



brand2global conference

LONDON September 29 - October 1, 2015

ACADEMIC CALL FOR ABSTRACTS

(Deadline April 15th, 2015)

“Leveraging Academic Thought Leadership & Industry Expertise, For Cutting Edge Global Marketing & Digital Media Strategies”

Previous Brand2Global Conference attendees include representatives from:

Accenture, Aston Martin, BBC, Cisco, Facebook, Google, H.P, KLM, Lenovo, Nike, Philips, Shiseido, SAP , TATA, Volvo, The London School of Economics (UK), China Europe International Business School (China), Boeing Inst. of Int. Business, St Louis University (USA), Meiji University (Japan), Henley Business School-University of Reading (UK), Hamburg School of Business Administration (Germany), University of Roma Tre (Italy) and many more.

- **Speak at one of the only conferences that has academic AND industry presentations**
- **Have your Paper considered for various academic journals.**
- **Take the opportunity to explore consulting with industry executives**
- **You could be featured in a video interview**



Brand2Global is a Global Marketing conference that focuses on bringing together academic theory and real world marketing practices. We encourage the participation of both business professors and managers to share their research findings and management expertise in the topics related to Global Branding, Global Marketing, and Global Digital Media.

Our conference provides an encouraging environment in academics as well as practitioners can share ideas, build research streams, may explore consulting assignments, and develop partnerships for future projects. Conference will also feature a Media Center for Video interviews.

CALL FOR ABSTRACTS

Brand2Global will consider practitioner oriented research as well theoretical and empirical research. Research authors are invited to submit a structured abstract for a potential presentation during the Brand2Global Academic Conference.

STRUCTURED ABSTRACTS

Structured abstract submissions should not exceed 5 single-spaced pages (*Times New Roman or Calibri 12 pt. font*) in total length.

All Brand2Global Academic submissions should be sent to Alex@brand2global.com

NOTE: At least one author per accepted paper is expected to register to attend the conference.

JOURNAL PUBLICATION

We are also collaborating with academic journals to consider high quality papers for publication. Authors of high-quality papers will be invited to submit their papers for review by the following journals:

- A Special Issue of the **International Journal of Internet Marketing and Advertising**
- A Special Issue of the **International Journal of Business Environment**
- Publication in regular issues of **GBOE** (*Journal of Global Business and Organizational Excellence*)

IMPORTANT DATES

Structured abstract submission: Apr 15th 2015

Abstract acceptance notification: Apr 30th 2015

Conference fee payment & registration:

Early bird registration ends: Jun 10th 2015

Regular registration: Jun 11th – Aug 30th 2015

Brand2Global Conference: Sep 29th - Oct 1st 2015

Potential topics may be (*but are not limited to*):

GLOBAL BRANDING & MARKETING:

- Global brand positioning
- Balancing standardization and localization
- Global-regional-locale-specific branding
- Branding & emerging markets
- Managing global integration and local responsiveness
- Global integrated marketing communications strategy
- Global consumer segmentation issues
- Tapping global/national/pan-regional consumers
- Global marketing challenges and opportunities
- Cross-cultural marketing strategies

GLOBAL DIGITAL MEDIA:

- Global social media marketing
- Global crowd-sourcing strategies
- Social media measurement and tracking
- Customer engagement
- Localized/translated content sharing
- Web globalization strategies
- Global content management
- Web globalization assessment and measurement
- Global navigation strategies
- Web cultural customization strategies
- Multilingual keyword strategies
- International search engine marketing
- Mobile marketing
- Viral marketing

ACADEMIC CO-CHAIRS

Feel free to contact our academic co-chairs if you have any questions or clarifications.

Dr. Nitish Singh,

Associate Professor, The Boeing Institute of International Business, St. Louis University.

E-mail: ncsingh72@gmail.com

Dr. Goetz Greve,

Vice President Research and International Affairs, Professor of Marketing, HSBA Hamburg School of Business Administration

Email: Goetz.Greve@hsba.de

