

4th International Conference on National Brand & Private Label Marketing (NB&PL2017)

CONFERENCE DATES AND VENUE: JUNE 28th – 30th, 2017, BARCELONA, SPAIN

DEADLINE FOR PAPER SUBMISSION: January 20th, 2017

CONFERENCE CHAIRS: *Francisco J. Martínez-López* (University of Granada, Spain; Open University of Catalonia, Barcelona, Spain), *Juan Carlos Gázquez-Abad* (University of Almería, Spain), *Kusum L. Ailawadi* (Tuck School of Business at Dartmouth, USA) and *María Jesús Yagüe* (Autonomous University of Madrid, Spain)

CONFERENCE REVIEW BOARD (ALPHABETICAL ORDER): Nawel Amrouche, Long Island University (USA); Chris Baumann, Macquarie University (Australia); José J. Beristain, University of the Basque Country (Spain); Enrique Bigné, University of Valencia (Spain); James Brown, West Virginia University (USA); Cristina Calvo-Porrá, University of La Coruña (Spain); Ioannis E. Chaniotakis, University of the Aegean (Greece); Liwen (Brandon) Chen, City University of Hong Kong (China); Alexander Chernev, Northwestern University (USA); Chan Choi, Rutgers Business School (USA); Gérard Cliquet, Université de Rennes 1 (France); Giuseppe Colangelo, Catholic University of Milan (Italy); Ronald W. Cotterill, University of Connecticut (USA); Barbara Deleersnyder, Tilburg University (Netherlands); John Dawes, University of South Australia (Australia); Charles Gengler, City University of New York (USA); Els Gijsbrechts, Tilburg University (Netherlands); J. Tomas Gomez-Arias, Saint Mary's College of California (USA); Oscar González-Benito, University of Salamanca (Spain); Csilla Horváth, Radboud University (The Netherlands); Marco Ieva, University of Parma (Italy); Eugene Jones, The Ohio State University (USA); Robert Paul Jones, The University of Texas at Tyler (USA); Lien Lamey, Katholieke Universiteit Leuven (Belgium); Elisa Martinelli, University of Modena and Reggio Emilia (Italy); Mercedes Martos-Partal, University of Salamanca (Spain); Sebastián Molinillo Jiménez, University of Malaga, Spain; Dirk Morschett, University of Fribourg (Switzerland); Martin Natter, Goethe University Frankfurt am Main (Germany); Magdalena Nenycz-Thiel, University of South Australia (Australia); Nicoletta Occhiocupo, Oxford Brookes University (UK); Michael Pepe, Siena College (USA); William P. Putsis, University of North Carolina at Chapel Hill (USA); Natalia Rubio-Benito, Autonomous University of Madrid (Spain); Hanna Schramm-Klein, University of Siegen (Germany); Fiona Scott Morton, Yale University (USA); Raj Sethuraman, Southern Methodist University (USA); Randall Shannon, Mahidol University (Thailand); Ian Clark Sinapuelas, San Francisco State University (USA); Jay I. Sinha, Temple University (USA); Yaron Timmor, Arison School of Business (Israel); Rodolfo Vázquez-Casielles, University of Oviedo (Spain); Gianfranco Walsh, Friedrich Schiller University of Jena (Germany); María Jesús Yagüe Guillén, Autonomous University of Madrid (Spain); Jie Zhang, University of Maryland (USA); Cristina Ziliani, University of Parma (Italy); Pilar Zorrilla, University of the Basque Country (Spain).

CONFERENCE SPONSORS: So far, this conference is sponsored by these institutions: *Open University of Catalonia*; *IRI Spain*; the *Spanish Association of Commercial Codification (AECOC)*, and *ESADE Business School*.

CONFERENCE PUBLICATION: Conference papers will be published as a conference proceedings book entitled "Advances in National Brand and Private Label Marketing. Fourth International Conference, 2017" by the prestigious publisher Springer. Conference papers will also be accessible online through Springer's online platform, for quick and effective dissemination of the conference participant's research work.

Call for Papers:

Conference's main topic: *Multi- and Omni-Channel Marketing: Opportunities and Pitfalls for Manufacturers and Retailers*

In keeping with its established objectives, the conference welcomes papers on topics related to any private label and/or national brand issues, though this year the primary targeted topics are, but not limited to, the following:

- *Adding new channels or eliminating some of them*
- *Managing customers across different channels*
- *Driving the simultaneous customers' choice for touch-points and channels*
- *Importance of retailer vs. brand loyalty and how marketers can drive each in the multi- and omni-channel setting*
- *Addressing the role of brands for the integration in retailers' channels and touch-points*
- *Managing consumers' proclivity to plan and search, and order in one channel and pick-up in the other*
- *Creating the greatest customer shopping experience any channel and touch-point*
- *Integrating the retail mix across channels*
- *Analyzing the effect of different marketing mix instruments used across touch-points and channels on their performance*
- *Understanding factors affecting showrooming and webrooming behavior of shoppers*
- *Role of private label and private label branding strategy for e-tailers (e.g., Amazon) who sell a much wider array of categories than a typical supermarket chain*
- *Optimizing assortment mix at different channels*
- *Analyzing the consequences of customers using mobile touch-points within the store*
- *Measuring the performance of multiple retail channels/touch-points*
- *Understanding the 'omni-channel consumer'*
- *Handling customer returns policy in the online context*
- *Resolving conflicts in the manufacturer-retailer interface*
- *Branding decisions in the online context*
- *Opportunities for retailers to communicate with customers in a personalized manner throughout online, mobile and social media*
- *Sending the right message to the right audience: communication decisions for NBs and PLs*
- *Retailers and brands reviewing their communication strategies across offline and online context*
- *Understanding how customers search information in a multi- and omni-channel context*
- *Addressing branding decisions from an omnichannel perspective*
- *Product Innovation decisions for national brands and PLs*
- *Retailers starting to use promotions with PLs*
- *Asymmetric consequences of NBs and PL marketing decisions*
- *Balancing customer base: attracting new customers vs. retaining older customers*
- *Strengthening the relationship between manufacturers and retailers*
- *E-commerce growth in the FMCG context*

In order to submit a paper to the NB-PL 2017 conference you must register as an author at the conference management system at EasyChair; visit <https://easychair.org/conferences/?conf=nbpl2017>

All papers must be formatted according to the conference's format guidelines and submitted through the conference management system.

Important Dates:

- ✓ *Conference Paper Submission date: January 20th 2017*
- ✓ *Authors Notification date: February 15th 2017*
- ✓ *Accepted Papers camera-ready: March 20th 2017*
- ✓ *Conference Dates: June 28th - 30th, 2017*

For further information and updates, please check the conference's website: <http://www.nb-plmarketing.org/>

We really look forward to meeting you in Barcelona and having a great time, sharing ideas and experiences in an amiable gathering.

The Organizing Committee