International Business Center
Broad College of Business
MICHIGAN STATE UNIVERSITY

Center for
International Business Studies
MAYS BUSINESS SCHOOL

RESEARCH SPOTLIGHT BY MSU & TAMU CIBERS

Meaning of Brands in an Increasingly Complex World

For this webinar, we invited three international business/marketing scholars who have published important work in global branding area with specific focus on the meaning of brands across cultures. Our panelists will discuss their perspectives on addressing contemporary conceptual and methodological best practices necessary for publishing work in this area in major journals. This webinar will include short presentations followed by a discussion moderated by the co-hosts.

FEATURED SPEAKERS

CLAUDIO ALVAREZ
Baylor University

ELIF IZBERK-BILGIN
University of Michigan-Dearborn

ELA VERESIU
York University

KEY TAKEAWAYS

- Learn some of the complexities related to the topic of global branding, and areas of high future research opportunity
- Gain insights into different theoretical foundations for advancing out understanding of meaning of brands in complex cultural contexts
- Tips related to best practices for publishing research in this field

CO-HOSTS

AHMET KIRCA
Michigan State University

DAVID A. GRIFFITH
Texas A&M University

FRIDAY, NOVEMBER 3

12:00 PM - 1:30 PM EDT

REGISTER NOW AT
tx.ag/CIBERtipsandtrends