

BRAND AND ITS HISTORY: ECONOMIC, BUSINESS, AND SOCIAL VALUE

INTERNATIONAL SEMINAR

Madrid, 22 – 23 May 2014

Organizers

Patricio Sáiz and Rafael Castro (UAM)

Currently, brands play a significant role in developed societies. A thorough analysis of the impact of trademarks and branding on citizens, firms and economies requires taking into account a historical approach. Brand value has been analyzed from different scientific

generally focused on certain trademarks, firms, or sectors. It is only recently that scholars have begun to systematically disentangle the economic and entrepreneurial history of trademarking. This session, related to the competitive and

This session, related to the multidisciplinary research project UAM-CEMU-2012-034, is devoted to the hypothesis that the brand is an intangible asset with complex network effects. Thus, brand and trademark studies require multidimensional approaches, which include an unavoidable historical perspective

perspectives such as those from marketing, accounting, and economic or social studies. Notwithstanding, there are key and significant issues still not addressed or poorly analyzed. From the seminal work of Wilkins (1992) focusing on the role of trademarking in the evolution of large corporations and claiming for new brand studies, only very few works have come up,

multidisciplinary research project UAM-CEMU-2012-034, is devoted to the hypothesis that the brand is an intangible asset with complex network effects. Thus, brand and trademark studies require multidimensional approaches, which include an unavoidable historical perspective. The main session objectives would be, among others:



UAM-CEMU-2012-034

Objectives

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- Building historical databases for the understanding of enduring brands and the processes of trademark management and value accumulation.
- Developing models to evaluate the historical contribution of the trademark value on economic growth.
- Assessing brand equity and analyzing the economic impact of the time of the trademark market entry.
- Reflecting on the main sociological items related to the historical development of brand communities.

Program

Madrid, UAM, 22-23 May

Thursday, May 22

12h30- 14h00

Session 1 - Project address

· María-Jesús Yagüe & Patricio Sáiz (UAM)

Brand and its History: Economic, Business, and Social Value. An Overview

· Luis de Javier (Deputy Chairman of ANDEMA / Grupo Torres President's Advisor)

Opening Talk

14h00- 15h00

Lunch

15h00- 17h00

Session 2 – Brand capital and new challenges

· Milagros Dones, Marta Felis, Juan J. Méndez & Jaime Romero (UAM):

Brands and Economic Growth

· Beatriz García Osma, Nieves Villaseñor Román y M^a Jesús Yagüe (UAM)

Brand Capital and Earnings Quality

· Shintaro Okazaki, Ana M. Díaz, Mercedes Rozano, and Héctor D. Ménendez (UAM)

Theoretical and Methodological Challenges in Online Branding Research: Which Customers are More Engaged and Why Does It Matter?

17h00- 17h30

Coffee break

17h30- 19h00

Session 3 – Global branding

· Pierre-Yves Donzé (Kyoto University):

The Globalization of Brands and the Comeback of the Swiss Watch Industry on the World Market, 1980-2010

· Jose Bellido & Kathy Bowrey (BC, London - UNSW, Sydney):

Mickey in Europe: Merchandising Opportunities and Trade Mark Struggles (1930-1940)

Program

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Friday, May 23

9h30- 11h30

Session 4 – *Industrial trademarks and branding*

· Igor Goñi Mendizabal (EHU, Bilbao):

Trademarks in Basque Gunmaking Industry. The Case of 'ASTRA-Unceta y Cía'

· Ramón Ramón Muñoz (Universitat de Barcelona):

Patterns of Export Marketing prior to World War II: The Case of Olive Oil.

· Miquel Gutiérrez-Poch (Universitat de Barcelona):

Producing Ashes: Brand and Cigarette Paper in Spain (1850-1936)

11h30- 12h00

Coffee break

12h00- 14h00

Session 5 – *Collective identities and enduring brands*

· Florent Le Bot & Cédric Perrin (IDHES-UEVE, Paris)

Brands and Collective Identities. The Case of French Industrial Districts

· Patricio Sáiz & Francisco Cayón (UAM):

Looking for Enduring Brands: An Ongoing Project for Trademark History in Spain

· Nadia Fernández-de-Pinedo & Rafael Castro (UAM):

Wine, Trademarks, and the Origins of Drink Branding in Spain

14h00- 15h00

Lunch and coffee afternoon.

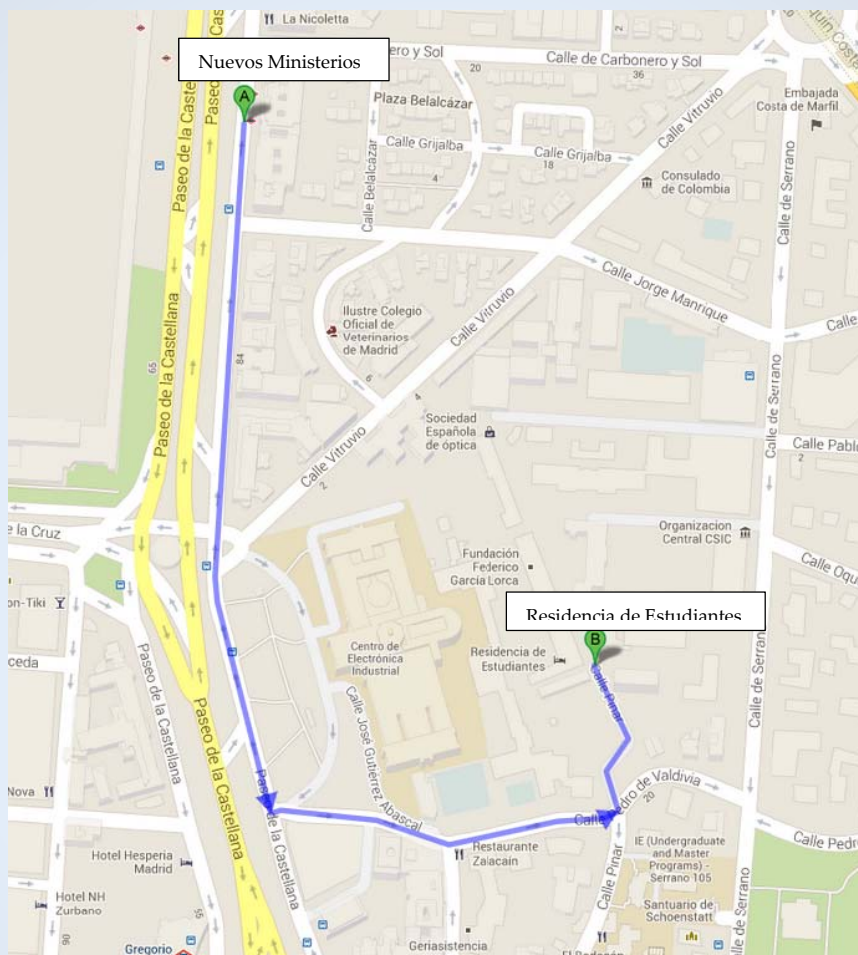
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Getting to Residencia de Estudiantes and to UAM

From Madrid Barajas AIRPORT: Take the underground (20 minutes) to *Nuevos Ministerios*
You can walk 10-15 minutes to the *RESIDENCIA DE ESTUDIANTES* or take a taxi



Getting to UAM

Take a train (not the underground) from *Nuevos Ministerios* to *Cantoblanco-Universidad*
Line C4: Each 15-20 minutes. Train Stop: *Universidad Autónoma de Madrid* (20 minutes)
Walk 5 minutes to Facultad de Ciencias Económicas y Empresariales,
Módulo 2