

## Research on National Brand & Private Label Marketing – International Conference (6<sup>th</sup> edition)

**CONFERENCE DATES AND VENUE:** JUNE 12<sup>th</sup>– JUNE 14<sup>th</sup>, 2019, BARCELONA, SPAIN

**DEADLINE FOR PAPER SUBMISSION:** January 10<sup>th</sup>, 2019

**CONFERENCE CHAIRS:** *Francisco J. Martínez-López* (University of Granada, Spain; Open University of Catalonia, Barcelona, Spain), *Juan Carlos Gázquez-Abad* (University of Almería, Spain) and *Anne L. Roggeveen* (Babson College, MA, USA)

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