

Research on National Brand & Private Label Marketing – International Conference (6th edition)

CONFERENCE DATES AND VENUE: JUNE 12th– JUNE 14th, 2019, BARCELONA, SPAIN

DEADLINE FOR PAPER SUBMISSION: January 10th, 2019

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

CONFERENCE PUBLICATION: Conference papers will be published as a conference proceedings book entitled “Advances in National Brand and Private Label Marketing. Sixth International Conference, 2019” 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:

The concrete theme for this sixth edition is on a passionate and timely research theme
“Creating personalized connections with consumers”

This conference welcomes papers on topics related to any retailing, private label, or national brand issues. We particularly encourage submissions related to the following topics:

- ✓ *Improving shopping experiences (both online and offline)*
- ✓ *Branding decisions in the online context*
- ✓ *Local vs. global NBs in emerging markets*
- ✓ *Resolving conflicts in the manufacturer-retailer interface*
- ✓ *Retailers investing in their own manufacturing capacity*
- ✓ *Optimizing assortment assortment at different levels (locally, regionally, nationally)*
- ✓ *Improving PL value*
- ✓ *Sending the right message to the right audience: communication decisions for NBs and PLs*
- ✓ *Creating targeted information for customers*
- ✓ *Using real-time interaction management technologies*
- ✓ *Comparing NBs' and PLs' role in emerging markets with different levels of development*
- ✓ *E-commerce and M-commerce*
- ✓ *Managing NBs and PLs at different phases of the shopping cycle*
- ✓ *Co-branding decisions for NBs and PLs*
- ✓ *Supply chain management*
- ✓ *Managing brand buzz for NBs and PLs*
- ✓ *Retailers selecting manufacturers for their PL portfolio*
- ✓ *Building brand equity in the context of NBs and PLs*
- ✓ *Addressing branding decisions from an omnichannel perspective*
- ✓ *Analyzing the development of organic and local-made PLs*
- ✓ *Balancing the customer base: attracting new customers vs. retaining old customers*
- ✓ *Strengthening the relationship between manufacturers and retailers*
- ✓ *Sharing information for building the 'right assortment'*
- ✓ *Consumer preferences for NBs and PLs*
- ✓ *Delisting NBs and the effects on the distribution-channel relationship*
- ✓ *Price, promotion and shelf-placement decisions for retailers' portfolios*
- ✓ *Optimizing shelf-space distribution between NBs and PLs*
- ✓ *Developing a 'modern' PL tiered strategy*
- ✓ *Product innovation decisions for NBs and PLs*
- ✓ *Recent food and non-food strategies for NBs and PLs*
- ✓ *Integrating offline and online channels*

In order to submit a paper to the NB-PL 2019 main track you must register as an author at the conference management system at *EasyChair*; click <https://easychair.org/conferences/?conf=nbpl2019>

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 10th 2019*
- ✓ *Authors Notification date: February 15th 2019*
- ✓ *Accepted Papers camera-ready: March 20th 2019*
- ✓ *Springer book: at least one of the co-authors must register by March 25th, 2019*
- ✓ *Conference Dates: June 12th- June 14th, 2019*

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