

THE FUTURE OF BRANDS CONFERENCE

URIS HALL,
COLUMBIA BUSINESS SCHOOL
DECEMBER 5-7, 2019



IN COLLABORATION WITH

THURSDAY, DECEMBER 5, 2019

6:00 PM – 8:00 PM

Welcome Cocktail Reception

Uris Deli

FRIDAY, DECEMBER 6, 2019

BREAKFAST in Uris Deli: 8:00 AM – 8:30 AM

8:30 AM – 8:45 AM

Welcome and Introductions

Bernd Schmitt and Olivier Toubia, Columbia Business School

Uris 301

8:45 AM – 10:15 AM

Keynote



Kevin Lane Keller, Tuck School of Business at Dartmouth
Introduced by Michel Tuan Pham, Columbia Business School

Uris 301

Panel

Panel of Industry Executives

Uris 301



Maryam Banikarim '93, Corporate Advisor;
Former CMO, Hyatt & Gannett



Pauline Brown, Former Chairman, LVMH



David Steel, EVP and Head of Corporate Affairs,
Samsung Electronics America



Connor Wilson '15, Co-Founder and Chairman,
Thursday Boot Company

FRIDAY, DECEMBER 6, 2019 (continued)

<p>10:15 AM – 10:30 AM</p>	<p>Q&A – Submissions to JCR Special Issue Margaret C. Campbell, Leeds School of Business at the University of Colorado Boulder; Amna Kirmani, Robert H. Smith School of Business at the University of Maryland; and Linda Price, Lundquist College of Business at the University of Oregon</p>	<p>Uris 301</p>
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BREAK in Uris Deli: 10:30 AM – 11:00 AM

1ST PARALLEL SESSIONS: 11:00 AM – 12:30 PM

<p>SESSION 1.1 – URIS 140 Brands and Social Media Session Chair: Barbara Kahn</p> <p><i>Tradition Brand Concepts and Social Media: A Brand Dilution View</i> <u>Presented by:</u> Gunben Ceren Aksu <u>Co-author(s):</u> Alokparna (Sonia) Monga</p> <p><i>Brand Narratives in Social Media Communication: Implications for Consumer Sharing</i> <u>Presented by:</u> Stefania Farace <u>Co-author(s):</u> Francisco Villarroel Ordenes, Dhruv Grewal and Ko de Ruyter</p> <p><i>Wish You Were Here? How Seeing Social Media Photos of Brand-Community Events Impacts Consumers' Brand Intentions</i> <u>Presented by:</u> Barbara Kahn <u>Co-author(s):</u> Jacqueline R. Rifkin and Cindy Chan</p>	<p>SESSION 1.2 – URIS 301 Cultural Identity and Brands Session Chair: Maria Rodas</p> <p><i>Bicultural Consumers and Paradox Brands</i> <u>Presented by:</u> Maria Rodas <u>Co-author(s):</u> Deborah Roedder John and Carlos J. Torelli</p> <p><i>National Identity and Consumer Choice</i> <u>Presented by:</u> Zemin Zhong <u>Co-author(s):</u> Nan Chen and Lei Huang</p> <p><i>Grocery Shopping for America: External vs. Internal Threats to National Identity</i> <u>Presented by:</u> Luca Cian <u>Co-author(s):</u> Sonal Pandya and Rajkumar Venkatesan</p>	<p>SESSION 1.3 – URIS 331 Brand Community: Inclusion and Exclusion Session Chair: Meredith Thomas</p> <p><i>Some Like It Warm: How Social Exclusion Affects Consumer Preference for Warm Brands</i> <u>Presented by:</u> Soyoung Kim <u>Co-author(s):</u> Kyle Murray and Sarah Moore</p> <p><i>I Hate Beer from Your State, but I Love Beer from Your Neighborhood: How Location-Based Branding Strategies Impact Product Enjoyment</i> <u>Presented by:</u> Mitchell Olsen <u>Co-author(s):</u> Keith Marion Smith and Emily N. Garbinsky</p> <p><i>Branding Community: The Cocreation of Neighborhood Brands</i> <u>Presented by:</u> Meredith Thomas <u>Co-author(s):</u> Alexander I. Mitchell and Albert M. Muñiz, Jr.</p>
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FRIDAY, DECEMBER 6, 2019 (continued)

LUNCH in Uris Deli: 12:30 PM – 2:00 PM

2ND PARALLEL SESSIONS: 2:00 PM – 3:30 PM

SESSION 2.1 – URIS 140

Brands and Selfies

Session Chair: Reto Hofstetter

Brand Selfies: How Taking Self-Photos with Brands Shapes Consumer-Brand Relationships

Presented by: Reto Hofstetter

Co-author(s): Gabriela Kunath and Leslie John

When Too Much “I” is Bad for “Us”: The Detrimental Effect of Selfie on Self-Brand Connection

Presented by: Sharon Ng

Co-author(s): Mehak Bharti

We Can Look Like Our Brands: The Manifestation of Adopted Brands in Facial Appearance

Presented by: Claire Linares

Co-author(s): Anne-Laure Sellier

SESSION 2.2 – URIS 301

Brand Transgressions and Activism

Session Chair: Martin Reimann

Can Brands be Sarcastic? The Effect of Sarcastic Responses and Social Identity on Attitudes towards Activists’ Messages

Presented by: Lucia Barros

Co-author(s): Juliana M. Batista, Fabricia Peixoto and Delane Botelho

Metaphorically Transgressing the Brand Relationship: The Interactive Effects of Metaphoric Social Media Narratives and Brand Transgressions on Consumer-Brand Relationships

Presented by: Alberto López and Martin Reimann

Co-author(s): Raquel Castaño

Expanding Your Moral Universe? How Self-Brand Connection Shapes Consumer Responses to Brand Activism

Presented by: Andrew Edelblum

Co-author(s): Joshua T. Beck, Sokiente W. Dagogo-Jack and Lea Dunn

SESSION 2.3 – URIS 331

(Un)ethical Brands

Session Chair: Nitika Garg

How Unethical Brands Motivate Self-Interested Behavior of Consumers

Presented by: Francielle Frizzo

Co-author(s): JoAndrea Hoegg and Paulo Henrique Müller Prado

Good Deeds Last Forever: Subjective Duration and the Sincerity of Brand CSR

Presented by: Sokiente Dagogo-Jack

Co-author(s): Aaron J. Barnes

Does it Hurt or Protect? The Effect of Affective Commitment on (Un)ethical Behavior toward Transgressing Brands

Presented by: Nitika Garg

Co-author(s): Rahul Govind and Jatinder J. Singh

BREAK in Uris Deli: 3:30 PM – 4:00 PM

FRIDAY, DECEMBER 6, 2019 (continued)

3RD PARALLEL SESSIONS: 4:00 PM – 5:30 PM

SESSION 3.1 – URIS 140

Brand Engagement

Session Chair: Yael Steinhart

When Does Customer Engagement Backfire? Customer Engagement Social and Temporal Scope's Impact on Consumption

Presented by: Keith Smith

Co-author(s): Yakov Bart, Koen Pauwels, Scott Thompson and John Hulland

Established Brands Can Stumble: The Effect of Brand Age on Brand Choice for Innovative Products

Presented by: Yaeun Kim

Co-author(s): Joydeep Srivastava

The Positive Effect of Consumer Captivity

Presented by: Yael Steinhart

Co-author(s): Irit Nitzan, Jacob Goldenberg and David Mazursky

SESSION 3.2 – URIS 301

Luxury and Aspirational Branding

Session Chair: Jennifer Sun

Aspirational Brand Index: A New Measure of Conspicuous Consumption Using Big Data

Presented by: Clément S. Bellet

Co-author(s): Abhishek Borah and David Dubois

Sustainable Luxury: A Paradox or Desirable Consumption?

Presented by: Jennifer Sun

Co-author(s): Silvia Bellezza and Neeru Paharia

Effects of Preowned Markets on Luxury Brand Attachment

Presented by: Rabia Bayer

Co-author(s): Vanitha Swaminathan and Zeynep Gurhan-Canli

SESSION 3.3 – URIS 331

Brand Consumption and Performance

Session Chair: Markus Giesler

Brand Consumption and Destruction in the Quest for Fame

Presented by: Robin Coulter

Co-author(s): Liezl-Marie Van Der Westhuizen and Kelly D. Martin

Hey Google: How Smart Brands Modulate Consumer Worlds

Presented by: Markus Giesler

Co-author(s): Ela Veresiu, Nicholas Pendarvis, Amber Epp, and Ashlee Humphreys

Consuming Brand Performances

Presented by: Kimberley Preiksaitis

Co-author(s): Alexander I. Mitchell

Charismatic Person Brand Legitimacy over Time: Person Brand Dynasties

Presented by: Eric Arnould

Co-author(s): Delphine Dion

DINNER at Faculty House: 6:00 PM – 8:00 PM

64 Morningside Drive; access through gates on 116th Street

Dinner Presenters: Gita Johar and Vicki Morwitz, Columbia Business School

SATURDAY, DECEMBER 7, 2019

BREAKFAST in Uris Deli: 8:15 AM – 9:00 AM
Additional seating available in Calder Lounge on 1st Floor

4TH PARALLEL SESSIONS: 9:00 AM – 10:30 AM

SESSION 4.1 – URIS 140

The Role of Brands in Self and Identity

Session Chair: Carlos Javier Torelli

The Power of Brands in Dealing with Self-Threat: Strong Self-Brand Connections Drive Negative-Information Seeking

Presented by: Kristen Lane

Co-author(s): Jennifer Savary and Jesper H. Nielsen

“You’re Not Perfect, But You’re Still My Favourite”: Brand Affective Congruence as a New Measure for Self-Brand Congruence

Presented by: Tripat Gill

Co-author(s): Floortje Wijnands

Gender Stereotypes and the Significance of Brands in American Culture: The Masculine-American Stereotype Explains Gender Asymmetry in Response to Brand Gender Bending

Presented by: Carlos Javier Torelli

Co-author(s): Nelson Amaral, Chi-Yue Chiu and Hean Tat Keh

SESSION 4.2 – URIS 141

New Methods in Branding

Session Chair: Chris Olivola

Computational Brand Perception: Using Machines and Big Data to Predict and Map Consumer Brand-Trait Associations

Presented by: Chris Olivola

Co-author(s): Sudeep Bhatia

Neural Patterns Reveal Brand Associations with Product Categories

Presented by: Feng Sheng

Co-author(s): Jack Stylli and Michael L. Platt

Predicting Consumer Brand Recall Using Large-Scale Text Corpora

Presented by: Zhihao Zhang

Co-author(s): Ming Hsu

SESSION 4.3 – URIS 305

Brands and Politics

Session Chair: Sofia Ulver

Politicizing Consumption through Branding: The Case of Oatly

Presented by: Christian Koch

Co-author(s):

Our Brand Is Crisis: How Consumers Create Decentralized Brands - Bitcoin

Presented by: Mariam Humayun

Co-author(s): Russell Belk

Brands in Counter-Democracy: How Brands Perform Political Polarization in Counter-Democratic Consumer Culture

Presented by: Sofia Ulver

Co-author(s):

BREAK in Uris Deli: 10:30 AM – 11:00 AM
Additional seating available in Calder Lounge on 1st Floor

SATURDAY, DECEMBER 7, 2019 (continued)

5TH PARALLEL SESSIONS: 11:00 AM – 12:30 PM

SESSION 5.1 – URIS 140

Sensory Branding

Session Chair: Ana Valenzuela

Making Sense of Senses: How Sensory Inputs in Virtual Reality Can Improve Brand Experiences

Presented by: Kirsten Cowan and Alena Kostyk

Co-author(s): Seth Ketron

A Tactile Toolbox: Brand Contingent Responses to Haptic Feedback in Mobile Advertising

Presented by: Ana Valenzuela

Co-author(s): Rhonda Had and O. H. Groth

Beemer Has More Street Cred Than BMW: Brand Nickname Use Enhances Perceived Information Authenticity in Social Media

Presented by: Zhe Zhang

Co-author(s): Vanessa M. Patrick

SESSION 5.2 – URIS 141

Innovative (and Problematic) New Branding

Session Chair: Keisha Cutright

Befriending the Enemy: The Effects of Brand-to-Brand Praise on Consumer Evaluations

Presented by: Keisha Cutright

Co-author(s): Lingrui Zhou and Katherine M. Du

Spicing Things Up with a (Brand) Secret

Presented by: Heather Johnson Dretsch

Co-author(s): Colbey Emmerson Reid

Brand Hubris

Presented by: Yuliya Strizhakova

Co-author(s): Robin Coulter and Sampoorna Nandi

SESSION 5.3 – URIS 305

Consumer-Brand Relationships

Session Chair: Eric Arnould

Doing Relationship Work: How Consumers Manage Tensions in Brand Relationships

Presented by: Claudio Alvarez

Co-author(s): Danielle Brick and Susan Fournier

Branding as Social Mediation

Presented by: Eric Arnould

Co-author(s): Andrea Hemetsberger and Hans Mühlbacher

Dynamism in Consumer-Brand Relationships

Presented by: Tonya Bradford

Co-author(s): Hope Schau

LUNCH in Uris Deli: 12:30 PM – 2:00 PM

Additional seating available in Calder Lounge on 1st Floor

Curated BRAND EXPERIENCE TOURS: 1:30 PM – 5:00 PM

Meet in **Uris 141** at **1:30 PM** to join your tour group.

SoHo Tour

Tour Leaders: **Yajin Wang**, Robert H. Smith School of Business at the University of Maryland, and **Bernd Schmitt**, Columbia Business School

Hudson Yards Tour

Tour Leaders: **Melanie Brucks** and **Elizabeth M.S. Friedman**, Columbia Business School

Brooklyn Tour

Tour Leaders: **Silvia Bellezza** and **Keith Wilcox**, Columbia Business School

CONFERENCE END