UNIVERSITAS STUDIORUM BERGOMENSIS

UNIVERSITÀ DEGLI STUDI DI BERGAMO

16th Global Brand Conference

BRANDING IN THE METAVERSE

University of Bergamo
Italy
3rd-5th May, 2023

Index

Foreword

Dear Delegate,

It is our pleasure to welcome you to Bergamo for the 16th Global Brand Conference!
We are enthusiastic about hosting our community of brand researchers and practitioners in our lovely city - appointed for this year as Italy's Capital of Culture - and we are delighted to present a stimulating conference program.
Alongside the parallel sessions, during which 65 accepted papers will be discussed, we have organized an exciting program of cultural and social events, from the guided tour in the marvelous setting of old Città Altà to the afternoon of discussion, speeches, and roundtable about one of the hottest topic for brand researchers and practitioners alike - the metaverse - in the dynamic context of the Kilometro Rosso.
We take this chance to thank all of you for participating and the reviewers for their diligent work.

We wish everyone an enjoyable and inspiring GBC23!

The Conference Team

Conference Topic

Back in 2007, tech mavens and pioneers foretold that the virtual world that consumers, firms, and brands could finally experience through the Web would soon turn into a futuristic "all-encompassing digital playground where people will be immersed in an always-on flood of digital information, whether wandering through physical spaces or diving into" (Kim, 2021: 141).

Today, this envisioned "digital playground" is no longer simply a prediction but an actual reality: the metaverse is here.

A massively scaled and interoperable network of real-time rendered 3D virtual worlds where people can synchronously and persistently socialize, share, and co-create unique experiences (Ball, 2021), the metaverse has already grasped enormous interest and capital all over the world, generating a multi-billion industry which is expected to reach $678.8 billion by 2030 (Bloomberg, 2022; Bloomberg Intelligence, 2021).

Encompassing and supported by technological components like Artificial Intelligence, the Blockchain, and immersive technologies like Augmented (AR) and Virtual (VR) reality – which have already proved to be able to massively affect and reconfigure brands and brand-related constructs (Pizzi et al. 2020; Puntoni et al. 2021; Mangiò et al. 2022) – the metaverse has the potential to revolutionize brands and brand management as we know them today. As a matter of fact, global leader brands like Nike, Dolce & Gabbana, Nvidia, Hyundai, and Coca-Cola have already begun to experiment in the metaverse by, for example, issuing Non-Fungible Tokens (NFTs), setting up immersive Roblox-based showrooms, or creating digital twins realities to extend remote working.

Yet, what the role of brands actually is in the metaverse, and what effects and implications branding can exert in this novel context, is still to be determined. Acknowledging this, the 16th Global Brand Conference will focus on the topic of "Branding in the metaverse" with the overarching goal of exploring this terra incognita to go beyond its hype and outline its value, opportunities, and risks for brands and practitioners and to contribute to the further development of the brand management discipline through rigorous research investigating the metaverse and/or topics and phenomena related to its components.

Special Issue: Journal of Interactive Marketing

Following the conference, authors of competitive papers are invited to submit their revised and accepted work to the Special Issue of the Journal of Interactive Marketing focused on the topic of "Brands and Branding in the Metaverse."

Manuscript submission: April 15, 2023 through January 15, 2024

Planned publication: May 2025

Further details are available at the following link

Program

DAY 1 | 3RD MAY 2023 (WEDNESDAY)

09:00 – 10:00
Registration and welcome coffee (Galeotti Lecture Hall)

10:00 – 11:00
Welcome speeches

11:00 – 13:00
Keynote speech: Prof. **Anatoli Colicev** (University of Liverpool Management School)

13:00 – 14:00
Lunch break (Galeotti Lecture Hall)

14:00 – 16:00
Parallel sessions

Discovering Città Alta

17:15
Bus to Città Alta (Upper town) from Caniana Campus (Via dei Caniana, 2)

18:00 – 20:00
Mystery tour @Città Alta

20:30 – 23:00
Brand night @Circolino

23:30
Bus to Caniana Campus

DAY 2 | 4TH MAY 2023 (THURSDAY)

09:00 – 09.30
Welcome coffee (Galeotti Lecture Hall)

09.30 – 13:00
Parallel sessions

13:00 – 14:30
Lunch break (Galeotti Lecture Hall)

Guided tour and roundtable @KM Rosso | Confindustria

14:30 - 15:00
Bus from Caniana Campus to KM Rosso

15:00 – 17:00
Guided tour at @KM Rosso

17:30 – 19:00
Guest Speaker and Roundtable @Confindustria

Keynote Speaker
Prof. **Vanitha Swaminathan** (University of Pittsburgh)
Title "*Brand engagement using AR and VR*"

Roundtable
Moderators:
Prof. **Daniela Andreini** (University of Bergamo)
Prof. **Giuseppe Pedeliento** (University of Bergamo)

Participants:
Ennio Armato (Global CEO @FFIND)
Mr. Armato is the Global CEO of FFIND, a multinational company that collects data for market research using both classical (CAWI and CAT) and innovative (webcam and smart speaker) methodologies for quantitative and qualitative scope.

Christian Mastro (Marketing Director @Lamborghini)
Mr. Mastro has developed a managerial career in several automotive brands worldwide. He recently returned to Lamborghini after three years and a half serving on the board of directors with responsibility for the sales, marketing, after-sales, and licensing areas of Bugatti company.

Alberto Ferrari (Brand manager @Brembo)
Mr. Ferrari has more than ten years of international experience in the premium automotive industry, and today his activity as Brand Manager involves the Global Brand Strategy and its development at Brembo.

Alessio Cicolari (CEO @AK Informatica)
Mr. Cicolari is founder and CEO of AK Group. He is actively involved in the Esports industry, where he dedicates activity to the organization and management of Esports assets of national and international caliber as well as team management.

Gabriele Borasi (Partner @Jacobacci & Partners)
Mr. Borasi is active in industrial property consulting, representing and advising Italian and foreign clients, and gaining considerable experience in the trademark area. He is currently responsible for the trademark area of the Milan office.

19:00 – 20:30
Aperitivo

20:30 – 23:00
Gala dinner

23:30
Bus to Caniana Campus (Via dei Caniana, 2)

DAY 3 | 5TH MAY 2023 (FRIDAY)

08:00 – 09:00
Welcome coffee (Galeotti Lecture Hall)

09:00 – 12:30
Parallel sessions

12:30 – 13:30
Awards and closing ceremonies (Galeotti Lecture Hall)

13:30 – 14:00
Lunch break (Galeotti Lecture Hall)

Academic Sessions Program
DAY 1 | 3RD MAY 2023 (WEDNESDAY)
14.00 - 16.00

Sustainability & Branding
Room 17
Chair: Francisco Guzman

"Public values and brand equity: Investigating the impact on behavioral intentions in the context of HEIs"
Galina Biedenbach, Ulrika Leijerholt

"Sustainability and gender: Are sustainable brands inclusive of men?"
Bárbara Cardoso, Joana César Machado, Carla Carvalho Martins

"Management of Corporate Identity for the pursuit of sustained CSR implementation"
Marwa Tourky, Sharifah Faridah Syed Alwi, Ahmed Shaalan, John Balmer

"Exploring the Link between Sustainability and Sustainable Branding: Domestic Brands versus Global Brands of Electrical Vehicles"
Wenwei Li

Innovation & Branding
Room 20
Chair: Joana César Machado

"Innovativeness as a Brand Personality trait: Measurement and Validation of Brand Innovativeness"
Claire-Lise Ackermann, Blandine Hetet

"New clothes for old brands – Success factors of the extension of established brands into the digital world"
Carsten Baumgarth, Holger J. Schmidt

"Consumer grief – a response to brand innovation"
Adele Berndt, Kieran Tierney

"Extended Branding and Social Innovation: Design-led Branding, equality, and the Metaverse"
Bernardo Meza Guzman, Catarina Lelis, Yuki Tania Higa, Mario Roncal Zolessi, Jose Manuel López Ludeña, Christopher Ccoicca Cazani, Paulo Ojeda Maceda

DAY 1 | 3RD MAY 2023 (WEDNESDAY)
14.00 - 16.00

Brand Consciousness & Activism
Room 21
Chair: Oriol Iglesias

"Becoming self-aware: The case of Siemens Corporate Newsroom"
Nils Grimm, Jörg Henseler, Benjamin Österle, Christoph Moss

"Conscientious brands: A three level approach to purpose"
Michela Mingione, Oriol Iglesias, Nicholas Ind, Stefan Markovich

"In the pursuit of Authentic Brand Activism - reality or myth?"
Clarinda Rodrigues

"The Characteristics of Brands with a Conscience: A Multi-stakeholder Perspective"
Nathalia C Tjandra, Alessandro Feri, Barbara Seegebarth, Nicholas Ind, Christof Backhaus, Oriol Iglesias, David Woisetschläger

NFTs & Branding
Room 22
Chair: Anatoli Colicev

"Beyond the craze: depicting the NFTs' cultural and market ecosystem"
Silvia Biraghi, Rossella Gambetti

"What the ... NFTs!: A multiplatform analysis of online discourses on NFTs'"
Federico Mangiò, Gabriele Murtas, Giuseppe Pedeliento, Daniela Andreini

"Brand Ambidexterity in the Metaverse Era: The Impact of NFTs on Brand Dilution"
Gabriele Pizzi, Virginia Vannucci, Matilde Rapezzi

"Sports brands venturing into the world of digital ownership"
Konstantinos Lianidis, Mikkel Nojaard, Domen Bajde

DAY 2 | 4TH MAY 2023 (THURSDAY)
09.30 - 13.00

Fashion, Tourism & Gaming
Room 16
Chair: Gabriele Murtas

"The Negative impact of Artificial Intelligence technologies on Customer Brand Engagement in the Tourism industry"

Youssra El Midaoui, Laurence Dessart, Willem Standaert

"Game On? The Dark Side of Luxury Brand Gamification Activities"

Alice Guzzetti, Roberta Crespi, Glyn Atwal

"The next "advertization" after sports sector and digital videogaming? Marketing in the metaverse must go beyond reach and targeting"

Andreas Hesse

Break (30 mins.)

"Branded experiences in the immersive spectrum: How will fashion consumers react to the Metaverse?"

Suha Fouad Salem, Charles Aaron Lawry, Alshaimaa B. Alandoly, Jiarui Li

"Is agritourism ready for the metaverse?"

Ciocirlan Cristina

Branding & AI
Room 17
Chair: Federico Mangiò

"Linda or Michael? Enhancing brand attitude through AI chatbot gender"

Isabelle Aimé, Salim L. Azar, Isabelle Ulrich

"Examining the role of Anthropomorphism in Augmented Reality Digital Assistants (ARDAs) within the Metaverse"

Jennifer B. Barhorst, Hannah Marriott, Graeme McLean

"The Negative impact of Artificial Intelligence technologies on Customer Brand Engagement in the Tourism industry"

Youssra El Midaoui, Laurence Dessart, Willem Standaert

Break (30 mins.)

DAY 2 | 4TH MAY 2023 (THURSDAY)
09.30 - 13.00

"Low vs. High excitement brands in VR: the roles of experiential interactions and authenticity"
Kirsten Cowan, Francisco Guzman, Seth Ketron, Alena Kostyk

"Artificial Intelligence for Print and Video-Based Brand Voice: The Effect of Source Disclosure on Authenticity and Brand Attitude"
Alxexandra Kirkby, Carsten Baumgarth, Jörg Henseler

"Are Brands dynamic with Metaverse Technology? Future is Realistic with AR-based Mobile Apps"
Vikas Arya

Branding & Consumer Behavior
Room 20
Chair: Riccardo Valesi

"Eye-tracking emotions in TV commercials"
Ulla Hakala, Katariina Pajuranta

"How does brand name and logo figurativeness influence memory and affect?"
Paulo Lencastre, Joana César Machado, Patrício Costa, Leonor Vacas-de-Carvalho

"Identifying the Determinants of Customer-brand relationship in the Metaverse though a neuroscience-based quasi-experimental design approach"
Riccardo Rialti, Niccolò Piccioni, Costanza Nosi, Silvia Ranfagni and Marco Mancini

Break (30 mins.)

"How individual's temporal perspective shapes their disposition towards brands"
Griff Round, Stuart Roper, Sahar Mousavi

"Insect-based food consumption: hedonic or utilitarian motives? A moderation and segmentation analyses"
Riccardo Valesi, Daniela Andreini, Giuseppe Pedeliento

DAY 2 | 4TH MAY 2023 (THURSDAY)
09.30 - 13.00

Brand co-creation
Room 21

Chair: Nicholas Jonathan Ind

"Bug Out Brands: How brands gain legitimacy in online prepper communities"
Craig Hirst, Paul Beresford

"How does co-creation influence customer purchase intent? Examining the underlying relational mechanisms"
Stefan Markovic, Milena Micevski, Yuqian Qiu, Mehdi Bagherzadeh

"Measuring the Metaverse experience: Consumers' search for an immersive, interoperable and safe experience"
Michela Mingione, Margherita Materia, Giovanni Mattia

Break (30 mins.)

"Drivers and Outcomes of Co-creation in the B2B Context"
Yuqian Qiu, Oriol Iglesias, Stefan Markovic, Cristina Sancha

"I am the Metaverse sweetie – exploring brand co-creation through a glimpse of the metaverse"
Milka Väinämö, Saila Saraniemi

"Brand identity-image fit in South African professional services: Is brand co-creation a panacea?"
Kuhle M. Zwakala, Pieter Steenkamp, Rodney Duffett

Meet the expert 1:1 with Anatoli Colicev
Room 22

DAY 3 | 5TH MAY 2023 (FRIDAY)

09.00 - 12.30

Sales channels & Branding

Room 17

Chair: Stuart Roper

"Competition between national brand and private label in grocery stores in the metaverse"
Marcello Sansone, Annarita Colamatteo, Maria Anna Pagnanelli

"Re-imaging brand packaging diffusion and adoption in the metaverse"
Mario D'Arco, Vittoria Marino, Riccardo Resciniti

"The metaverse as an interoperable retail channel to foster digital-first product innovation"
Alessandro Iuffmann Ghezzi, Francesca Negri, Sebastiano Grandi

Break (30 mins.)

"Comparing the display of visually similar products in online grocery shopping platforms"
Ezgi Oguz, Jamie Marsden

"Hi Brands- Where Are You, Metaverse is Calling You. Let's explore the Intangible Products in an I-commerce store"
Vikas Arya

"From transaction to immersion: Brand Experience in Physical Retail"
Mian Wang, Jamie Marsden

Brands & Social Media

Room 20

Chair: Zoe Lee

"Sex Sells, But Who's Buying? The Effect of Sexual Appeals on Consumer Responses to Brand Influencer Marketing"
Pedro Bastos, Carla Carvalho Martins, Joana César Machado

"Conceptualising Corporate Virtue Signalling On Social Media"
Jan Breitsohl, Ulf Aakerup, Simon Blythe, Katie Dunn, Gabriele Jansukaite, Tony Grimes, Stuart Roper

DAY 3 | 5TH MAY 2023 (FRIDAY)
09.00 - 12.30

"There's tingle and tingle: a comparative analysis of digital consumer engagement with ASMRists' videos on YouTube"
Giandomenico Di Domenico, Victoria Broadbridge, Federico Mangiò

Break (30 mins.)

"From Harm to Praise: How Should Brands Respond to Their Rival Brands' Comments on Social Media?"
Denitsa Dineva, Zoe Lee

"Brand authenticity in the age of social media – A study of personal branding practices at *BeReal*"
Laura Siewert, Cecilia Cassinger

"When Aiming for Brand Relevance Backfires as a Consequence of Effort in Identity-Signaling"
Matilde Rapezzi, Gabriele Pizzi, Gian Luca Marzocchi, Daniele Scarpi

Branding strategies in the metaverse
Room 21
Chair: Giuseppe Pedeliento

"Exploring branding strategies in metaverses. A qualitative study"
Maria Vernuccio, Sara Boccalini, Michela Patrizi, Alberto Pastore

"Branding of the cultural market in the metaverse: Outlooks in Italy"
Francesco Carignani, Laura Clemente, Gesualda Iodice, Fabio Greco, Francesco Bifulco

"The role of advertising and branding in the metaverse of an emerging market: A case study of real estate companies in Palestine"
Enas H. Dahadha, Olalekan Adekola

Break (30 mins.)

"*Drivers of positive electronic word of mouth (eWOM) in metaverse: An experimental perspective*"
Neeraj Pandey, Yogesh K Dwivedi, Preeti Nayal, Arun Sharma, Ronnie Das

DAY 3 │ 5TH MAY 2023 (FRIDAY)
09.00 - 12.30

"Implications of a customer perspective on branding in the metaverse"
Anne Rindell, Tore Strandvik

"A Structured Literature Review on a new brand dimension: toward a future research agenda for a 'metaverse marketing'"
Karolina Sallaku, Annunziata Tarulli, Gioconda Mele, Domenico Morrone, Pasquale Del Vecchi

Brand experience
Room 22
Chair: Daniela Andreini

"Narrative Fragmentation: An Exploration of Omnichannel Brand Experience"
Alina Diana Both, Sascha Steinmann

"It's Almost as if I'm There Now: Exploring how Virtual Brand Interactions Affect Destination Brand Experiences and Decision-Making"
Alena Kostyk, Laurence Dessart, Kirsten Cowan

"Why people engage in the metaverse: building digital extended-self within the scope of brands"
Yunus Kalender, Francisco Guzman

Break (30 mins.)

"SHIFTing brand experiences of NGOs brands in the Metaverse"
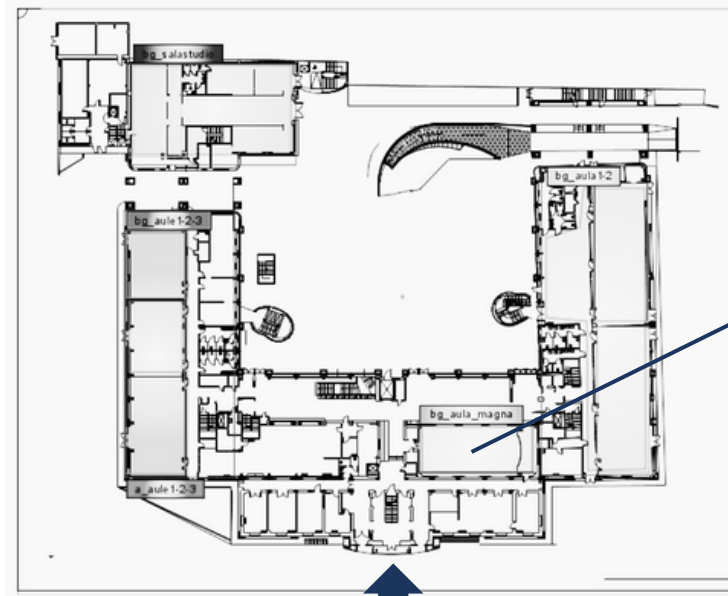*Alessandro Signorini, Alessandro Feri*

"The Role of Imagination in Brand Engagement: Actual versus Imagined Brand Experience"
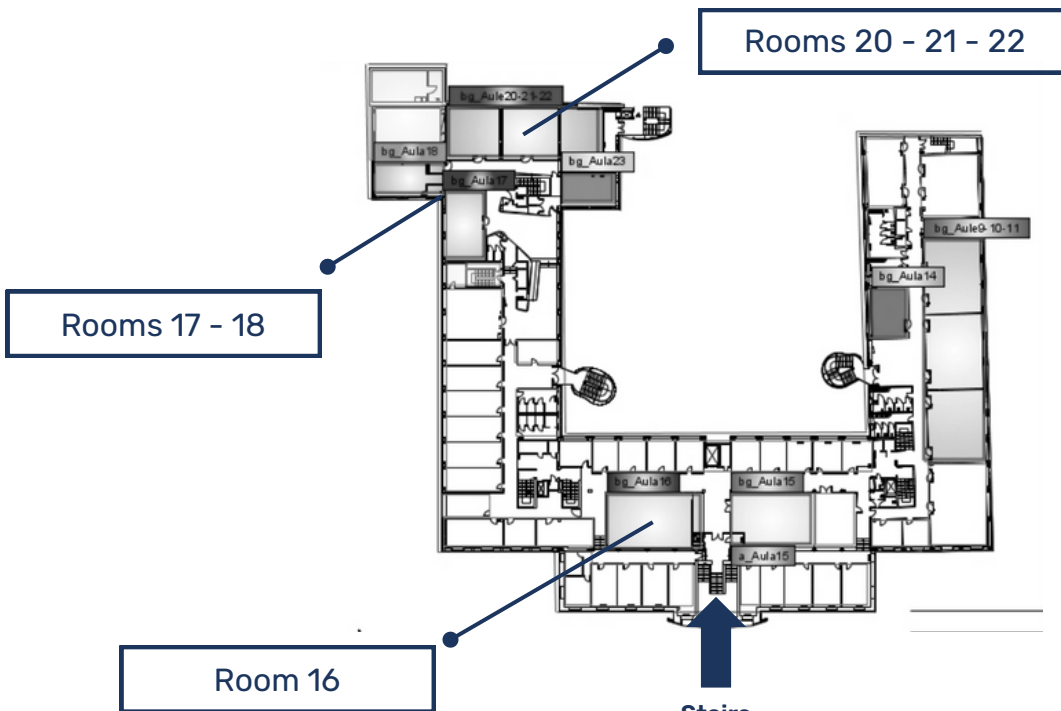*Ibrahim Abosag, Barbara Čater Vesna Žabkar*

Floor Map
Ground Floor

Galeotti Lecture Hall

Entrance

2nd Floor

Rooms 20 - 21 - 22

Rooms 17 - 18

Room 16

Stairs

Keynote Speakers

Prof. **Anatoli Colicev**

(University of Liverpool, Management School)
Chair in Marketing, Strategy, and Analytics, Prof. Colicev is a quantitative modeler with a Ph.D. in Decision Sciences and Statistics who works with a wide range of methodologies and fields. His work has been published in top journals in the fields of marketing, management, and operations management. He is proficient in time-series econometrics, panel data methods, and multilevel modeling. His research fields concern the role of marketing assets/investments/information for different types of investors (finance) and analysts (accounting); Social Media Marketing; NFTs, blockchain and Web3; ESG and Strategic Management.

Prof. **Vanitha Swaminathan**

(University of Pittsburgh)
Prof. Vanitha Swaminathan is Thomas Marshall Professor of Marketing at the University of Pittsburgh and the Director of the Katz Center for Branding at Pitt Business. Professor Swaminathan has published extensively in various leading marketing and management journals. Her innovative research contributions include developing frameworks for branding in a hyperconnected world and online brand engagement, as well as understanding the drivers and motivations for consumer-brand relationships. She has won awards for her research, including AMA Conference Best Paper Awards (multiple times), Lehmann Best Paper Awards (twice), and the Journal of Advertising's Best Paper Award. She has also won awards for her research, teaching, and service at the University of Pittsburgh.

Partners

Confindustria Bergamo

Confindustria Bergamo is a business association that operates on a non-profit basis and plays a representative role for industrial and service sector companies in Bergamo and Province, totaling about 1,200 companies and 80,000 people. The Association promotes economic development by ensuring the centrality of business, representing member companies and their values before institutions, collaborating with all players in the area, and providing increasingly diversified services to members.

Kilometro Rosso

Kilometro Rosso is one of Europe's leading innovation districts.
The meeting place between research and business: a functional structure to generate synergies between business activities, research centers, laboratories, professional services, and higher education. Kilometro Rosso operates in an open logic, according to the Open Innovation model: the development of synergies between different competencies makes it possible to reduce development time and transfer innovative solutions to the market.

Subaru

Subaru Italia S.p.A. was founded in 1985 as a division of Subaru Corporation, based first in Ala and then, since 2013, in Milan. The logo represents the Pleiades group, whose stars symbolize the merger of six companies that created the current car company. Subaru is considered the pioneer of all-wheel drive. This is reflected in the three pillars at the heart of Subaru's philosophy: SAFE, FUN, and TOUGH, which fully express the brand's character and core principles. Today the Subaru Network boasts an extensive sales and service network throughout Italy.

Academy of Marketing
SIG Brand Identity & Corporate Reputation

JOANA MACHADO | Universidade Católica Porto, Portugal

STUART ROPER | University of Huddersfield, UK

DANIELA ANDREINI | University of Bergamo, Italy

FRANCISCO GUZMAN | University of North Texas, USA

ORIOL IGLESIAS | ESADE, Barcelona, Spain

NICHOLAS IND | Kristiania University College, Sweden

ZOE LEE | Cardiff University, UK

16th Global Brand Conference Team - 2023

DANIELA ANDREINI

GIUSEPPE PEDELIENTO

RICCARDO VALESI

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