The conference will be held at the Radisson Hotel Bahia Mar in Fort Lauderdale, Florida. The hotel's beachfront location provides easy access to the waterways and canals that have revived Fort Lauderdale in the last decade and made it into a boating capital and the 'Venice of America'. The Radisson is easily accessible to international travelers from either Fort Lauderdale Airport (10 minutes) or Miami International Airport (30 minutes).
8th International Conference

Corporate Reputation, Image, Identity & Competitiveness

Global Citizenship

**Plenary 1**
**B-School Branding & Reputation**
Thursday, May 20, 7:00pm-8:30pm
Hosted by Wayne Huizenga School of Business, Nova Southeastern U.

**Shaping a Business School's Reputation**
Randy Pohlman, Dean; Wayne Huizenga Business School, Nova Southeastern U.
Chair: Russell Abratt, Huizenga Business School
Ron Alsop, The Wall Street Journal
Don Antunes, Warwick Business School
Paul Argenti, RI & Tuck School at Dartmouth
Preston Jones, Huizenga Business School
Deborah Vidaver-Cohen, Florida Int. U.

**Plenary 2**
**Global Corporate Citizenship: Rising to The Challenge**
Friday, May 21, 8:00am-9:00am
Noel M. Tichy, Professor; U. of Michigan Business School
Noel is the director of the Global Leadership Program, a 36-company consortium of Japanese, European and North American companies who partnered to develop senior executives and do action research on globalization. Noel also directs the Global Business Partnership that links companies and research centers in North America, Japan and Europe. He is the author of numerous books, including Control Your Destiny Or Someone Else Will: How Jack Welch is Making General Electric the World's Most Competitive Company, and The Leadership Engine: How Winning Companies Build Leaders at Every Level, named by Business Week among the top 10 business books of 1997.

**Workshop Plenary Session on Corporate Citizenship**
Friday 21 May 2004, 9:00-10:30am
Chair: Charles Fombrun, Reputation Institute & NYU-Stern
What Matters Most? The Next Generation of Values Based Leadership
Jeffrey Hollender, CEO, Seventh Generation Inc.
Communication and Corporate Citizenship
Mark Feldman, Exec. VP, Cone Inc.

**Plenary 3**
**Reputations at Risk: Why Smart Executives Fail**
Friday, May 21, 1:30pm-2:30pm
Sydney Finkelstein, Steven Roth, Professor of Management; Tuck School, Dartmouth College
Syd is the author of Why Smart Executives Fail (New York: Portfolio, 2003), a book the Wall Street Journal calls a marvel, "a jargon-free business book based on serious research that offers genuine insights with clarity and sometimes even wit."

**Plenary 4**
**Managing Global Corporate Reputation at Philips**
Friday, May 21, 4:30pm-5:30pm
Jules Prast, Global Director of Communications Philips Electronics
Philips Corporate Communications is responsible for company wide functional and corporate communications leadership. Jules is a graduate of the U. of Amsterdam, and trained as a journalist at Elseviers Weekblad. He has worked for the information department of the Ministry of Finance in The Hague, and joined ABN AMRO Bank in 1994 as global head of press relations, with responsibility for globalizing the bank's media image. He joined Philips in September 2000.

Register directly @ www.reputationinstitute.com
8th International Conference

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Global Citizenship

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Plenary 5

The 18 Immutable Laws of Corporate Reputation
Saturday, May 22, 8:00am-9:00am
Ronald J. Alsop, News Editor and Senior Writer; The Wall Street Journal

Ron is a news editor and senior writer at The Wall Street Journal. He is the author of the newly released The 18 Immutable Laws of Corporate Reputation: Creating, Protecting, and Repairing Your Most Valuable Asset. He is also the editor of the annual Wall Street Journal Guide to the Top Business Schools and writes the MBA Track column on CollegeJournal.com and articles about business education, corporate reputation, and marketing for the Journal.

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Corporate Brands - The Balancing Act
Saturday 22 May 2004, 1:30-2:30pm
Chair: Cees B.M. van Riel, Reputation Institute & Erasmus U. Rotterdam

The Balanced Brand
John Foley, Chief Executive Officer, The Foley Group

The Business Case for Corporate Branding
Lawrence McNaughton, Chief Operating Officer, CoreBrand

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Plenary 6

Tracking Reputational Issues: A Demonstration
Sunday, May 23, 10:00am-11:00am
Hosted by Factiva & IBM

New technologies developed by IBM make possible continuous identification, tracking and analysis of reputational issues of critical concern to companies. IBM and Factiva have partnered to bring IBM’s cutting edge text analytics technology to corporate executives and practitioners concerned with reputation management. This session provides a hands-on demonstration to conference participants interested in understanding how IBM’s Web Fountain technology works, and its possible application to both academic and applied research.

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Special Event

Canal Cruise
Friday Evening, 7:00-10:00pm
Dinner Cruise on the Canals of Fort Lauderdale

Join us for a relaxing evening of cocktails, dinner, and cruising aboard "The Anticipation". Discover the scenic waterways that have earned Fort Lauderdale the nickname of 'The Venice of America.'

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Corporate Sponsors

Register directly @ www.reputationinstitute.com
### Session 1: Building Reputations

**Chair:** Paul Argenti, Tuck S. at Dartmouth

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<td>D. Travis (CEO, Brandtrust, USA)</td>
<td>Emotional Branding: Putting Five Brand Realities into Practice</td>
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<td>J. Lester &amp; P. Cree (Commonwealth Bank, AUSTRALIA)</td>
<td>Citizenship &amp; Differentiation in Commonwealth Bank &amp; Australian Banking</td>
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### Session 2: Is Citizenship on the Brand Agenda?

**Chair:** Peggy Bronn, Norwegian S. of Business

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### Session 3: Achieving Sustainability

**Chair:** Guido Behrens, Erasmus U.

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<td>W. Newburry (Rutgers U., NJ -USA)</td>
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<td>Isolating the Liability of Foreignness</td>
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### Session 4: Leadership, Governance & Reputation

**Chair:** Prakash Sethi, Baruch College (CUNY)

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<td>G. Russ &amp; M. Downes (Illinois State U. -USA)</td>
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**Friday, May 21, 2004**

Morning Breakout Sessions

11:00am-12:30pm

**www.reputationinstitute.com**
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<td>J. Doh (Villanova U.) NGO &amp; MNC Reputation in Emerging Economies</td>
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**Saturday, May 22, 2004**
Morning Breakout Sessions 9:00am-10:30am

[www.reputationinstitute.com](http://www.reputationinstitute.com)
### Session 13
**Delivering the Brand**

**Chair:** Helen Stuart, Austral. Cath. U.

- **A. Alloza** (BBVA, SPAIN)
  - The BBVA Corporate Brand Journey
- **T. Aperia** (Stockholm U., SWEDEN)
  - Brand Relations Management
- **J. Adams** (Wilson Research Strategies)
  - Reputation Management at Allied Domecq

### Session 14
**Stakeholder Analyses of Reputation**

**Chair:** Majken Schultz, RI & Copenhagen Bus. S.

- **P. Mazzola, C. Gabbioneta** (IULM U., Milan, ITALY)
  - Corporate Reputation in the Financial Markets
- **D. Ravasi** (Bocconi U., ITALY)
  - Corporate Reputation at Allied Domecq
- **L. Esbjerg, K. Grunert & H. Juhl** (Aarhus S. of Bus., Denmark)
  - Retailer Brand Architectures

### Session 15
**Re-Positioning the Company**

**Chair:** Steven Standifird, U. of San Diego

- **K. P. Wiedmann & N. Bausback** (U. Hannover, Germany)
  - Corporate Branding in B2B Context
- **S. Abedin & G. Davies** (Manchester Bus. S., UK)
  - Mergers: Commitment Identity & Trust
- **P. Bronn et al.** (Norwegian S. of Mgt., Norway)
  - Uncovering a Firm’s Identity

### Session 16
**Creating Transparency**

**Chair:** Davide Ravasi, RI & Bocconi U.

- **H. V. A. Johnsson** (Realbiz Int., Sweden)
  - Global Citizenship & Baseline Reporting
- **P. Jurgens** (Boer & Croon, Netherlands)
  - Transparency, Reputation, Branding & SR
- **K. Money, S. Downing & K. MacMillan** (Henley Mgt. C., UK)
  - SPIRIT: A Model for Measuring CSR
# Session 17
**Internal Identification & Positioning**

**Chair:** Rosa Chun, Manchester Bus. S.

- **E. Ural & H. Ozdemir** (Istanbul Commerce U., TURKEY)
  - Creating a New Identity for Advantage

- **A. Erlandsson** (Vaxjo U., SWEDEN)
  - Employer Branding

- **R. Bovim, S. Apertura & D. Gard** (Norwegian U. of Science & Technology, NORWAY)
  - Group Identity in Virtual Work Groups

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# Session 18
**Measuring Reputation**

**Chair:** Klaus Peter Wiedmann, RI & U. of Hannover

- **S. Helm** (Heinrich-Heine U., GERMANY)
  - Designing a Formative Measure of Reputation

- **P. Goldsmith** (Cass Bus S., UK)
  - How UK Stakeholders Use Reputation Measurement

- **D. Ravasi** (Bocconi, ITALY)
  - Reputation of Italian Banks

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# Session 19
**Maintaining Brands**

**Chair:** Tony Aperia, RI & Stockholm U.

- **A. Martensen, L. Gronholdt & S. Trajcevski** (Copenhagen Bus. S, DENMARK)
  - Customer Brand Relationships on Internet

- **J. van Rekom, T. van Steekelenburg, G. Jacobs, P. Verlegh** (Erasmus U., NETHERLANDS)
  - Preserving Brand Essence

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# Session 20
**Reputation Effects on Behavior**

**Chair:** Gary Davies, Manchester Bus. S.

- **T. Mian & G. Davies** (Manchester Bus. S, UK)
  - Reputation Perceptions that Drive Voting Behavior

- **S. Standifird** (U. San Diego)
  - eBay Ratings and Bidder Behavior
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