

University of Innsbruck
School of Management
Department for Strategic Management, Marketing and Tourism
Brand Research Laboratory



Brand Camp 4

April 5th to 7th 2018 at the Obergurgl University Center, Austria



**Hosted by the
University of Innsbruck School of Management – Brand Research Laboratory**

“CLIMBING THE PEAKS OF BRANDING”

CALL FOR PAPERS

Submission Deadline: October 1st, 2017

Brand Camp Chairs:

Andrea Hemetsberger, LFU School of Management, University of Innsbruck
Verena Wieser, LFU School of Management, University of Innsbruck
Reinhard Grohs, Seeburg Castle University

Conference email: brand-lab@uibk.ac.at

ABOUT THE CONFERENCE

The University of Innsbruck School of Management – Brand Research Laboratory invites brand researchers to participate in the 4th Brand Camp in the Austrian ski resort of Obergurgl.

The Brand Camp is a 2-day-conference to which participants bring a research project or an inspiring idea for intensive discussion and joint development. The workshop-like character comprising of presentations, discussions, fire-side talks, and social events, and the location in the picturesque Austrian Alps make the Brand Camp an extraordinary conference experience.

The Brand Camp offers the opportunity to share branding insights, to learn about current developments, to work with like-minded colleagues, and to develop ideas and projects that shape future branding and consumer research. Topics of interest include, for example:

- New (not yet fully developed) branding concepts
- Thought provoking branding questions
- Reflections on puzzling branding phenomena and brand-related consumer behavior
- Future directions for branding research
- Novel approaches and research methods in branding
- Quantitative, qualitative, and mixed methods research is welcome

The Brand Camp is conceptualized as a workshop, rather than a conference. Besides competitive paper sessions and spotlight sessions, there will be time to socialize and discuss research interests with fellow researchers. Based on submitted and invited contributions, participants will compose the conference program directly at the Brand Camp.

SUBMISSIONS

1. Brand Camp Talk (competitive paper discussion format)

The Brand Camp invites branding research in advanced or developed stage dealing with substantive, methodological, or theoretical branding and consumer research issues. Authors submit an extended abstract of maximum two pages (excluding references, 12-point Times New Roman, 1-inch margins). The extended abstract includes a brief introduction outlining the relevance of the research and how it contributes to current knowledge, a short description of the studies and data, a brief general discussion, and three to five topic area codes. Papers may contain up to one table summarizing the findings. Competitive paper presentation slots will be 40 minutes per paper (20 minutes presentation, 20 minutes discussion).

2. Brand Camp Spotlights (roundtable discussion format)

The spotlight session offers researchers the opportunity to “pitch” their research ideas and to work on specific challenges and questions relevant to the respective stage of research. Brand Camp Spotlights have a developmental character, that is, researchers bring initial ideas, case studies, conceptual papers, or topic areas to the round table. Authors submit a one-pager (excluding references, 12-point Times New Roman, 1-inch margins) including a brief summary of their research topic and idea, questions to the Brand Camp audience, and three to five topic area codes. The presenting format of this session is poster-based. Duration is planned with 90 minutes for two to three related topics.

3. Submission Deadline

The submission deadline for both brand camp talks and brand camp spotlights is **October 1st, 2017**. Authors submit their papers to brand-lab@uibk.ac.at. The paper should not identify the author(s) or their affiliations.

4. Review Process

A committee of Brand Lab researchers and affiliated researchers will review the submissions based on their potential to spark interest and inspire brand researchers at the conference. Decisions will be announced by **November 15th, 2017**.

VENUE, REGISTRATION, AND WORKSHOP FEE

Obergurgl offers one of the most stunning mountain sceneries in the world and is a prime destination for winter sports in Austria. The Brand Camp takes place at the Obergurgl University Center at an altitude of 1930 meters above sea level, just a few steps away from ski lifts and slopes (<https://www.uz-obergurgl.at/english/>). The facility provides a unique and inspiring atmosphere for generating fresh ideas, developing new projects, and fostering intellectual exchange with academic colleagues.

Conference fee (including all other meals, transport ex Innsbruck and social program)	250 Euro
Accommodation (including breakfast and dinner)	131 Euro per person/night in a single room 97 Euro per person/night in a double room

IMPORTANT DEADLINES OVERVIEW

Submission deadline	October 1st, 2017
Notification of acceptance	November 15th, 2017
Registration	Tba. Please make sure to register in advance, there will be no on-site registration.
Conference	April 5th to 7th, 2018

For further questions do not hesitate to contact our Brand Lab (brand-lab@uibk.ac.at).

We are looking forward to climbing the peaks of branding with you!

Andrea Hemetsberger
Verena Wieser
Reinhard Grohs
Brand Camp Chairs

See you in Obergurgl!