



CIB'17
IV International
Congress On Brand(Ing)

New developments
to individual and collective
well-being

Call for Papers

We are pleased to announce the Call for Papers for the **IV International Congress on Brand(ing)** entitled **New Developments to Individual and Collective Well-Being** hosted by the Polytechnic of Leiria. This is a co-organization of Polytechnic of Leiria (Portugal), University of Unives, Lajeado RS (Brazil) and International Brand Observatory.

The event will be held on the 28th-30th September 2017 in Leiria, at School of Technology and Management, Polythecnic of Leiria, Portugal.

The world is in change. The past three decades have seen a period of profound economic and social transformation on a global scale. People are facing a new paradigm where the reference to economic, organisational and political colonization are struggling both social and individual interests. An upsurge in critique of both representations and practices are necessary within contemporary society. This way, a debate is needed about the relation between ideology and individual and collective well-being, about the organisational and environmental, social and individual issues, about theory and work across disciplines, that is, transdisciplinarity. Thus, the basic motivation for this congress is to contribute to an awareness of what Brand(ing) is (present history), how it has come to be (diachronic perspective), and what it might become (future), on the basis of which people may be able to make and remake their lives.

New Developments to Individual and Collective Well-being aims to promote international interaction and discussion on the above queries among academics,

researchers and professionals interested in the relevance of brands and communication to the world of business, institutions, places, people and artifacts. Accordingly, the conference will cover different disciplines such as communication studies, cultural studies, linguistics, semiotics, sociology, geography, design, marketing, management, accounting, law, among others.

Presentations on the following themes are especially welcome:

- Brand identity
- Brand management
- Brand evaluation
- Brand tendencies
- Brand and advertising in different media
- The impact of multimodal technologies on corporate/institutional communication through brands
- Brand and genre variation across cultures
- The evolution of brands in a historical perspective
- Brand and global/localisation
- Brand discourse and ideology
- Web-mediated brands and emerging genres
- The semiotics of computer-mediated communication (e.g. language, image and sound)
- Analytical instruments in multimodal theory
- Corporate image building through the brand (logo)
- Applied neuroscience to brands
- Branding and corporate philanthropy
- Brand and law

Important dates:

Deadline for complete articles submission – 6 July 2017

Article Acceptance information – 23 July 2017

Format

The CIB'17 consists of two type of session:

Plenary sessions: Invited speakers (academics and professionals) will address issues of major interest for the congress attendees (50 minutes slots with 10 minutes for questions and answers).

General sessions: Submissions for a number of panels on the more specific themes outlined above. Contributions from academics, researchers, practitioners (study cases) are welcome. Paper sessions follow the format of presentation and discussion (20 minutes slot followed by 10 minutes for questions/discussion).

Official Languages: English, Portuguese

The official languages of the congress are English and Portuguese. However, proposals can be sent and be presented in **English, Portuguese, Spanish and French**.

Please, submit your proposal according to the **submission guidelines** available at:

<http://www.ivcibranding.ipleiria.pt>