

Corporate Reputation Review

Special Issue Call for Papers

‘Nation Branding: Building a quantitative methodological base for an emerging paradigm’

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The purpose of this Special Issue is to advance the development of empirical research into the emerging paradigm of nation branding. Nation branding encompasses major domains of business, in particular export promotion, tourism promotion, and the attraction of inward investment. A recent upsurge of interest in nation branding has led to the publication of a small number of books on the topic (Anholt, 2007; Dinnie, 2008; Moilanen and Rainisto, 2008), as well as the establishment of specialist journals such as Place Branding and Public Diplomacy.

To date, the overwhelming majority of academic papers published on nation branding have used qualitative, interpretivistic methods, as is to be expected for a relatively new and little researched field of inquiry. However, to move the literature forward, more work is required that employs quantitative methods and whose results possess a level of generalizability that is not found in case study or conceptual research. This Special Issue therefore invites submissions that employ quantitative research methodologies to investigate a range of themes pertaining to nation branding. These themes include, but are not limited to, the following:

- Interdisciplinary perspectives on nation branding
- Measurement of the effectiveness of nation branding strategies
- Measurement and scales specifically developed/adapted/tested for the context of place brands
- Analysis of the role of nation branding in influencing country image perceptions
- Challenges associated with internal nation branding, ie, strategies targeting domestic populations rather than external audiences
- The impact of nation branding on export promotion, tourism promotion, and the attraction of inward investment
- Approaches for measuring nation brand equity
- Quantifying the economic impact of nation branding campaigns and strategies
- Investigation of the relationship between nation branding and consumer behavior

Deadline for submission: 1st September 2010

All manuscripts should follow the general guidelines for authors of Corporate Reputation Review. Manuscripts should not have been published or be under consideration at other journals. Please submit your paper electronically to each of the CRR Special Issue Editors: T.C. Melewar, Brunel University, United Kingdom (T.C.Melewar@brunel.ac.uk); Suraksha Gupta, Middlesex University, United Kingdom (s.gupta@mdx.ac.uk); Keith Dinnie, Temple University, Japan (dinnie@tuj.ac.jp).

References:

Anholt, S. (2007), *Competitive Identity – The New Brand Management for Nations, Cities and Regions*, Palgrave Macmillan, United Kingdom

Dinnie, K. (2008), *Nation Branding – Concepts, Issues, Practice*, Butterworth-Heinemann, United Kingdom

Moilanen, T. and Rainisto, S. (2008), *How to Brand Nations, Cities and Destinations: A Planning Book for Place Branding*, Palgrave Macmillan, United Kingdom