CONFERENCE PROGRAM

PROGRAM OVERVIEW
THURSDAY, MAY 18

3:00 - 8:30 pm  Registration *(Main lobby)*
3:00 - 8:00 pm  If you want to attend the *2nd Global Consumer Brand Relationships Summit*, please register separately for this event here [www.cbrsummit.com](http://www.cbrsummit.com) *(Sonae Auditorium)*

FRIDAY, May 19

8:00 - 8:15 am  Welcome *(L.1.3 classroom)*
8:15 - 9:15 am  7x7 Presentations *(L.1.3 classroom)*
9.15 – 9.30 am  Break
9:30 – 11:00 am  Paper Session 1 *(L.1.3 classroom)*
11:00 – 11:15 am  Break
11:15 – 12:45 pm  Paper Session 2 *(L.1.3 classroom)*
12:45 – 1:15 pm  Lunch
1:55 – 2:00 pm  Mini Break
2:00 – 3:30 pm  Paper Session 3 *(L.1.3 classroom)*
3:30 – 3:45 pm  Break
3:45 – 5:00 pm  Paper Session 4 *(L.1.3 classroom)*
5:00 – 5:10 pm  Mini Break
5:10 – 5:50 pm  Keynoter: Umit Kucuk, *Love is over, Let's talk about Hate*
5:50 – 6:00 pm  Official Photo *(Main Lobby)*
6:00 – 7:00 pm  Reception *(L.1.3 classroom)*
7:00 - 10:00 pm  Gala Dinner *(L.1.3 classroom)*

SATURDAY, May 20

8:00 - 9:00 am  7x7 Presentations *(L.1.3 classroom)*
9:00 – 9:15 am  Break
9:15 – 10:45 am  Paper Session 5 *(L.1.3 classroom)*
10:45 – 11:00 am  Break
11:00 – 12:30 pm  Paper Session 6 *(L.1.3 classroom)*
12:30 – 1.15 pm  Lunch
1:15 – 2:45 pm  Paper Session 7 *(L.1.3 classroom)*
2:45 – 3:00 pm  Break
3:00 – 4:30 pm  Paper Session 8 & Award Ceremony *(L.1.3 classroom)*

*Porto ‘Port Wine Tour’, free between 4.30pm – 7.30 pm.*
DETAILED PROGRAM

THURSDAY, MAY 18
3:00 – 8:00 pm  Registration
(Main Lobby)

3:00 - 8:00 pm  If you want to attend the 2st Global Consumer Brand Relationships Summit, please register separately for this event here www.cbrsummit.com
(Sonae Auditorium)

FRIDAY, May 19
8:00 - onwards  Registration Continues
(Main lobby)

8:00 - 8:15 am  Welcome
(L.1.3 classroom)

8:15 – 9:15 am  7x7 Presentations
(L.1.3 classroom)

Session chair: Sandra Loureiro, Instituto Universitário de Lisboa, Portugal

Examining the role of anthropomorphism on consumer’s brand evaluation
Archit Tapar, IIM Indore, India
Ashish Sadh, IIM Indore, India
Aditya Billore, IIM Indore, India
Abhishek Mishra, IIM Indore, India

Pop Music celebrities’ worship: when a relationship turns into an addiction
Joana Cruz, University of Minho, Portugal
Antonio Azevedo, University of Minho, Portugal

Counterfeit Evaluations: The Role of Dialectical Processing
Nelson Amaral, American University, USA
Steven Chan, Yeshiva University, USA

A Mixed Method Analysis of Sense of Community and Brand Love in the Zumba Fitness Brand
Reanna Berry, Georgia Gwinnett College, USA
Luis Torres, Georgia Gwinnett College, USA
Phillip Hartley, Georgia Gwinnett College, USA

IKEA Brand Love: Enhancing brand love through brand experiences
Clarinda Rodrigues, Linnaeus University, Sweden
Paula Rodrigues, Universidade Lusíada, Portugal

Consumers’ emotional states when consuming counterfeits, original brands or both versions - Third-person-technique in qualitative methodology
Elfriede Penz, WU Vienna, Austria
Barbara Stöttinger, WU Vienna, Austria
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Is love online or offline? Brand experience, brand love and brand equity in a fashion retail store
Pedro Rodrigues, Lusíada University – North, Portugal
Pedro Ferreira, UniversityPortucalense, Portugal
Paula Rodrigues, Lusíada University – North, Portugal
Paula Costa, Lusíada University, Portugal

9:15 – 9:30 Break

9:30 - 11:00 am Paper Session 1: Brand Love and other positive concepts
(L.1.3 classroom)

Session chair: Hans Rüdiger Kaufmann, University of Applied Management Studies Mannheim, Germany

The impact of consumer brand relationships on brand purchase likelihood: The moderating effect of type of brand
Joan Llonch-Andreu, Autonomous University of Barcelona, Spain
Miguel Ángel López-Lomelí, Tecnologico de Monterrey, Mexico
Jorge Eduardo Gómez-Villanueva, Tecnologico de Monterrey, Mexico

Young Consumers’ Online Brand Communications Literacy in the context of Social Media
Margaret-Anne Lawlor, Dublin Institute of Technology, Ireland
Aine Dunne, Dublin Institute of Technology, Ireland
Jennifer Rowley, Manchester Metropolitan University, UK

Brand Power and Brand Focus as facilitators of Relationship Quality in the wine sector
Namércio Pereira Cunha, University of Aveiro, Portugal
Sandra Loureiro, Instituto Universitário de Lisboa, Portugal

Branded exhibitions and brand communities of luxury
Elina Koivisto, Aalto University School of Business, Finland
Elina Korpela, Aalto University School of Business, Finland
Pekka Mattila, Aalto University School of Business, Finland

Falling in love with brands: a dynamic analysis of the trajectories of brand love
Tobias Langner, University of Wuppertal, Germany
Daniel Bruns, University of Wuppertal, Germany
Alexander Fischer, University of Aplied Sciences of Wedel, Germany
John R. Rossiter, University of Wollongong, Australia

11:00 - 11:15 am Break
(L.1.3 classroom)

11:15 - 12:45 pm Paper Session 2: Human Brands or Anthropomorphized Brands
(L.1.3 classroom)

Session chair: Cid Goncalves Filho, Universidade Fumec, Brazil

The effect of social exclusion on consumer preference for anthropomorphized brands
Rocky Peng Chen, Hong Kong Baptist University, Hong Kong
Echo Wen Wan, Hong Kong University, Hong Kong
Eric Levy, University of Cambridge, UK
Celebrity attachment and endorsed brand attachment: The moderating role of age
Jasmina Ilicic, Monash University, Australia
Stacey Baxter, The University of Newcastle, Australia
Alicia Kulczynski, The University of Newcastle, Australia

Stronger brands in all product categories based on warmth and competence?
Ronald Voorn, University of Twente, Netherlands
Daan Muntinga, University of Amsterdam, Netherlands

Matching-up celebrities’ brands with products and social causes
Ana Santos, University of Minho, Portugal
Filipa Barros, University of Minho, Portugal
Antonio Azevedo, University of Minho, Portugal

The Impact of Perceptions of Politician Brand Warmth and Competence on Voting Intentions
Chris Malone, Fidelum Partners, USA
Kenyn Cheatham, Fidelum Partners, USA
Aronte Bennett, Villanova University, USA

12:45 – 1:15 pm
Lunch
(L.1.3 classroom)

1:15 – 1:55 pm
Keynote by Dr. Trevor Davis, Will Gen Z See Brands as Just More Fake News?

1:55 – 2.00 pm Mini Break

2:00 – 3:30 pm
Paper Session 3: Brand Engagement
(L.1.3 classroom)

Session chair: Tobias Langner, University of Wuppertal, Germany

Motivations for consumer-brand engagement and consumer-based brand equity on Facebook: How important is brand gender
Leonor Vacas de Carvalho, Universidade de Évora, Portugal
Salim Azar, Université de Cergy Pontoise, France
Joana Cesar Machado, Universidade Católica Portuguesa, Portugal

Attitudes towards luxury brands: Comparing homosexuals and heterosexuals
Arnaldo Coelho, University of Coimbra, Portugal
Gisela Alves, CECS-University of Minho, Portugal
Cristela Bairrada, University of Coimbra, Portugal
António Correia de Barros, Polytechnic of Porto, Portugal

Brand Consumption Rituals and Product Evaluation: The Mediation of Brand Engagement
Zhimin Zhou, Shenzhen University, China
Jiaqi Lyu, Shenzhen University, China
Ling Zheng, Shenzhen University, China

Sports events and the attitude toward the brand: Involvement and emotions of consumers
Ana Catarina Sampaio, University of Porto, Portugal
Amélia Brandão, University of Porto, Portugal
Paula Rodrigues, Lusíada University North, Portugal
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Customer Brand Engagement, Satisfaction and Brand Loyalty: A Comparative Study between Functional and Emotional Brands
Teresa Fernandes, University of Porto, Portugal
Mariana Moreira, University of Porto, Portugal

3:30 – 3:45 pm Break
(Porto Business School Restaurant)

3:45 – 5:00 pm Paper Session 4: Brand Hate
(L.1.3 classroom)

Session chair: Euler Alves Brandão, Stetik Group, Brazil

The relationship between Brand Hate, Forgiveness: A Dynamic Analysis
Alexandra Sampiedro, Rollins College, USA
Marc Fetscherin, Rollins College, USA

Attention to social comparison information and brand avoidance behaviors
Eunjin Kim, Southern Methodist University, USA
Ratti Ratneshwar, University of Missouri, USA
Erin Roesler, Brown Shoe Company, USA
Tilottama Ghosh Chowdhury, Quinnipiac University, USA

I hate this brand! The effect of negative engagement on self-expression word-of-mouth
Sandra Loureiro, Instituto Universitário de Lisboa, Portugal
Maria Inês Marques, Instituto Universitário de Lisboa, Portugal
Hans Rüdiger Kaufmann, University of Applied Management Studies Mannheim, Germany

Theory of Brand Hate
Marc Fetscherin, Rollins College, USA

5:00 – 5:10 pm Break
(Porto Business School Restaurant)

5:10 – 5:50 pm Keynote by Dr. Umit Kucuk, Love is over, Let’s talk about Hate
Official Photo

5:50 – 6:00 pm Reception (Porto Business School Restaurant)

6:00 – 7:00 pm Gala Dinner (Porto Business School Restaurant)

SATURDAY, May 20

8:00 – 9:00 am 7x7 Presentations
(L.1.3 classroom)

Session chair: Ronald Voorn, University of Twente, Netherlands

Brand Relationships in the Men’s Grooming Market: Exploring the Role of Social Media
Ana Rocio Navarro Ruiz, Universidad Loyola Andalucía, Spain
Pilar Castro González, Universidad Loyola Andalucía, Spain
Linda Tuncay Zayer, Loyola University Chicago, USA
Facebook Engagement: the relationship between reputation and online reputation in Higher Education Institutions
Sara Santos, University of Porto, Portugal
Carlos Brito, University of Porto, Portugal

In Relationship with Tourist Destination Brand
Nivedita Sharma, National Institute of Fashion Technology, India

The Good Samaritan: A study on brand perception and repurchase intention from cause marketing campaigns
Caroline S.L. Tan, University of Tsukuba, Japan
Peter Gordon, Reitaku University, Japan

Time and Repetition Effects of Advergames on Children Consumer Behaviour
Luisa Agante, Faculdade de Economia da Universidade do Porto, Portugal
Ana Pascoal, Nova SBE, Portugal

Consumer retail relationships in rural India
Anita Basalingappa, Mudra Institute of Communications, India
Subhas Managuli, Karnataka University Dharwad, India
Ankita Doneriy, India
Sheena Anns Joy, India

Customers' corporate brand relationships in B2B
Anne Rindell, Hanken School of Economics, Finland
Tore Strandvik, Hanken School of Economics, Finland

The relationship between luxury socially responsible brands and luxury consumers
Cláudia Braga Da Cunha, University of Minho, Portugal
Paulo Duarte, NECE- Research Center in Business Sciences (University of Beira Interior), Portugal
Susana Costa E Silva, Católica Porto Business School, Portugal
Moritz von Schwedler, University of Minho, Portugal

9:00 – 9:15 am   Break

9:15 - 10:45 am   Paper Session 5: Brand Relationships Theories
(L.1.3 classroom)

Session chair: Chris Malone, Fidelum Partners, USA

Online relationship quality: Testing an integrative and comprehensive model in the banking industry
Isabelle Brun, Université de Moncton, Canada
Lova Rajaobelin, Université du Québec à Montréal, Canada
Line Ricard, Université du Québec à Montréal, Canada

Brands in the context of teenage bullying – A typology of negative outcomes
Samil Aledin, University of Turku, Finland

Consumer-Brand Relationship Development: An Integrative Model
Hans Rüdiger Kaufmann, University of Applied Management Studies Mannheim, Germany
Cid Gonçalves Filho, Universidade FUMEC, Brazil
Christiane Rocha, Newton Paiva U, Brazil

Consumer Brand Relationships in Rural India: An assessment of the dimensions of their strength
Shubhomoy Banerjee, Institute of Rural Management Anand, India
Conference Program

10:45 - 11:00 am  Break  
*(L.1.3 classroom)*

11:00 - 12:30 pm  **Paper Session 6: Negative Brand Relationships**  
*(L.1.3 classroom)*

**Session chair:** Samil Aledin, University of Turku, Finland

The Importance of Consumer Brand Relationships for Successful Service Recovery  
Cid Gonçalves Filho, Universidade FUMEC, Brazil  
Marc Fetscherin, Rollins College, USA  
Marcelo Nacif Rocha, FCA and FUMEC, Brazil  
Plinio Rafael Reis Monteiro, UFMG, Brazil

The role of self-determination in negative brand relationships: A focus on the Apple anti-brand community  
Laurence Dessart, KEDGE Business School, France  
Cleopatra Veloutsou, University of Glasgow, UK

Just Do It! Why Committed Consumers React Negatively to Assertive Ads  
Sarah Moore, University of Alberta, Canada  
Yael Zemack-Rugar, University of Central Florida, USA  
Gavan Fitzsimons, Duke University, USA

Revisiting the Ad Wear-out Effect: The Moderating Role of Self-Brand Connections  
Nelson Amaral, American University, USA  
Joseph Redden, University of Minnesota, USA

12:30 - 1:15 pm  Lunch

1:15 - 2:45 pm  **Paper Session 7: Brand Addiction, Authenticity and Forgiveness**  
*(L.1.3 classroom)*

**Session chair:** Sarah Moore, University of Alberta, Canada

Stand By Your Brand: How Brand Personality and Brand Failure Type Shape Brand Forgiveness  
Roseann Hassey, University of Cincinnati, USA

When luxury brand authenticity fail: impacts in brand love  
Paula Rodrigues, Lusíada University North, Porto, Portugal  
Amélia Brandão, University of Porto, Portugal  
Paula Costa, Lusíada University, Portugal

From Luxury Brand Desired Identity to DNA Transfer Across Retail Touchpoints: Conceptual Model and Preliminary Results  
Jean Boisvert, American University of Sharjah, United Arab Emirates

Brand Addiction and Compulsive Buying: A tale of two addictive behaviors  
Charles Cui, University of Manchester, UK  
Mona Mrad, Lebanese American University, Lebanon

2:45 – 3:00 pm  Break

3:00 – 4:30 pm  **Paper Session 8: Brand Trust, Brand Scarifies and New Brands**  
*(L.1.3 classroom)*
Session chair: Laurence Dessart

Neuroscience, Sports and Marketing: a study about football fans
Ricardo Cayolla, Portugal

Fair consumer-brand relationships: Analysis of combined effects toward increased consumer trust
Alexander Blandina, University of New Hampshire, USA
Ellen Cohn, University of New Hampshire, USA

Affect of Consumer Nationalism in Consumer Brand Relationships,
Sandeep Rawat, MICA, India
Anita Basalingappa, MICA, India

The effect of the attitude toward product design on the attitude toward new product brand: implicit and explicit measures
Imene Belboula, University Blida 2, Algeria

4:30 pm Award Ceremony & Closing remarks

Porto ‘Port Wine Tour’, free between 4.30pm – 7.30 pm.

End