



**1º Congresso  
Internacional em  
Marcas/Branding**

1<sup>st</sup> International  
Congress on  
Brand(ing)

**ESTG**

Leiria, Portugal  
2 > 4 Out '14

## Call for papers 1.0

1<sup>st</sup> International Congress on Brand(ing)

### **PATHWAYS TO BRAND(ING): FROM REPRESENTATION TO PRACTICE**

We are pleased to announce the call for papers for the 1<sup>st</sup> International Congress on Brand(ing) entitled Pathways to Brand(ing): From Representation to Practice hosted by the Polytechnic Institute of Leiria. This is a co-organization of Polytechnic Institute of Leiria, University of Univates, Lajeado RS, Brazil and Observatório de Marcas (Brand Observatory).

PATHWAYS TO BRAND(ING): FROM REPRESENTATION TO PRACTICE aims to promote interaction and discussion among academics, researchers and professionals interested in the relevance of brands and communication to the world of business and institutions to expand research networks among scholars working in the area in organisational settings.

Contributions are invited from scholars working in a variety of disciplines including: communication studies, design, semiotics, discourse analysis, organisation studies, management studies, sociology, anthropology, social psychology, economics, marketing, law, cultural studies etc.

Presentations on the following themes are especially welcome:

- Brand identity
- Brand building
- 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





**1º Congresso  
Internacional em  
Marcas/Branding**

1st International  
Congress on  
Brand(ing)

**ESTG**

Leiria, Portugal  
2 > 4 Out '14

## Call for papers 1.0

**Co-organization**

Instituto Politécnico de Leiria  
Portugal

Univates, Lajeado RS  
Brazil

Observatório de Marcas

**Format**

The congress includes, first, plenary sessions where invited speakers will address issues regarding the foundation, justification, scope, and practice of Brand(ing) main issues related to the topic.

Secondly, we invite abstract submissions for a number of panels on the more specific themes outlined above. Contributions from academics, researchers and practitioners (study cases) are welcome.

Plenary speakers will be 50 minute slots with 10 minutes for questions/ answers Paper sessions will be 20 minute slots with 10 minutes for questions/discussion.

**Official Languages**

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

**Submissions guidelines**

Abstract proposals should be between 450 and 500 words in length. Preferred format for all submissions is Microsoft Word. Please send your proposal as attachment to [pathways.representation@gmail.com](mailto:pathways.representation@gmail.com) and insert the title Pathways to Brand(ing) as subject of the message.

The information should also contain the following:

- Author(s) name (s);
- Title (Mr./ Ms/ Master/ PhD);
- Affiliation;
- Postal address (es).

**Congress venue**

The congress will be held at:  
School of Technology and Management  
Morro do Lena – Alto do Vieiro  
Apartado 4163  
2411-901 Leiria, Portugal

**Important dates**

Abstract submission deadline: 30 June

All proposals will undergo peer review and final notifications of acceptance will be sent out by 15 July 2014.

**Contacts**

[pathways.representation@gmail.com](mailto:pathways.representation@gmail.com)





**1º Congresso  
Internacional em  
Marcas/Branding**

1st International  
Congress on  
Brand(ing)

**ESTG**

Leiria, Portugal  
2 > 4 Out '14

## Call for papers 1.0

**Co-organization**

Instituto Politécnico de Leiria  
Portugal

Univates, Lajeado RS  
Brazil

Observatório de Marcas

**Organizing committee**

Carminda Silvestre, ESTG, IPLeiria/ Observatório de Marcas

Elizete Kreutz, Univates/Observatório de Marcas

Gorete Marques, ESTG, IPLeiria

Jean Mercereau, ESTG, IPLeiria

Jorge Gomes da Costa, ESTG, IPLeiria

Alcina Gaspar, ESTG, IPLeiria

**Scientific committee**

Prof. Dr. Rudimar Baldissera, UFRGS, Brazil

Prof. Dr. Denis Barbosa, INPI/UFRJ, Brazil

Prof. Dr. João Anzanello Carrascoza, ESPM-SP, Brazil

Prof. Dr. Antonio Hohlfeldt, PUC-RS, Brazil

Prof. Dr. Humberto Keske, Univ. Feevale, Brazil

Prof. Dra Elizete de Azevedo Kreutz, Univates RS, Brazil

Prof. Dra Josénia Vieira, UnB, Brazil

Prof. Dr. Jean- Charle Zozzoli, UFAL, Brazil

Prof. Dr Fernando Olivares, Univ. Alicante, Spain

Prof. Dra Helena Alves, UBI, Portugal

Prof. Dr Francisco Dias, ESTM-IPLeiria, Portugal

Prof. Dr Paulo Faustino, IPLeiria/ Univ. Porto, Portugal

Prof Dra Julia Fonseca, ESTM, IPLeiria, Portugal

Prof. Dra Alcina Gaspar, ESTG, IPLeiria, Portugal

Prof. Dr. Daniel Gomes, ESSE, IPCoimbra, Portugal

Prof. Dra Alzira Marques, ESTG, IPLeiria, Portugal

Prof. Dr. Daniel Raposo, IPCB, Portugal

Prof. Dra Carminda Silvestre, ESTG, IPLeiria, Portugal

Prof. Dr. Álvaro Sousa, Univ. Aveiro, Portugal