

PROGRAM OVERVIEW

THURSDAY, MAY 18

3:00 - 8:30 pm	Registration (<i>Main lobby</i>)
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 (<i>Sonae Auditorium</i>)

FRIDAY, May 19

8:00 - 8:15 am	Welcome (<i>L.1.3 classroom</i>)
8:15 - 9:15 am	7x7 Presentations (<i>L.1.3 classroom</i>)
9:15 – 9:30 am	Break
9:30 - 11:00 am	Paper Session 1 (<i>L.1.3 classroom</i>)
11:00 - 11:15 am	Break
11:15 – 12:45 pm	Paper Session 2 (<i>L.1.3 classroom</i>)
12:45 – 1:15 pm	Lunch
1:15 – 1:55 pm	Keynoter: 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 (<i>L.1.3 classroom</i>)
3:30 – 3:45 pm	Break
3:45 – 5:00 pm	Paper Session 4 (<i>L.1.3 classroom</i>)
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 (<i>Main Lobby</i>)
6:00 - 7:00 pm	Reception (<i>L.1.3 classroom</i>)
7:00 - 10:00 pm	Gala Dinner (<i>L.1.3 classroom</i>)

SATURDAY, May 20

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

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)
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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 Sath, 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

Conference Program

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, Tecnológico de Monterrey, Mexico

Jorge Eduardo Gómez-Villanueva, Tecnológico 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 Applied 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

Conference Program

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**
5:50 – 6:00 pm **Official Photo**

6:00 - 7:00 pm **Reception** (Porto Business School Restaurant)

7:00 - 10:00 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 Rocío 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 Advergaming 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, Karnatak University Dharwad, India

Ankita Doneriya, 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 Rajaobelina, 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

Samir 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)

Conference Program

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