

2013 ING Global Colloquium: “Brands and Consumption Practices: Qualitative and Quantitative Perspectives”

On April 4-5, 2013, the Marketing Department hosted the second annual ING Global Colloquium, “Brands and Consumption Practices: Qualitative and Quantitative Perspectives.” Four distinguished Marketing scholars presented their state-of-the-art research on brand relationships, brand discontinuation, and global and cultural aspects of branding. We appreciate the generous support of the ING Global Endowment for sponsorship of the colloquium.

Susan Fournier

Professor of Marketing and Dean's Research Fellow
School of Management
Boston University

"Understanding Brand Relationship Development through a Contracting Lens."



Hope Jensen Schau

Associate Professor of Marketing and Gary M. Munsinger Chair of Entrepreneurship and Innovation

Eller College of Management
University of Arizona

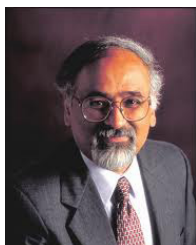
"Consumer Reactions to Brand Discontinuation: Coping with the Loss of Evolving Brand Narratives."



Rajeev Batra

S.S. Kresge Professor of Marketing
Ross School of Business
University of Michigan

"Global Branding Perspectives."



Carlos Torelli

Assistant Professor, Carlson Marketing and Logistics Management
Carlson School of Management
University of Minnesota

"Does Power Distance Belief Influence Consumers Preference for Premium (vs. Generic) Brands?: The Moderating Effects of Consumers' Social Standing and Product Type."



BLAW Colloquium: “Bridging the Gap between Business and Human Rights”

The “Bridging the Gap between Business and Human Rights” colloquium, organized by **Robert Bird**, associate professor of Business Law and Northeast Utilities Chair in Business Ethics, was held on May 14 and 15, 2013.

Keynote speaker **Anthony Ewing**, Columbia University, presented “Teaching Business and Human Rights: an Emerging Discipline.”

Attendees included **Jamie Prenkert**, associate professor of Business Law and Weimer Faculty Fellow at Indiana University; **Daniel Cahoy**, professor of Business Law at Pennsylvania University; **Radu Mares**, senior researcher at the Raoul Wallenberg Institute of Human Rights and Humanitarian Law; and **Janine Hiller**, professor of Business Law at Virginia Tech. They explored the potential for common ground between business and civil society groups in the area of human rights, discussed how firms perceive and interact with human rights, examined how voluntary regulatory regimes can positively influence business behavior, and focused on understanding how multinational corporations can align their interests with human rights in their chosen markets. Papers from the conference will be published as a collection by Elgar Press in 2014.

This conference was sponsored by UConn School of Business, the Indiana University Kelley School of Business, UConn Human Rights Institute, the UConn Center for International Business Education and Research (CIBER), and the Northeast Utilities Chair in Business Ethics.

