

Call for Papers
17th Global Brand Conference
22 – 24 April 2024

Conscientious Brands:
Making sustainability and responsibility work

Edinburgh Napier University is pleased to host the 17th Global Brand Conference at [Edinburgh International Conference Centre](#) on 22– 24 April 2024.

For two decades, the Global Brand Conference of the [Academy of Marketing's](#) Brand, Identity and Corporate Reputation Special Interest Group has become known as one of the leading academic conferences on branding worldwide. The conference brings together top branding experts around the world to discuss and advance the state-of-play in branding research, theory, and application.

Conference theme

As the world faces increasing societal and environmental challenges, stakeholders have raised their expectations for the conduct and integrity of organizations and their brands (Salzer-Mörling and Strannegård 2007; Bhagwat et al., 2020; Hambrick and Wowak 2019; Sarkar and Kotler 2020). It is no longer enough for brands to merely acknowledge the problems facing the world, stakeholders now believe that brands should actively contribute to solving these problems by improving the quality of life and addressing environmental issues (Ramaswamy & Ozcan, 2016). The sustainability agenda, which balances the needs of people, planet and profit, is rapidly becoming a requirement simply to operate. This means more than simply telling positive stories. It concerns a brand's willingness to embed conscience into its actions and to shift to a broader focus on creating value. This is the arena of conscientious brands, which suggests that brands, like people, can have moral agency and can choose to act in ways that make a positive contribution to the world (Iglesias & Ind, 2016, 2020; Ind & Horlings, 2016). Such brands are built on their willingness to think issues through critically from the perspective of all stakeholders and to work together to deliver transformative change (Ind & Iglesias, 2022). Conscientious brands encompasses a moral orientation that can integrate concepts such as sustainability, diversity, inclusion and equality as deliberative acts.

The concept of conscientious brands was first introduced in the Journal of Brand Management Special Issue in 2011 edited by Nicholas Ind and Ian Ryder (Ind & Ryder, 2011). Whilst concepts such as corporate social responsibility and sustainability are more frequently discussed in the context of brand management,



recently there has been renewed interest in the idea of conscientious brands. This is evident in recent publications on the topic focusing on conscientious corporate brand co-creation (Iglesias et al., 2023; Iglesias & Ind, 2020; Vallaster & Lechner, 2022) and on conscientious B2B brands (Beitelspacher & Getchell, 2023; Keränen et al., 2023; Abratt & Kleyn, 2023). This renewed interest can be related to the results of the changes in stakeholder attitudes and behaviour. Stakeholders have growing expectations of brands and in turn brands have become more willing to associate themselves with social-political activist ideology and activities (Schmidt et al., 2021) such as Black Lives Matter, #MeToo, Pride and School Strike for Climates. However, the question remains as to whether intentions and actions are genuine. Are brands acting on their conscience to transform the world to be a better place, or are they jumping on a bandwagon to create positive brand associations? Furthermore, from the brand practitioner's perspective, further discussions are needed as to whether, and how, embedding conscience in the brand's principles and actions could benefit their organisations and stakeholders.

To address the increasing interest in the arena of conscientious brands and contribute to the existing discussions on conscientious brands, the theme of the 17th Global Brand Conference is:

Conscientious Brands: Making Sustainability and Responsibility Work

We invite original research and in-depth conceptual papers on the conference theme, as well as research in the areas of brand, identity and reputation, including but not limited to:

- B2B Brands
- Brand Love, Hate, and Brand Polarization
- Multisensory Branding
- Big Data Analytics and Brands
- Brand Orientation
- Online/Digital Brands
- Brand Activism
- Corporate and Umbrella Brands
- Place and Event Branding
- Brand Co-Creation
- Ethical, Charity, and Green Brands
- Product Branding
- Brand Equity
- Heritage Brands
- Service Brands
- Brand Experience
- Internal Branding
- Corporate Reputation and identity issues
- Brand Image and Identity

Journal special issue

The best papers presented at the conference will be considered for publication in the [Journal of Brand Management Special Issue “Conscientious Brands: Making Sustainability and Responsibility Work”](#).



Conference key dates

Submissions open: 7 August 2023

Submissions deadline: 6 November 2023

Announcement of decision: 18 December 2023

Submissions of revised paper summary: 16 February 2024
(250 words to be published in the conference proceeding)

Email address

gbc2024@napier.ac.uk

Submission Guidelines

Authors wishing to present a competitive paper are invited to submit an extended abstract **by 6 November 2023**.

All papers will be double-blind reviewed, so authors should not be identified within the text. If the paper is accepted for the conference, the authors will have the opportunity to revise their paper based on reviewer feedback.

The extended abstract should be between 1,400–1,700 words (and should follow the following structure:

- Title, and Keywords (3–5)
- Purpose
- Methodology/Approach
- Findings
- Theoretical Implications
- Practical Implications (if applicable)
- Originality/Value
- List of references

A summary of research (250 words) will also be requested during the submission. If the extended abstract is accepted for a presentation at the conference, this summary will be published in the conference proceeding.

If your submission is a working paper, please indicate this in the relevant section (e.g., Findings) and provide as much detail/discussion as possible for the other sections.

Please respect the following formatting details:

File Naming: The files must contain the last name of the submitting author, the abstract's title (up to first five words), and the date of submission.

Example: Author_document_title_day_month_year

Margins: Normal

Font Type & Size: Times New Roman, 12 pt

Line-spacing: 1.5

File Format: MS Word (i.e. .doc, .docx) or PDF.

References: Please follow the APA system.

References

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Vallaster, C. & Lechner, P. (2022). Co-creation of conscientious corporate brands – facilitating societal change towards sustainability: a structured analysis. In: Markovic, S.; Gyrd-Jones, R; von Wallpach, S. & Lindgreen, A. (Eds) *Research Handbook on Brand Co-creation*. Elgar Edward.