

# Call for Paper

## *Journal of Brand Management Special Issue: Brand Building and Buying Behaviour in Asia*

Being an integral part of their global marketing strategy, recently many multinational firms have been aggressively launching a series of marketing programmes to create awareness and develop favourable image of their brands in Asia. However, the flourishing local economy of South Korea, China, and India have enabled a number of companies from these countries to grow rapidly and successfully using “brands” as competitive weapons to counter the challenges from the multinational firms. All these changes in the competition scene in Asia have triggered both academic and practitioners’ interests in learning more about branding building and management behaviour of firms operating in Asia and characteristics of Asian consumers’ brand choice behaviour and their response towards innovative brand building programmes. Whilst empirical, theoretical and conceptual studies are equally welcome for submission to the special issue, the authors should emphasise the practical implications of their research for effective brand management. We also encourage research work relating to evaluating brand building and buying behaviour with new paradigms/perspectives and evaluating brand performance with new metrics. The special issue will address the above challenges and aims to include, but should not be limited to, the following topics:

1. Assessing the impact of marketing programs on brand equity in Asian business context
2. Methodological and measurement issues in branding research in Asia
3. Use of market-asset based metrics to assess brand equity in developing financial markets
4. Customer perceived value, brand image, and brand equity in Asian markets
5. Merger and acquisition: Impact on corporate/brand image
6. Development and management of joint venture brands
7. Corporate reputation research in an Asian context.
8. Characteristics of local firms’ brand building behaviour and effective brand management process in Asia.
9. Cultural impacts on brand perception and brand buying behaviour
10. Cultural values and development of brand trust
11. Brand personality research in an Asian context.
12. Brand extension
13. How do Asian consumers evaluate sub-brands/co-brands?
14. Relationships between product knowledge and evaluation of the brands
15. Customer-service provider relationship and brand perception and brand loyalty
16. Government supports as brand ingredients and their impact on brand image
17. The influences of brand management and accreditation organizations on customers’ perception and acceptance of the brands

18. Managing brand equity for different constituencies (consumers, distributors, governmental organizations, facilitating agents, and analysts)
19. Marketing communications and brand development and management
20. Unique corporate branding, identity/image and communications issues in Asian markets
21. Comparison of the US, European and Asian schools of branding.

All papers should follow the format of the Journal of Brand Management and be submitted to:

Either

Dr. Sherriff T. K. LUK  
Asian Centre for Brand Management  
Department of Management and Marketing/  
The Hong Kong Polytechnic University  
Hung Hom, Kowloon  
Hong Kong  
E-mail: [mssluk@polyu.edu.hk](mailto:mssluk@polyu.edu.hk)

Or

Dr. Leslie S. C. YIP  
Asian Centre for Brand Management  
Department of Management and Marketing/  
The Hong Kong Polytechnic University  
Hung Hom, Kowloon  
Hong Kong  
E-mail: [mslyip@polyu.edu.hk](mailto:mslyip@polyu.edu.hk)

Or

Dr. Tony Aperia  
Principal  
Nordic Brand Academy  
Box 55610  
S-102 14 Stockholm  
E-mail: [tony.aperia@nordicbrandacademy.com](mailto:tony.aperia@nordicbrandacademy.com)

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