ivey Business School. Also serving as Mentors are Guest Faculty, IBBR Board Members, and corporate partners: Anat Keinan, Harvard Business School; Dhruv Grewal, Babson College; Susan Fournier, Boston University; Mike Breazeale, Mississippi State University; Jill Avery, Harvard Business School; John Wittenbraker, GfK; Stephen Springfield, Sentient Decision Sciences, and Ed Lebar, BlackBar Consulting.

We express our grateful thanks to all mentors who participated in the process of systematically reviewing and selecting submissions and to Questrom School of Business, GfK, MSI, and ACR for their financial support. We wish you a great conference, an enjoyable stay in Boston and we look forward to meeting each one of you individually.
CONFERENCE SPONSORS

Boston University Questrom School of Business

GfK

Association for Consumer Research

MSI Marketing Science Institute
**Jill Avery** is Treasurer and Director of IBBR, and a Senior Lecturer at Harvard Business School where she teaches Branding + Different and Field Immersion Experiences for Leadership Development. Jill’s research focuses on brand management and customer relationship management issues. Her research on online brand communities won the Harvard Business School Wyss award for excellence in doctoral research and a Marketing Science Institute Best Paper award. Her work has been published in Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing, International Journal of Research in Marketing, Harvard Business Review, MIT Sloan Management Review, Business Horizons, Journal for the Advancement of Marketing Education, and European Business Review. She has written a series of teaching cases on branding that are available from Harvard Business School Publishing. Prior to her academic career, Jill spent nine years managing brands for Gillette, Braun, Samuel Adams, and AT&T, and spent three years on the agency side of the business, as an account executive managing consumer promotions for Pepsi, General Foods, Bristol-Myers, and Citibank. She received a DBA from Harvard Business School, an MBA from the Wharton School, and a BA from the University of Pennsylvania.

**Michael Breazeale** is Secretary and Director of IBBR and Assistant Professor of Marketing at Mississippi State University. His primary areas of research encompass consumer-brand connections, retail atmospherics, the consumption of experiences, and emotional branding. Mike has published articles in Journal of Retailing, International Journal of Market Research, Marketing Management Journal, and Journal of Business Research, and has made numerous conference presentations relating to his research. He has won multiple awards for both teaching and research, and serves as reviewer for several top marketing journals. Mike is also one of Social Media Marketing Magazine’s Top 100 Marketing Professors on Twitter and a Top Web Savvy Professor according to Best Universities Online. He has performed consulting duties with clients as diverse as Millward Brown Optimor and the U.S. Military, is a founding member this conference, co-editor of the book, Consumer-Brand Relationships: Theory and Practice (Taylor and Francis 2012) and of the forthcoming Strong Brands Strong Relationships (Taylor and Francis 2015).

**Susan Fournier** is President and Chair of the IBBR Board, Questrom Professor of Management and Faculty Director of the MBA Program at Boston University. Susan’s research explores the creation and capture of value through branding and brand relationships. Current projects explore the links between brand strategy and shareholder value, management of person-brands, attachment style effects on relationship quality, brand relationship measurement systems, and brand relationship development processes. Susan’s work has been recognized with seven awards, including the Long-Term Contribution Award in Consumer Research. She is an Editorial Board member of the Journal of Consumer Research, Journal of Marketing, and Marketing Theory, Senior Consulting Editor for the Journal of Brand Management, Senior Advisory Board Member of the Journal of Product and Brand Management, and At-Large Director of the Association for Consumer Research. Susan previously served on the faculties of Harvard Business School and Dartmouth. She maintains a range of consulting assignments to inform her teaching and research, including a partnership with GfK to commercialize her brand relationship frameworks. Her PhD is from the University of Florida.
7:30 am – 9:45 am  Registration and Breakfast  
(Questrom School of Business 426, 4th floor, 595 Commonwealth Avenue)

8:00 am – 9:30 am  IBBR Fellows Board Meeting  
(Questrom 424; by invitation only)

9:45 am – 10:00 am  Welcoming Remarks  
Susan Fournier, President and Chairman Institute for Brands and Brand Relationships  
(Questrom 408, 4th floor)

10:00 am – 11:30 am  Mentee Presentation Session 1: Brands and Consumers Taking Control  
(Questrom 408, 4th floor)  
Session Chair: Michael Breazeale, Mississippi State University

Consumer Response to Brand Appropriation  
Johnny Graham, Temple University

You Can’t Make Me, But You Should Try: Benefits of Controlling Behavior by Brands  
Lura Forcum, Indiana University

Knowledge is Power: The Impact of Control of Information on Brand Attitudes  
Jennifer Stoner, University of Minnesota

11:30 am – 1:00 pm  Mentee Presentation Session 2: Love, Hate, and the Anthropomorphized Brand  
(Questrom 408, 4th floor)  
Session Chair: Jill Avery, Harvard Business School

Do Brands Like Us? The Perceived Liking of the Brand for the Self and Brand Attraction  
Lora Harding, Belmont University

Love Thy Enemy – Exploring the Benefits of Brand Rivalry  
Johannes Berendt, German Sports University Cologne

I Need My Own Part! Effects of Anthropomorphic Product Presentations on Brand Choice of Complementary Goods  
He (Michael) Jia, University of Southern California

1:00 pm - 2:00 pm  Lunch  
(Executive Dining Rooms, Questrom 426, 4th Floor)
2:15 pm – 3:45 pm  **Mentee Presentation Session 3: The Relationship Evolves**  (Questrom 408, 4th floor)  
Session Chair: Ed Lebar, BlackBar Consulting

*Developing a Behavior-Based Measure of Online Brand-Engagement*  
Colin Campbell, Kent State University

*Where is this Relationship Going: Turning Points in Consumer-Brand Relationships*  
Claudio Alvarez, Boston University

*Ripple Effects: The Development of Relationships between Small Groups*  
Colleen Harmeling, University of Washington

3:45 pm - 4:00 pm  **Break**

4:00 pm – 5:30 pm  **Mentee Presentation Session 4: Context is Everything**  
(Questrom 408, 4th floor)  
Session Chair: John Wittenbraker, GfK

*Shared and Connected: Interpersonal Relationships and Shared Brands*  
Selcan Kara, University of Connecticut

*Multicultural, Not Multinational: Branding Insights from Emerging Markets*  
Eva Kipnis, Coventry University

*Louis Vuitton and Conservatism: How Luxury Consumption Influences Political Attitudes*  
Yajin Wang, University of Minnesota

5:45 pm  **Conference Photo**  
(Questrom Atrium)

6:00 pm  **Dinner at Summer Shack**  
(Meet in Questrom Atrium and walk to 50 Dalton Street)
7:00 am – 8:00 am  Breakfast
(Questrom 426, 4th Floor)

8:00 am - 9:15 am  Mentoring Session 1 (for Invited Mentee and Mentor Participants Only)
(Check in at your assigned room)

  Ripple Effects: The Development of Relationships between Small Groups
  Colleen Harmeling, University of Washington (Questrom 416K)
  Mentors: Susan Fournier, Hope Schau, Scott Thompson, John Wittenbraker

  Knowledge is Power: The Impact of Control of Information on Brand Attitudes
  Jennifer Stoner, University of Minnesota (Questrom 416L)
  Mentors: Pankaj Aggarwal, Dhruv Grewal, Robin Coulter, Ed Lebar, Jill Avery

  Consumer Response to Brand Appropriation
  Johnny Graham, Temple University (Questrom 416Q)
  Mentors: Eric Arnould, Janet Borgerson, Rob Kozinets, Deborah Roedder John

  You Can’t Make Me, But You Should Try: Benefits of Controlling Behavior by Brands
  Lura Forcum, Indiana University (Questrom 416T)
  Mentors: Matt Thomson, Jonathan Schroeder, Aric Rindfleisch, Steve Springfield,
  Mike Breazeale

9:15 am - 9:45 am  Break

9:45 am - 11:00 am  Mentoring Session 2 (for Invited Mentee and Mentor Participants Only)
(Check in at your assigned room)

  Do Brands Like Us? The Perceived Liking of the Brand for the Self and Brand Attraction
  Lora Harding, Belmont University (Questrom 416K)
  Mentors: Pankaj Aggarwal, Deborah Roedder John, Eric Arnould, Susan Fournier, Ed Lebar

  Shared and Connected: Interpersonal Relationships and Shared Brands
  Selcan Kara, University of Connecticut (Questrom 416L)
  Mentors: Matt Thomson, Aric Rindfleisch, Anat Keinan, Dhruv Grewal, Steve Springfield

  Where is this Relationship Going: Turning Points in Consumer-Brand Relationships
  Claudio Alvarez, Boston University (Questrom 416Q)
  Mentors: Robin Coulter, Janet Borgerson, Hope Schau, John Wittenbraker

  Love Thy Enemy – Exploring the Benefits of Brand Rivalry
  Johannes Berendt, German Sports University Cologne (Questrom 416T)
  Mentors: Scott Thompson, Rob Kozinets, Jonathan Schroeder
<table>
<thead>
<tr>
<th>Time</th>
<th>Session Title</th>
<th>Location</th>
<th>Chair/Presenter</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:45 am – 11:00 am</td>
<td>Optimizing Value as a Branding Academic</td>
<td>Questrom 408, 4th floor</td>
<td>Session Chair: Jill Avery, Harvard Business School</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Branding in the Classroom</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Jill Avery, Harvard Business School</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Building your Personal Brand</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Michael Breazeale, Mississippi State University</td>
</tr>
<tr>
<td>11:00 am – 11:15 am</td>
<td>Break</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:15 am - 12:30 pm</td>
<td>Mentoring Session 3 (for Invited Mentee and Mentor Participants Only)</td>
<td>Check in at your assigned room</td>
<td><strong>I Need My Own Part! Effects of Anthropomorphic Product Presentations on Brand Choice of Complementary Goods</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>He (Michael) Jia, University of Southern California (Questrom 416K)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Mentors</strong>: Pankaj Aggarwal, Matt Thomson, Deborah Roedder John</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Multicultural, Not Multinational: Branding Insights from Emerging Markets</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Eva Kipnis, Coventry University (Questrom 416L)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Mentors</strong>: Janet Borgerson, Eric Arnould, Jonathan Schroeder, Ed Lebar</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Developing a Behavior-Based Measure of Online Brand-Engagement</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Colin Campbell, Kent State University (416Q)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Mentors</strong>: Scott Thompson, Anat Keinan, Dhruv Grewal, John Wittenbraker</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Louis Vuitton and Conservatism: How Luxury Consumption Influences Political Attitudes</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Yajin Wang, University of Minnesota (Questrom 416T)</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>Mentors</strong>: Robin Coulter, Hope Schau, Aric Rindfleisch, Jill Avery</td>
</tr>
<tr>
<td>11:15 am - 12:30 pm</td>
<td>Disruption and Evolution in Teaching and Research</td>
<td>Questrom 408, 4th floor</td>
<td><strong>Physician Heal Thyself: Managing Disruption in Business Schools</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Paul Carlile, Senior Associate Dean of Curriculum and Innovation, Questrom School of Business</td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td><strong>How Firms Commercialize Brand Relationship Theory</strong></td>
</tr>
<tr>
<td></td>
<td></td>
<td></td>
<td>Stephen Springfield, Senior Vice President, Sentient Decision Science</td>
</tr>
</tbody>
</table>
12:30 pm – 1:30 pm  Lunch
(Questrom 426, 4th floor)

1:30 pm – 3:15 pm  The Fellows Speak
(Questrom 408, 4th floor)
Session Chair: Mike Breazeale, Mississippi State University

You’re Not Fooling Anyone: How Social Feedback Affects Moral Disengagement and Purchases of Counterfeit Luxury Goods
Deborah Roedder John, University of Minnesota

Community Participation and C2C Helping: Does Participation Reduce the Likelihood to Help?
Scott Thompson, University of Georgia

Facing Dominance: Anthropomorphism, Product Face Ratios, and Consumer Preferences
Pankaj Aggarwal, University of Toronto

The Ghosts of Dead Brands
Hope Schau, University of Arizona

3:15 pm – 3:30 pm  Closing Remarks
(Questrom 408, 4th floor)

*Program Subject to Change
Claudio Alvarez

PhD Candidate Boston University Questrom School of Business and Future Assistant Professor at Baylor University

Claudio is interested in research questions related to brand meaning that have strategic implications to marketing practice. His two major streams of research involve consumer-brand relationships and brand idiosyncrasy. For example, he is currently investigating how consumer-brand relationships change over time and which managerial actions make brand meaning more idiosyncratic. Prior to his PhD, he worked for seven years in the strategy consulting firm Monitor. Claudio joins the faculty of Baylor University as an Assistant Professor in the Fall of 2015.

Selected Publications and Working Papers:


**Johannes Berendt**  
*PhD student, German Sports University of Cologne*

Johannes’ research focuses on the element of rivalry and conflict between brands. The 33-year-old, who holds a diploma in business management (Bielefeld University), worked as a European correspondent for ESPN SportsTicker, the Press Association and NBA.com between 1999 and 2009. He then served four years as Global Head of PR for Team Sauerland, Europe’s biggest boxing promoter, before starting his PhD in 2013. He is exploring whether the concept of rivalry can help companies to manage their brand communities and build brand identity.

**Select Publications and Working Papers:**


Colin Campbell
Assistant Professor of Marketing and Entrepreneurship, Kent State University

At a broad level, Colin examines how the internet, social media, and mobile devices affect marketing theory and practice. His current research examines the impact of social media on advertising and marketing strategy. He is currently working on research to develop a consumer-brand engagement scale and also test both the antecedents and consequences of consumer-brand engagement. He is also researching native advertising, hoping to not only better understand this new advertising form, but also its impact on consumers.

Select Publications and Working Papers:


Campbell, Colin and Lawrence Marks (2015), ”Good Native Advertising Isn’t a Secret”


Lura Forcum  
*Doctoral candidate in Marketing at Indiana University*

Lura is a fifth year doctoral student at Indiana. Her research explores why consumers sometimes respond to brands as if they were people and the outcomes of doing so. Her dissertation examines how controlling behavior by brands leads consumers to attribute a mind to the brand. Consequently consumers feel greater care and concern for the brand because it possesses a humanlike mind. This work has received dissertation awards from the Marketing Science Institute, Society for Marketing Advances, and Academy of Marketing Science / Mary Kay. Her work has appeared in the *Journal of Management* and the *SAGE Handbook of Memory*.

**Select Publications and Working Papers:**

Lura Forcum, Shanker Krishnan, “You can’t make me, but you should try: benefits of controlling behavior by brands”


Lura Forcum, Ashok K. Lalwani, “Does a Dollar Get You a Dollar’s Worth of Merchandise? The Impact of Power Distance Belief on Price-Quality Judgments”

Johnny Graham is a 3rd year marketing PhD student and Future Faculty Fellow in the Fox School of Business at Temple University. His research interests concern brand communities and co-created brand meaning in online environments. Prior to joining the PhD program, Johnny earned a bachelor’s degree and MBA from the University of Maryland-College Park. His previous managerial experience comes from the consulting industry, as the co-founder of strategy consulting firm Graham & Peters.

**Select Publications and Working Papers:**


Lora Harding
Assistant Professor of Marketing at Belmont University

Lora Mitchell Harding is an assistant professor of marketing at Belmont University. She received her Ph.D. from the Kellogg School of Management, Northwestern University in 2011. Her primary research interest is in the area of consumer-brand relationships, in particular, whether, when and how consumers come to perceive that brands like (or dislike) them and the implications of those perceptions for consumer judgment and behavior. Prior to entering academia, she worked for eight years as an account executive and consumer research manager at The Buntin Group, a full-service advertising agency in Nashville, Tennessee. Her clients included the United Methodist Church (international denomination), Chinet disposable plates, Odom’s Tennessee Pride Sausage, O’Charley’s Restaurants, Tennessee Valley Authority and BlueCross BlueShield of Tennessee.

Select Publications and Working Papers:


Colleen Harmeling
Assistant Professor of Marketing at Florida State University

Before joining Florida State University, Colleen was a Postdoctoral Research Fellow for the University of Washington’s Center for Sales and Marketing Strategy. She received her Ph.D. in Marketing and International Business from Saint Louis University in 2014 and her M.B.A. from the University of Tampa in 2006. She joined the research team at the University of Washington in August of 2014. Before entering academia, Colleen worked as the community relations manager for Barnes and Noble where she specialized in event marketing, sales management, customer relationship development, and government contracting. Colleen has additional experience working in non-profit marketing, sponsorship management, and trade show marketing. Colleen’s research focuses on customer relationship development, managing key events, and facilitating customer engagement and brand advocacy. Colleen’s research has appeared in peer reviewed marketing journals and has been presented at numerous marketing conferences. Colleen has taught numerous undergraduate and graduate marketing courses including Marketing Strategy, Marketing Management, Consumer Behavior, and Market Research.

Select Publications and Working Papers:


He (Michael) Jia

Ph.D. Candidate in Marketing at University of Southern California

He (Michael) Jia is a Ph.D. candidate in marketing at the Marshall School of Business, University of Southern California. His research mainly focuses on how visual cues in product designs (e.g., cuteness) and product displays (e.g., display speed, display size, and anthropomorphic presentation) in video and print ads influence consumer responses. He is particularly interested in the impacts of these visual cues on consumers’ various post-acquisition decisions, including brand choice of complementary goods for an already-owned product and willingness to retain an already-owned product, which have broad implications for increasing brand profitability and strengthening brand attachment.

Select Publications and Working Papers:


Selcan Kara
*Doctoral Candidate in Marketing at the University of Connecticut*

Selcan’s research broadly explores consumer behavior towards branding on two aspects, cognitive and relational; specifically, focuses on number processing, cross-linguistic variations in number processing, brand and interpersonal relationships, and self-concept related brand consumption. Because some part of her dissertation focuses on the effect of language on consumers’ number cognition that influences alphanumeric brand evaluations, Selcan received the CIBER International Business Dissertation Scholarship in 2015.

**Select Publications and Working Papers:**


Selcan Kara, University of Connecticut, Anna J. Vredeveld, University of Connecticut, “Shared and Connected: Interpersonal Relationships and Shared Brands”
Eva Kipnis
Senior Lecturer in Marketing at Coventry Business School, Coventry University

Eva’s research interests lie in the fields of multicultural marketplaces and transformative business research, with specific focus on: 1) multicultural people – their identity projects and consumption; 2) multicultural branding – approaches and implications; 3) organizations in multicultural marketplaces; and 4) brands in illicit market contexts. In her previous life Eva worked in Kazakhstan as a marketing manager and consultant advising companies such as Mittal Steel (now Arcelor Mittal), Mobil Oil and a range of retail brands on marketing strategies in Kazakhstan.

Select Publications and Working Papers:


Jennifer L. Stoner
Consumer Behavior Doctoral Candidate at the University of Minnesota

Jennifer’s dissertation, under the guidance of Carlos J. Torelli, researches how consumers perceive of power in brands and specifically examines how perceptions of market dominance are formed and impact brand attitudes. Her broader research interest includes brand relationships, brand personality, and power and social hierarchies. Her work has been published in Organizational Behavior and Human Decision Processes and presented at conferences for the Association of Consumer Research, American Marketing Association, and Society for Consumer Psychology.

Select Publications and Working Papers:


Jennifer L. Stoner, Carlos J. Torelli (2015), “Knowledge is Power: The Impact of Control of Information on Brand Attitudes”

Yajin Wang

Ph.D. Candidate at the University of Minnesota and Future Assistant Professor of Marketing at University of Maryland

Yajin is a fifth year Ph.D. candidate at the University of Minnesota, and she will join in the University of Maryland as an assistant professor of marketing in the fall of 2015. Her current research interests include luxury brands and conspicuous consumption, social influence and brands, and interpersonal relationships. Her research has been published in Journal of Consumer Research and Psychological Science, and has been covered in the New York Times, Wall Street Journal, and Harvard Business Review. Her dissertation examines the psychological and behavioral consequences of the consumption of luxury products. Prior to entering the Ph.D. program, Yajin received a B.A. in Journalism and Sociology at Peking University in China, and a Master in mass communication from the University of Minnesota. Her industry experience includes a position as an associate consultant at Bain & Company.

Select Publications and Working Papers:


Pankaj Aggarwal

Professor of Marketing at University of Toronto

Pankaj received his Ph.D. from the Graduate School of Business, University of Chicago in 2002 and his doctoral dissertation on consumer-brand relationships won the Marketing Science Institute’s Alden G. Clayton Award for best dissertation in 2000. His primary research interest is in studying ‘brands-as-people’, specifically conducting research on consumer-brand relationships and brand anthropomorphism. He also studies issues related to culture, time, and money. His research has been published in leading marketing and psychology journals such as the *Journal of Consumer Research, Journal of Marketing Research, Psychological Science,* and *Journal of Consumer Psychology,* and he serves on the editorial boards of the *Journal of Consumer Research* and the *Journal of Consumer Psychology.* Prior to entering academia, he was Vice President at J. Walter Thompson Advertising, heading its New Delhi office.

**Selected Publications and Working Papers:**


Eric Arnould
*Professor at the University of Southern Denmark*

Eric has pursued a career in applied social science since receiving his BA in 1973. While enjoying the challenges of working as a consultant in agricultural, marketing systems, and natural resource management in more than a dozen West African nations between 1975 and 1990, he earned a Ph.D. in Economic Anthropology with a minor in Archaeology (1982), and pursued a postdoctoral fellowship in the Marketing Department (1982-1983), all at the University of Arizona. Eric’s research on consumer culture theory, services marketing, marketing & retail strategy, and marketing in developing countries appears in over 90 articles and chapters in major social science and managerial periodicals and books, including *Journal of Consumer Research, Journal of Marketing, Journal of Retailing, Human Organization,* and *Journal of Marketing Research.* Eric has served on several journal review boards and as an Associate Editor of *Journal of Consumer Research.* Eric also has benefited from teaching students on four continents. Eric has consulted for a number of interesting public and private sector entities.

**Selected Publications and Working Papers:**


Jill Avery
Senior Lecturer at Harvard Business School


**Selected Publications and Working Papers:**


Janet Borgerson
Visiting Scholar, Rochester Institute of Technology

Janet works on questions at the intersections of philosophy, business, and culture, particularly around issues of identity and relationships. She is co-author of *From Chinese Brand Culture to Global Brands* (Palgrave Macmillan 2013). Her PhD students have worked on brand trust, Chinese brand development, and identity in organizations. She studied philosophy, economics, and writing at University of Michigan, Ann Arbor, and earned a Ph.D. (Philosophy) from University of Wisconsin, Madison, completing postdoctoral work at Brown University, and receiving fellowships from Cranbrook Institute and Harvard School of Public Health. She earned a Docent degree in Business Administration from Stockholm University, where she was Associate Professor of Marketing, before moving to University of Exeter as Associate Professor of Philosophy and Management. Her research has appeared in a broad range of journals, such as *Journal of Marketing Management, European Journal of Marketing*, and *Philosophy Today*. She has held visiting positions at Walailak University, Thailand; Shanghai Institute for Foreign Trade; and the University of Auckland. She serves on the Editorial Review Board of *Consumption Markets and Culture*, and the Board of Trustees at Eastman House International Museum of Photography and Film, for whom she also does brand consulting.

**Selected Publications and Working Papers:**


Michael Breazeale is a Marketing educator, researcher, and consultant. He received his Ph.D. from Mississippi State University in 2010 and previously taught at Indiana University Southeast and University of Nebraska at Omaha. His primary areas of research encompass consumer-brand connections, branding for nontraditional organizations, the consumption of experiences, and retail atmospherics. Published in journals including *International Journal of Market Research, Marketing Management Journal, Journal of Retailing, and Journal of Business Research,* and with numerous conference presentations relating to his research, Mike has won multiple awards for both teaching and research, and serves as reviewer for several top marketing journals. Mike has performed consulting duties with clients as diverse as Millward Brown Optimor and the U.S. Military, and is a founding member and organizer of the Brands & Brand Relationships conference and Institute, and contributes significantly to this annual gathering of marketing scholars and practitioners from around the globe. Mike is co-editor of *Consumer-Brand Relationships: Theory and Practice* (2012) and *Strong Brands, Strong Relationships* (2015).

**Selected Publications and Working Papers:**


Selected Publications and Working Papers:


Susan’s research explores the creation and capture of value through branding and brand relationships. Current projects explore the links between brand strategy and shareholder value, management of corporeal person-brands, attachment style effects on relationship quality, brand relationship measurement systems, and brand relationship development processes. Her work has been recognized with seven awards, including the Long-Term Contribution Award in Consumer Research. She is an Editorial Board member of the Journal of Consumer Research, Journal of Marketing, Marketing Theory, Journal of Business-to-Business Marketing, Senior Consulting Editor for Journal of Brand Management, Senior Advisory Board Member of Journal of Product and Brand Management, and At-Large Director of the Association for Consumer Research. She previously served on the faculties of Harvard Business School and Dartmouth and maintains a range of consulting assignments to inform teaching and research, including a partnership with GfK Research to commercialize her brand relationship frameworks. Her Ph.D. is from the University of Florida.

Selected Publications and Working Papers:


Fournier, Susan and Giana Eckhardt (2015), “When the Brand is a Person: Understanding and Managing the Corporeal Brand”


Dhruv Grewal
Toyota Chair in Commerce and E-Business and Professor of Marketing, Babson College

Dhruv’s research and teaching interests focus on the broad areas of value-based marketing strategies, retailing, pricing and services. He currently serves on numerous editorial review boards, such as Journal of Marketing, Journal of Consumer Psychology, Journal of the Academy of Marketing Science, and the advisory board for Journal of Retailing. He was awarded the 2013 University-wide Distinguished Graduate Alumnus from his alma mater Virginia Tech, the 2012 Lifetime Achievement Award in Pricing (AMA Retailing & Pricing SIG), the 2010 Lifetime Achievement Award in Retailing (AMA Retailing SIG), the 2005 Lifetime Achievement in Behavioral Pricing Award (Fordham University, November 2005) and the AMS Cutco/Vector Distinguished Educator Award in May 2010. He was co-editor of Journal of Retailing (2001-2007) and has coauthored several books: Marketing Research, Marketing, and M Series: Marketing and Retailing Management. He has won many awards for his teaching: 2005 Sherwin-Williams Distinguished Teaching Award, SMA, 2003 AMA, and Award for Innovative Excellence in Marketing Education, 1999 AMS Great Teachers in Marketing Award. With over 100 articles to his name, Dhruv is consistently ranked in the top 10 in terms of publications in the top marketing journals. He engages seminars and projects with numerous firms, such as Dell, IRI, TJX, McKinsey, and numerous law firms.

Selected Publications and Working Papers:


Deborah is known for her work in consumer branding, including research on brand dilution, brand extensions, self-brand connections, self-enhancement and brands, and brand measurement. Her current projects examine consumer behavior and luxury brands. Her work has appeared in the *Journal of Consumer Research, Journal of Marketing Research, Journal of Marketing*, and *Journal of Consumer Psychology*, and has received coverage in media outlets such as *The New York Times, MSN, Time*, and *AOL News*. She currently serves as an associate editor for the *Journal of Consumer Psychology*, is a member of the editorial boards of the *Journal of Consumer Research, Journal of Marketing Research*, and *Journal of Public Policy & Marketing*, and is a past-president of the Association for Consumer Research. Professor John teaches Brand Management at the undergraduate, MBA, and Executive Education levels. Her consulting activities include providing strategic guidance for branding issues and serving as an expert witness in trademark and brand dilution litigation. She holds a Ph.D. in marketing from Northwestern University.

**Selected Publications and Working Papers:**


Anat Keinan

Associate Professor of Business Administration, Harvard Business School

Anat Keinan received her Ph.D. in Marketing, with distinction, from Columbia Business School. Her research interests include Branding, Luxury Marketing, Symbolic Consumption, Consumer self-Control, Regret, Fairness and Ethics in Marketing, and the Consumption of Experiences. Professor Keinan is the winner of the 2011 JCR Ferber Award. Her work has been chosen by the New York Times as one of the "Best Ideas of 2006" and as a finalist for the Journal of Consumer Research 2009 and 2014 best paper awards. Her research on consumer behavior has been featured in hundreds of media outlets, including NPR, CNN, FOX, CBS, NBC, ABC, The Wall Street Journal, The New Yorker, Scientific American, BusinessWeek, Financial Times, and Forbes. She was named a Marketing Science Institute Young Scholar in 2013 and serves on the Editorial Review Board of JCR. In 2015 Professor Keinan was ranked by the American Marketing Association as one of the Top 50 most productive Scholars in the premier marketing journals in the past 5 years (2010-2014). Her research was recently selected for the JCR Research Curation on “Products as Signals” and the Research Curation on “Meaningful Choice”.

Selected Publications and Working Papers:


Robert V. Kozinets

Professor of Marketing at York University

Robert V. Kozinets is a globally recognized expert on social media, marketing, branding and innovation. Besides inventing netnography, he has authored and co-authored over 100 pieces of research on the technology, media, method, brands, and consumers. This includes four books, three of them Sage Method books. Currently, he is Associate Editor of the Journal of Consumer Research and the Journal of Retailing, an Academic Trustee of the Marketing Science Institute, and is on the Board of Directors of the Association for Consumer Research. On the industry side, he has extensive speaking, training, and consulting experience with a range of global companies and organizations, including HSBC, TD Banking and Financial Group, American Express, Merck, Sony, Nissan, eBay, Campbell Soup, and L’Oréal.

Selected Publications and Working Papers:


A 40 year veteran of marketing, Ed Lebar is a founding partner of BlackBar Consulting. Their focus is building consumer brand relationships. Their analytic models and creativity stress building customer franchises, improving pricing power and raising market valuation multiples. The foundation is working both parts of Consumer-Brand relationships: brand attributes and brand experiences. Ed was founder and CEO of BrandAsset® Consulting and the BAV model across all lines of business and around the world. Ed returned to Y&R in 1995 to help grow BrandAsset® Valuator into the largest brand model and database in the world. Ed also guided the development of all BAV alliances and joint ventures including Stern Stewart’s, BrandEconomics consultancy, Sequent Partners and partnerships with leading marketing science professors at the most renowned business schools in the country. Under Ed’s leadership, the BAV analytic group developed many proprietary products including MediaBAV®, BrandResonance® and Brand Elasticity, StarBAV®, BAV touch point analysis, and Brand Archetypes as well as multiple methods of valuing brands and branded businesses. Ed guest lectures at some of the most prestigious business schools in America. His book, The Brand Bubble, was voted third best business book by Amazon. Ed’s experience includes working with clients such as P&G, Kraft, AOL Time Warner, KFC, Kodak, and Wall Street Journal. Before his careers in marketing, finance and advertising, Ed was a professor of economics at CCNY and Finch College. He holds advanced degrees in economics from New York University and the University of Denver, and a BA from Syracuse University.

Selected Publications and Working Papers:


Aric Rindfleisch

John Jones Professor of Marketing at University of Illinois


Selected Publications and Working Papers:


Hope Jensen Schau
Professor of Marketing at University of Arizona

Hope earned her Ph.D., M.A. and M.B.A. from the University of California, Irvine, and her B.S. from California State Long Beach. She has published well-cited research on the impact of technology on marketplace relationships, branding, identity-salient consumption practices, and collaborative value creation. An award-winning instructor, she teaches marketing management, managing marketing communications, and social media marketing strategy in the Eller M.B.A. programs. She is a popular visiting scholar at institutions across the globe, including the University of Melbourne (Australia), the University of Hawaii, the University of Auckland (New Zealand), and Fundação Getúlio Vargas (Brazil).


Selected Publications and Working Papers:


Jonathan Schroeder
William A. Kern Professor of Communications in the School of Communication at Rochester Institute of Technology


Selected Publications and Working Papers:


Stephen Springfield
Sr. Vice President, Brand Consulting, Sentient Decision Science

Stephen leads the Brand Consulting Division for Sentient Decision Science. In this role, Stephen works with internal scientists as well as the broader academic community to apply the latest scientific human understanding to marketing practice. His responsibilities include synergizing academic research & observations from Sentient’s Subconscious Consumer Lab with the business challenges experienced by clients. By approaching marketing issues as expressions of human choice, Stephen is charged with building & monetizing consulting tools that are not based merely theoretical frameworks, but on foundational truths. Current topics of focus include: The role of self-identity in choice; in-group/out-group narratives as a means of representational re-description; and the harmonization of Neurobiological & Behavioral theories of preference. Prior to this role, Stephen held various positions over a 17-year career at a PepsiCo / Frito-Lay, where he led teams of internal strategists & consultants for some of the world’s largest ($1B+) brands. With Frito-Lay, Stephen created the category expansion strategy that enabled Doritos to expand beyond tortilla chips, he built both a portfolio strategy and analytics practice as well as PepsiCo’s global brand positioning framework, highlighted in the penultimate chapter of: Consumer-Brand Relationships: Theory & Practice. Prior to PepsiCo, Stephen spent five years at The Coca-Cola Company, four years as a small-business owner. Stephen holds a B.S. in Economics from the University of North Texas.

Selected Publications and Working Papers:

Dr. Thompson possesses an extensive background in information technology and research methodology and leverages these skills to conduct marketing research that involves the programmatic collection and analysis of large-scale, multi-year datasets of customer behavior within online environments. His research focuses on managerially impactful issues including how brand communities influence new product adoption, online consumer-to-consumer helping, the influence of word-of-mouth on the evaluation of promotions, and how to manage brand relationships in social media environments. His research has been published in leading marketing journals including the *Journal of Marketing, Journal of the Academy of Marketing Science, Marketing Letters*, and the *Journal of Interactive Marketing*. Dr. Thompson also specializes in teaching practical marketing research methods at the undergraduate level as well as doctoral seminars on consumer-generated content and social media marketing. He received his Ph.D. in Marketing from Arizona State University.

**Selected Publications and Working Papers:**


Matt Thomson
R.A. Barford Professor in Marketing at Ivey Business School, Western University

Matt trained as a consumer psychologist at the University of Southern California under the guidance of Debbie MacInnis and CW Park. His thesis work was inspired during a pick-up basketball game at Manhattan Beach when he noticed that one of the opposing players had a 3-D Nike swoosh tattooed on his back. This striking visual helped to focus his interests on what is now widely recognized as the consumer-brand relationship (CBR). Throughout his career, Matt has published works that contribute to marketers` understanding of CBRs. How should we measure their strength? Do CBRs provide companies with extra latitude to extend their brands? What happens when relationships go bad? Are there certain types of people who are more or less likely to seek out CBRs? What happens if we think of people as brands? Recent projects weave themes of cheating and authenticity into this CBR focus. His most recent projects examine how close interpersonal ties impact CBRs and word-of-mouth in the context of consumers` seeking special experiences. Most of Matt`s work is multi-method, combining surveys, experiments, semi-structured interviews, etc. Matt has written an eclectic mix of branding cases too. Matt is Director of the PhD program at Ivey and sits on the Editorial Review Board of JCP.

Selected Publications and Working Papers:


John Wittenbraker
Global Director of Innovation, Brand & Customer Experience, GfK

John has a dual role, directing innovation efforts in GfK’s Global Innovation and Digital and Global Brand and Customer Experience teams. His responsibilities include collaborations with academics, research institutes and other businesses to identify, develop and commercialize new methodologies and tools for understanding consumer experience. Current topics of focus include: biometric/neurometric measurement, social media analysis, application of social theory to brand management and digital/connected life. Prior to that, John was Managing Director of GfK Custom Research North America, Corporate Innovation and also responsible for GfK’s Research Center for Excellence (Marketing Science, Online Strategies and Sampling). Before that, he was the Managing Director of the North American Brand and Communications business. Trained as a social and quantitative psychologist, John has developed advanced models, analytic systems and methodologies to support marketing and brand management decisions. He has had broad experience across multiple sectors, including package goods, financial services, telecommunications, automotive, retail and consumer services. Prior to GfK, John was a Partner with ARBOR, Inc., a Philadelphia-based marketing research and consulting firm. John has a Ph.D. from the University of North Carolina—Chapel Hill and an AB from Wabash College.

Selected Publications and Working Papers:


Paul R. Carlile
Senior Associate Dean of Curriculum and Innovation, Associate Professor of Information Systems, Boston University Questrom School of Business

Professor Carlile founded two IT companies before he earned his Ph.D. at University of Michigan. He was a Professor of Organization Studies at MIT Sloan School of Management before he came to Boston University in 2005. The overall theme in his research has focused on how knowledge is developed and managed in contexts where cross-domain innovation is desired. Paul takes a “practice based” approach and focuses on the artifacts that actors use and develop to understand the sources of and barriers to cross-domain innovation. He has empirically examined these issues in the development of software to new drug treatments and in community based settings to large industrial firms. The purpose of this breadth of work has been to develop a set of design principles to explain and better facilitate cross-domain innovation in a variety settings. Carlile has also been teaching executives for over 15 years. At MIT he developed small customized programs focusing on important skills in managing group and organizational dynamics for Arvin Meritor, Ford, John Deere, Microsoft, United Technologies and Xerox. He co-developed the curriculum for the Projects Academy, an internationally acclaimed Executive Education program, for BP. Paul runs the Advanced Sales Leadership Program for IBM at BU. This course helps sales professionals see how changes in technologies and business models changes who and how they sell. Carlile’s consulting work has focused on helping companies including Boeing, Ford, NASA, BP and IBM develop the social and technical infrastructures to improve their innovation processes and outcomes.

Selected Publications and Working Papers:


<table>
<thead>
<tr>
<th>FIRST NAME</th>
<th>LAST NAME</th>
<th>AFFILIATION</th>
<th>COUNTRY</th>
<th>EMAIL ADDRESS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Pankaj</td>
<td>Aggarwal</td>
<td>University of Toronto</td>
<td>CANADA</td>
<td><a href="mailto:Paggarwal@Rotman.Utoronto.Ca">Paggarwal@Rotman.Utoronto.Ca</a></td>
</tr>
<tr>
<td>Claudio</td>
<td>Alvarez</td>
<td>Boston University</td>
<td>USA</td>
<td><a href="mailto:claudio@bu.edu">claudio@bu.edu</a></td>
</tr>
<tr>
<td>Eric</td>
<td>Arnould</td>
<td>University of Southern Denmark</td>
<td>DENMARK</td>
<td><a href="mailto:eric@sam.sdu.dk">eric@sam.sdu.dk</a></td>
</tr>
<tr>
<td>Ozgun</td>
<td>Atasoy</td>
<td>Boston University</td>
<td>USA</td>
<td><a href="mailto:Ozgun@bu.edu">Ozgun@bu.edu</a></td>
</tr>
<tr>
<td>Jill</td>
<td>Avery</td>
<td>Harvard Business School</td>
<td>USA</td>
<td><a href="mailto:javery@hbs.edu">javery@hbs.edu</a></td>
</tr>
<tr>
<td>Johannes</td>
<td>Berendt</td>
<td>University of Cologne</td>
<td>GERMANY</td>
<td><a href="mailto:j.berendt@dshs-koeln.de">j.berendt@dshs-koeln.de</a></td>
</tr>
<tr>
<td>Barbara</td>
<td>Bickart</td>
<td>Boston University</td>
<td>USA</td>
<td><a href="mailto:bickart@bu.edu">bickart@bu.edu</a></td>
</tr>
<tr>
<td>Janet</td>
<td>Borgerson</td>
<td>Exeter College</td>
<td>UK</td>
<td><a href="mailto:j.l.borgerson@exeter.ac.uk">j.l.borgerson@exeter.ac.uk</a></td>
</tr>
<tr>
<td>Michael</td>
<td>Breazeale</td>
<td>Mississippi State University</td>
<td>USA</td>
<td><a href="mailto:mbreazeale@business.msstate.edu">mbreazeale@business.msstate.edu</a></td>
</tr>
<tr>
<td>Colin</td>
<td>Campbell</td>
<td>Kent State University</td>
<td>USA</td>
<td><a href="mailto:colincam@kent.edu">colincam@kent.edu</a></td>
</tr>
<tr>
<td>Paul</td>
<td>Carlile</td>
<td>Boston University</td>
<td>USA</td>
<td><a href="mailto:carlile@bu.edu">carlile@bu.edu</a></td>
</tr>
<tr>
<td>Robin</td>
<td>Coulter</td>
<td>University of Connecticut</td>
<td>USA</td>
<td><a href="mailto:Robin.Coulter@business.uconn.edu">Robin.Coulter@business.uconn.edu</a></td>
</tr>
<tr>
<td>Lura</td>
<td>Forcum</td>
<td>Indiana University</td>
<td>USA</td>
<td><a href="mailto:lfocum@indiana.edu">lfocum@indiana.edu</a></td>
</tr>
<tr>
<td>Susan</td>
<td>Fournier</td>
<td>Boston University</td>
<td>USA</td>
<td><a href="mailto:fournism@bu.edu">fournism@bu.edu</a></td>
</tr>
<tr>
<td>Johnny</td>
<td>Graham</td>
<td>Temple University</td>
<td>USA</td>
<td><a href="mailto:Johnny.graham@temple.edu">Johnny.graham@temple.edu</a></td>
</tr>
<tr>
<td>Dhruv</td>
<td>Grewal</td>
<td>Babson College</td>
<td>USA</td>
<td><a href="mailto:dgrewal@babson.edu">dgrewal@babson.edu</a></td>
</tr>
<tr>
<td>Lora</td>
<td>Harding</td>
<td>Belmont University</td>
<td>USA</td>
<td><a href="mailto:lora.harding@belmont.edu">lora.harding@belmont.edu</a></td>
</tr>
<tr>
<td>Colleen</td>
<td>Harmeling</td>
<td>University of Washington</td>
<td>USA</td>
<td><a href="mailto:charmeling@business.fsu.edu">charmeling@business.fsu.edu</a></td>
</tr>
<tr>
<td>He (Michael)</td>
<td>Jia</td>
<td>University of Southern California</td>
<td>USA</td>
<td><a href="mailto:hejia@usc.edu">hejia@usc.edu</a></td>
</tr>
<tr>
<td>Selcan</td>
<td>Kara</td>
<td>University of Connecticut</td>
<td>USA</td>
<td><a href="mailto:Selcan.kara@business.uconn.edu">Selcan.kara@business.uconn.edu</a></td>
</tr>
<tr>
<td>Anat</td>
<td>Keinan</td>
<td>Harvard Business School</td>
<td>USA</td>
<td><a href="mailto:akeinan@hbs.edu">akeinan@hbs.edu</a></td>
</tr>
<tr>
<td>Eva</td>
<td>Kipnis</td>
<td>Coventry College</td>
<td>UK</td>
<td><a href="mailto:Yeva.kipnis2@coventry.ac.uk">Yeva.kipnis2@coventry.ac.uk</a></td>
</tr>
<tr>
<td>Rob</td>
<td>Kozinets</td>
<td>York University</td>
<td>USA</td>
<td><a href="mailto:RKozinets@schulich.yorku.ca">RKozinets@schulich.yorku.ca</a></td>
</tr>
<tr>
<td>Didem</td>
<td>Kurt</td>
<td>Boston University</td>
<td>USA</td>
<td><a href="mailto:dkkurt@bu.edu">dkkurt@bu.edu</a></td>
</tr>
<tr>
<td>Edward</td>
<td>Lebar</td>
<td>BlackBar Consulting</td>
<td>USA</td>
<td><a href="mailto:Ed.lebar@blackbarconsulting.com">Ed.lebar@blackbarconsulting.com</a></td>
</tr>
<tr>
<td>Carey</td>
<td>Morewedge</td>
<td>Boston University</td>
<td>USA</td>
<td><a href="mailto:morewedg@bu.edu">morewedg@bu.edu</a></td>
</tr>
<tr>
<td>Aric</td>
<td>Rindfleisch</td>
<td>University of Illinois</td>
<td>USA</td>
<td><a href="mailto:aric@illinois.edu">aric@illinois.edu</a></td>
</tr>
<tr>
<td>Deborah</td>
<td>Roedder John</td>
<td>University of Minnesota</td>
<td>USA</td>
<td><a href="mailto:DJohn@csom.umn.edu">DJohn@csom.umn.edu</a></td>
</tr>
<tr>
<td>Hope</td>
<td>Schau</td>
<td>University of Arizona</td>
<td>USA</td>
<td><a href="mailto:hschau@email.arizona.edu">hschau@email.arizona.edu</a></td>
</tr>
<tr>
<td>Jonathan</td>
<td>Schroeder</td>
<td>Rochester Institute of Technology</td>
<td>USA</td>
<td><a href="mailto:jesgl@rit.edu">jesgl@rit.edu</a></td>
</tr>
<tr>
<td>Stephen</td>
<td>Springfield</td>
<td>Sentient Decision Science</td>
<td>USA</td>
<td><a href="mailto:sspringfield@sentientdecisionscience.com">sspringfield@sentientdecisionscience.com</a></td>
</tr>
<tr>
<td>Jennifer</td>
<td>Stoner</td>
<td>University of Minnesota</td>
<td>USA</td>
<td><a href="mailto:Stone623@umn.edu">Stone623@umn.edu</a></td>
</tr>
<tr>
<td>Scott</td>
<td>Thompson</td>
<td>University of Georgia</td>
<td>USA</td>
<td><a href="mailto:sat@uga.edu">sat@uga.edu</a></td>
</tr>
<tr>
<td>Matt</td>
<td>Thomson</td>
<td>Ivey Business School</td>
<td>CANADA</td>
<td><a href="mailto:mthomson@ivey.uwo.ca">mthomson@ivey.uwo.ca</a></td>
</tr>
<tr>
<td>Yajin</td>
<td>Wang</td>
<td>University of Minnesota</td>
<td>USA</td>
<td><a href="mailto:Wang0936@umn.edu">Wang0936@umn.edu</a></td>
</tr>
<tr>
<td>John</td>
<td>Wittenbraker</td>
<td>GfK</td>
<td>USA</td>
<td><a href="mailto:John.Wittenbraker@gfk.com">John.Wittenbraker@gfk.com</a></td>
</tr>
</tbody>
</table>
ACKNOWLEDGEMENTS

The conference organizers would like to thank the following people for their invaluable assistance in making this conference a reality.

Adriane Ayling  
Associate Director, Marketing & Communications  
Questrom School of Business

Ken Freeman  
Allen Questrom Professor & Dean  
Questrom School of Business

Jonathan Lehrich  
Associate Dean Executive Education  
Questrom School of Business

Mary Sforza  
Special Events  
Questrom School of Business

We apologize in advance for any editing errors or typos.

For more information, visit  
www.brandrelationships.org
Our clients and partners are at the heart of all that we do. Our experts combine passion and creativity with world-class industry knowledge, tools and processes, empowering our clients to make smart business decisions.
STRONG BRANDS STRONG RELATIONSHIPS

Edited by
Susan Fournier
Michael Breazeale
Jill Avery

Pre-order this book at:
http://www.routledge.com/books/details/9781138786820
Order this book at:
http://www.routledge.com/books/details/9780415783033/