

Call for Papers for *Journal of Brand Management* Special Issue on Brand Value and Valuation

Submission Deadline: 23rd May, 2008

Guest Editors:

Robert P. Leone, Neeley School of Business, Texas Christian University
Randle D. Raggio, E.J. Ourso College of Business, Louisiana State University

Brands constitute the largest asset for many firms, and brand valuations are increasingly being seen as an important performance metric both for companies and managers. In addition, brand valuations have been found to positively impact financial market performance, so it is critical that managers understand clearly what brand value is, and how they can create and appropriate (capture) as much of that value as possible.

Due to resource constraints, firms are forced at any given time to emphasize either value creation or value appropriation based on strategic priorities. Research shows that the stock market rewards increased emphasis on value appropriation over value creation, but it is obvious that value must be created before it can be appropriated.

The *Journal of Brand Management's* forthcoming special issue on Brand Value and Valuation aims to present the latest empirical research and ideas related to the diverse drivers of brand value, strategies for appropriating brand value, valuation methodologies, brand valuation in practice (e.g., uses of brand valuations: reward/ compensation, brand/portfolio management, financial reporting, purchase/sale of brands, etc.), and the implications of reporting brand values on financial statements.

For example, it is possible, that all of the following sources may contribute to brand value: consumers, channel members, labour markets, financial markets, government and/or regulatory agencies, outside interest groups, parent company capabilities and resources, and managerial capabilities/decisions. Papers that identify and measure the role of these (and other) sources are encouraged.

Other potential topics covered may include (but are not limited to) the following:

- Relationships among various valuation methodologies
- Demonstrate need for better valuation methodologies
- Development of new valuation methodologies

- How companies are using the concept of brand value and brand valuations to manage their brands, managers, and brand portfolios (i.e., what do companies do with the brand valuations they create?)
- Relationship between brand value and other related constructs
- Legal/tax/regulatory/managerial/financial markets implications of recognition of brand values on financial statements
- Issues related to the tradeoff between building and appropriating (capturing) brand value
- Identifying/integrating marketing, finance and accounting's views and uses of brand valuations
- Understanding brand value from a portfolio perspective

Papers of either an empirical or conceptual nature are invited for submission to the *Journal of Brand Management's* forthcoming special issue on Brand Value and Valuation. Both academic and practitioner papers are equally welcome. Conceptual papers, case studies, empirical studies, and critical reviews of extant literature are encouraged for submission.

The special issue will include papers from industry experts from the leading brand valuation companies highlighting key learnings to date from work they have done with clients, along with their expectations for advances in valuation methodologies and uses. Companies that have agreed to participate include:

- GfK
- Interbrand
- Ipsos
- Millward Brown Optimor

All papers will be double blind peer reviewed. The deadline for submission of papers is **23rd May, 2008**. All papers should follow the format of the *Journal of Brand Management*. Author guidelines are available at: <http://www.palgrave-journals.com/BM>.

Papers should be emailed as Word or .pdf files to one of the special issue Guest Editors:
 Robert P. Leone: Email: r.leone@tcu.edu
 Randle D. Raggio: Email: raggio@lsu.edu

Note: A recent paper on Brand Value by the guest editors is forthcoming in *JBM* and made available through Palgrave's Advance Online Publication (AOP) system. The paper can be viewed at <http://www.palgrave-journals.com/bm/journal/vaop/ncurrent/index.html#01022008>.