

Call for Papers, Panels, Cases, Doctoral Presentations and Artwork for the

## The Eighth Annual Conference of the International Place Branding Association (IPBA):



CHULALONGKORN  
BUSINESS SCHOOL

Hosted by Marketing Department, Chulalongkorn Business School, Bangkok,  
THAILAND

**Bangkok, Thailand:** 30 October 30 – 1 November, 2024

**Venue:** [Chaloem Rajakumari 60 Building \(Chamchuri 10\), Chulalongkorn University  
\(<https://www.cbs.chula.ac.th>\)](https://www.cbs.chula.ac.th)

**Reception and gala dinner:** [Pathumwan Princess Hotel](#)

**Doctoral Colloquium:** Wednesday 30 October, 2024

**Full Conference:** Thursday-Friday October 31 – November 1, 2024

### Stay informed:

Like our Facebook Page: [www.facebook.com/IPBApage/](http://www.facebook.com/IPBApage/)

Indicate your intention to join the event: <https://www.facebook.com/events/347043664464590>

and/or <https://www.linkedin.com/events/7122940515439763456>

Follow us on Twitter: [www.twitter.com/IPBA\\_Conf](http://www.twitter.com/IPBA_Conf)

IPBA website: [www.placebranding.org](http://www.placebranding.org)

Conference Website: <http://IPBA2024.cbs.chula.ac.th>

Email: [IPBA2024@cbs.chula.ac.th](mailto:IPBA2024@cbs.chula.ac.th)

The International Place Branding Association invites research papers, doctoral colloquium presentations, panel proposals, practitioner case-studies and artwork for its eighth conference, which will take place in Bangkok at Chulalongkorn Business School between Wednesday 30th of October and Friday 1st of November, 2024. The conference builds on the collective success of IPBA's previous conferences (London 2016, Swansea 2017, Macao 2018, Volos 2019, Barcelona 2021, Aix-en-Provence 2022, Helsingborg 2023) and the earlier International Colloquia on Place Brand Management (London and Aosta), the International Conference on Destination Branding and Marketing series (IFT Macao, University of South Carolina, and Swansea), the City Branding Symposia (Stockholm and Beijing), the Corfu Symposia on Managing & Marketing Places, and the Poznan Best Place Summit.

## AIMS AND THEME OF THE CONFERENCE

The conference aims to bring together scholars, practitioners and students of place branding and related fields (nation branding, public diplomacy, city branding, country branding, destination branding). It is the main vehicle to advance the aims of the International Place Branding Association, which include providing a forum for the exchange of ideas around the theory and practice of place branding, linking the members of the international place branding community in a beneficial manner, bringing scholars and practitioners closer together and advancing the professionalisation of the field.

The conference gathers place branding experts from academia, practice and policy making for valuable discussions around this fascinating cutting-edge intersection of marketing, tourism, economic development, events organisation, heritage management, spatial design, public diplomacy and human geography. Special opportunities for networking will be offered.

Building on the momentum of the 2023 IPBA conference, the 2024 IPBA conference, to be held in Bangkok, endeavours to shed light on the potential of place branding as a force for good amidst a rapidly evolving global landscape. The conference seeks to further the discourse on how place branding, an inherently interdisciplinary domain, can serve as a catalyst for positive change and development across diverse sectors and communities. We warmly invite contributions from scholars, practitioners, and thinkers from a variety of fields including but not limited to marketing, business, tourism, architecture, urban design, geography, political science, public administration, and communications. Through an engaging amalgam of perspectives, we aim to foster a richer understanding and a more robust theoretical framework surrounding place branding.

The conference welcomes a breadth of topics and particularly encourages submissions that:

- Advance the theoretical understanding of place branding.
- Explore the symbiotic relationship between place branding and other disciplinary realms, enriching the theoretical and practical understanding of place branding.
- Use multiple, comparative case studies that reflect on cross-case conclusions.
- Develop an agenda for engaged scholarship in place branding.
- Focus on the intersection between crisis communication and place branding.
- Examine the overlaps between place branding and public diplomacy.
- Advance the clarification of major concepts (e.g., place marketing vs. place branding vs. place promotion vs. diplomacy).
- Explore and analyse the differences between major application fields (e.g., tourism vs. resident attachment vs. investment attraction) and/or major place scales (cities vs. regions vs. nations).
- Critically examine the use and potential of digital technologies and social and mainstream media in place branding.
- Examine the role of creativity and innovation in place branding strategies.
- Analyse the significance of stakeholder engagement for effective place branding and methods to facilitate it.
- Branding and marketing local food and culture; geographical indications; gastronomy in destination branding; culinary and cultural diplomacy.
- Country of origin effects; soft power; branding for talent attraction and investment promotion.
- Soft power and place branding.
- Destination management organisations and place branding: roles, strategies, and practices.

- Place branding and cross border areas.
- Place branding and sustainable development.
- Place branding and the arts: discussing creativity and converging artistic and social vision(s) by listening to the plurality of voices.
- Practitioners' learnings (from policy makers or consultants) based on cases or applied research.

We also invite doctoral candidates to submit presentations to the doctoral colloquium; and scholars, researchers, practitioners, students and artists to submit Place Branding-inspired artistic work for presentation at a special session called the 'IPBA Art Gallery'.

## SUBMISSION GUIDELINES

**Please read and follow these instructions carefully.** Failure to do so may result in immediate desk rejection by the programme committee. All contributions (research paper abstracts, doctoral presentation abstracts, panel proposals, cases, full papers and artwork descriptions) should be submitted via EasyChair <https://easychair.org/conferences/?conf=ipba2024>. Submissions must not contain any identifying information. Please remove any mention of author names from the actual submission. Specific guidelines for some types of submissions are given in the endnotes<sup>1</sup>

**The deadline for all submissions is May 5. The two-stage process that we used in the past (feedback to abstract first, then submit full paper) has been abandoned. There is only ONE submission deadline, which is May 5.**

Authors who do not intend to submit a full paper to the conference at all can submit their abstract by May 5, but they will not be allowed to submit full papers afterward. Authors who wish their papers to be considered for publication or for the Best Paper award **must** submit full papers by May 5. A double-blind review process will be applied to all submissions. Revised and final versions of abstracts, cases, full papers or artworks should be uploaded to EasyChair by August 15.

Please ensure that you consider the following general guidelines when preparing your submission.

| <b>Word limit</b> (excluding cover page, references, tables, figures) |                             |
|---|-----------------------------|
| Abstracts   | 250 to 500 words            |
| Full papers/cases   | 3 000 to 5 000 words        |
| <b>Keywords</b>   |                             |
| Provide up to 5 keywords  |                             |
| <b>Structure</b> for abstract and paper submissions                   |                             |
| <b>Format</b>   |                             |
| • Title   | • Times New Roman (font 11) |
| • Aims  | • single spacing            |
| • Theoretical framework   | • 2.5 cm margins            |
| • Main research approach  | • Harvard style references  |
| • Key arguments/findings  |                             |
| • Conclusions   |                             |
| • Practical implications  |                             |
| • References  |                             |

During the submission process, authors will be asked to indicate whether their submission is a) an original research contribution; b) a practitioner case study contribution; c) a doctoral colloquium contribution; d) a panel proposal or e) an artistic contribution.

At least one author of accepted submissions must register to present by September 15, 2024. Abstracts, cases, full papers, panels or artworks submitted, but not registered after this date, will not be published in the conference proceedings nor included in the final programme. Delegates at the main conference will only be programmed for a maximum of one presentation. PhD students can participate in the doctoral colloquium as well as present another paper at the main conference.

Queries are welcome and can be directed at [IPBA2024@cbs.chula.ac.th](mailto:IPBA2024@cbs.chula.ac.th)

## **PARTICIPATION IN THE DOCTORAL COLLOQUIUM**

PhD students are invited to submit an abstract of the presentation that they intend deliver during the Doctoral Colloquium. All submissions for the Doctoral Colloquium will be reviewed based on abstract. During the colloquium, all students will get a chance to present and discuss their work with a panel of experienced place branding researchers and their peers. In addition, PhD students can also submit full papers (usually with their supervisors) for presentation at the main conference if they wish. The doctoral colloquium requires a separate registration.

## **ORGANISING A PANEL SESSION**

Panel sessions are intended to stimulate public discussion about critical issues or core challenges to place branding research and practice. Panels consist of four presenters and a discussant, or five presenters. Panel proposals should include 1) a 350-word rationale for the panel; 2) names and affiliations of all presenters; 3) a title and 150-word abstract from each presenter. Panel proposals should include contributions from at least two different countries, feature gender balance, and include not more than two contributors from a single faculty, department, or school. Panels consisting of researchers and practitioners are encouraged.

## **PARTICIPATION IN THE ART GALLERY**

For artwork, submissions may include explorations or interpretations of historical and current place branding themes. All works submitted must be original and inspired by the contributors' research, practice or wider engagement with place branding, place marketing and related issues. The main aim is to allow members of the community to express their ideas, concerns, ambitions, reflections, questions or conclusions around place brands in ways outside the constraints of usual scientific and academic formats. In this way, we might be able to further inspire each other's future explorations and direct our research to new avenues. As Albert Einstein said, "Creativity is contagious; pass it on!" Artwork submissions are welcome in any of the following formats: poems and lyrics; songs and music; films and videos; collage; photographic essays; drawings and paintings; sculptures and mixed media.

## PUBLICATIONS PLAN

Selected full papers from the conference will feature in a Special Issue of [Place Branding and Public Diplomacy](#). The organisers are pursuing further publication opportunities in relevant journals. All abstracts submitted and accepted will be included in the Book of Abstracts, which will be shared with all conference participants in electronic form. Accepted full papers will be made available to delegates in proceedings (in public electronic form with ISBN number) if the authors so wish.

## PRELIMINARY PROGRAMME

| Day       | Main Programme  | Late-Afternoon & Evening Programme       |
|-----------|---|--|
| Wednesday | <b>The Doctoral Colloquium</b><br>12:30-13:00: Registration with coffee<br>13:00-13:10: Welcome<br>13:10-16:00: Parallel discussion sessions<br>16:00-17:00: Reporting and closing  | <b>Welcome Reception</b>                 |
| Thursday  | 08:30-09:00 Registration with coffee<br>09:00-09:30 Welcome<br>09:30-10:10 <b>Keynote</b><br>10:10-10:40 Coffee<br>10:40-12:00 <i>4 parallel sessions (round I)*</i><br>12:00-12:30 <b>Art Gallery</b><br>12:30-13:30 Lunch<br>13:30-14:50 <i>4 parallel sessions (round II)*</i><br>14:50-15:20 Tea<br>15:20-16:40 <i>4 parallel sessions (round III)*</i><br>16:40-17:20 <b>Keynote</b> | <b>Gala Dinner</b>                       |
| Friday    | 09:30-10:10 <b>Keynote</b><br>10:10-10:40 Coffee<br>10:40-12:00 <i>4 parallel sessions (round IV)*</i><br>12:00-12:30 <b>Plenary session</b><br>12:30-13:30 Lunch<br>13:30-14:50 <i>4 parallel sessions (round V)*</i><br>14:50-15:20 Tea<br>15:20-16:40 <i>4 parallel sessions (round VI)*</i><br>16:40-17:00 <b>Joint Plenary Closing</b>   | <b>Drinks Reception and Free Evening</b> |
| Saturday  | 10:00 Guided tours in Bangkok   |  |

\* During parallel sessions each presenter will be assigned a minimum twenty-minute time slot including Q&A.

## KEY DATES

|                                      |              |
|--------------------------------------|--------------|
| <b>Submissions</b>                   |              |
| All submissions                      | May 5        |
| Feedback to authors                  | June 15      |
| All resubmission                     | August 15    |
| <b>Registration</b>                  |              |
| Early Bird Registration closing date | September 15 |
| Registration closing date            | October 2    |
| <b>Start Conference</b>              | October 30   |

## CONFERENCE DETAILS

Full conference details, including registration and accommodation details, will be available via <http://IPBA2024.cbs.chula.ac.th>

## PROGRAMME COMMITTEE

- Ake Pattaratanakun, Chulalongkorn Business School, Chulalongkorn University, Thailand (Co-chair)
- Viriya Taecharungroj, Mahidol University, Thailand (Co-chair)
- Don Dioko, IFT Institute for Tourism Studies, Macao SAR, China
- Nigel Morgan, University of Surrey, UK
- Magdalena Florek, IPBA
- Hong Fan, Tsinghua University Beijing, China
- Mihalis Kavaratzis, Manchester Metropolitan University, UK

## CONFERENCE ORGANISING COMMITTEE

- Wilert Puriwat, Chulalongkorn University, Thailand (Advisor)
- Guntalee Ruenrom, Chulalongkorn University, Thailand (Advisor)
- Ake Pattaratanakun, Chulalongkorn University, Thailand (Co-chair)
- Viriya Taecharungroj, Mahidol University, Thailand (Co-chair)
- Sawika Unahanandh, Chulalongkorn University, Thailand
- Nuttapol Assarut, Chulalongkorn University, Thailand
- Walanchalee Wattanacharoensil, Mahidol University, Thailand
- Danupol Hoonsopon, Chulalongkorn University, Thailand
- Theeranuch Pusaksrikit, Chulalongkorn University, Thailand
- Apichat Kanarattanavong Chulalongkorn University, Thailand
- Panitharn Juntongjeen, Chulalongkorn University, Thailand
- Pim Soonsawad, Chulalongkorn University, Thailand

- Tanaporn Hongsuchon, Chulalongkorn University, Thailand
- Chutinida Palusuk, Chulalongkorn University, Thailand
- Robert Govers (Representing IPBA)

## CONFERENCE SCIENTIFIC COMMITTEE

- Nuttapol Assarut, Chulalongkorn University, Thailand
- Eli Avraham, University of Haifa, Israel
- Cecilia Cassinger, Lund University, Sweden
- José Fernández Cavia, Pompeu Fabra University, Barcelona, Spain
- Alex Deffner, University of Thessaly, Volos, Greece
- Keith Dinnie, University of Dundee, UK
- Don Dioko, IFT Institute for Tourism Studies, Macao SAR, China
- Jasper Eshuis, Erasmus University Rotterdam, Netherlands
- Hong Fan, Tsinghua University Beijing, China
- Joao Freire, IPAM - Marketing School for Business, Portugal
- Magdalena Florek, IPBA
- Massimo Giovanardi, Università di Bologna, Italy
- Sonya Hanna, Bangor University, Wales, UK
- Marta Hereźniak, University of Lodz, Poland
- Andrea Insch, University of Otago, New Zealand
- Lisa Källström, Kristianstad University, Sweden
- Mihalis Kavaratzis, Manchester Metropolitan University, UK
- Arja Lemmetyinen, University of Turku, Finland
- Andrea Lucarelli, Stockholm Business School, Sweden
- Chiara Mauri, LIUC - Università Cattaneo, Italy
- Nicolas Papadopoulos, Carleton University, Canada
- Cecilia Pasquinelli, University of Naples 'Parthenope', Italy
- Ake Pattaratanakun, Chulalongkorn University, Thailand
- Annette Pritchard, Leeds Beckett University, UK
- Theeranuch Pusaksrikit, Chulalongkorn University, Thailand
- Olga Rauhut Kompaniets, Halmstad University, Sweden
- Guntalee Ruenrom, Chulalongkorn University, Thailand
- Efe Sevin, Towson University, USA
- Viriya Taecharungroj, Mahidol University, Thailand
- Gary Warnaby, Manchester Metropolitan University, UK
- Staci Zavattaro, University of Central Florida, USA
- Sebastian Zenker, Copenhagen Business School, Denmark

## ART GALLERY CURATORS

- Mihalis Kavaratzis, Manchester Metropolitan University, UK



## CONFERENCE FEES

|  |      |
|--|------|
| Standard Individual – early bird (before September 15) | €468 |
| Standard Individual – late                             | €549 |
| Student – early bird (before September 15)             | €341 |
| Student – late   | €396 |
| Day rate – early bird                                  | €286 |
| Day rate – late  | €341 |
| The doctoral Colloquium                                | €33  |

<sup>i</sup> Please note these detailed guidelines on specific ways in which you might want to participate in the conference:

### Research presentation based on abstract only

Submit your abstract (250-500 words) by May 5. Please note that there will be no opportunity to submit a full paper afterwards. You will not be considered for the best paper award and may miss out on the publication plan.

### Research presentation based on full paper

Submit your full paper (3,000-5,000 words) by May 5. Full papers are considered for the best paper award and inclusion in the publication plan.

### Practitioner case study presentation based on abstract only

Submit your abstract (250-500 words) by May 5. Please note that there will be no opportunity to submit a full paper afterwards. You will not be considered for the best paper award and may miss out on the publication plan.

### Practitioner case study presentation based on full paper

Submit your full paper (3,000-5,000 words) by May 5. Full papers are considered for the best paper award and inclusion in the publication plan.

### Panel sessions

Panel sessions are intended to stimulate public discussion about critical issues or core challenges to place branding research and practice. Panels consist of four presenters and a discussant, or five presenters. Panel proposals should include 1) a 350-word rationale for the panel; 2) names and affiliations of all presenters; 3) a title and 150-word abstract from each presenter. Panel proposals should include contributions from at least two different countries, feature gender balance, and include not more than two contributors from a single faculty, department, or school. Panels consisting of researchers and practitioners are encouraged.

### Doctoral presentations

All submissions for the Doctoral Colloquium will be reviewed based on abstract. The deadline for submission is May 5. In addition, PhD students can also submit full papers (usually with their supervisors) for presentation at the main conference; in which case, the standard guidelines for a research presentation based on a full paper applies, as noted above.

### Artworks

Review, selection and acceptance will be based on the abstract. The abstract should include 1) a summary overview of the submission, 2) a clear description of the general approach and main theme of the work, 3) a clear statement of the purpose of the work, 4) a justification of the chosen medium, and 5) a statement of how the work will contribute to an enriched understanding of the theory and/or practice of place branding and related topics. The work itself should be in PDF, MP3, JPEG or other appropriate format (please see below for details) or mention a link to access it. Presenters must ensure that they provide the work in appropriate format for physical exhibition (where appropriate). Exhibition space, a standard projector and stereo speakers will be available but presenters must provide any additional equipment they require. The works will be presented during a special session and, where appropriate, exhibited during the conference in public areas.

- *Poems*: Participating poets will perform original work in the English language, which will also be printed and exhibited. Please send poems no longer than 3 A4 pages.
- *Songs and music*: songs and musical pieces by participating singers and musicians will be played in recorded form for the audience. The lyrics of the songs should be in English and must be sent in written. Maximum length of audio submissions is 5 minutes. Please send an MP3 file of the song or musical piece or a link to the video of its performance and include the lyrics in the submission.



# International Place Branding Association.

IPBA  
conferences

Call for Papers, Panels, Cases, Doctoral Talks and Artwork  
8<sup>th</sup> ANNUAL IPBA CONFERENCE 2024  
Bangkok [www.placebranding.org](http://www.placebranding.org)

- *Films, videos and animations:* Films and videos by participating presenters will be shown on screen. The length of the videos must not exceed 8 minutes. Please upload the video on Vimeo (<http://vimeo.com>) and include the Vimeo link and password in the submission documents.
- *Films, videos and animations:* Films and videos by participating presenters will be shown on screen. The length of the videos must not exceed 8 minutes. Please upload the video on Vimeo (<http://vimeo.com>) and include the Vimeo link and password in the submission documents.
- *Photography:* Photographic essays (but not single photographs) will be accepted for presentation in gallery format. The essays must include between 4 and 10 photographs. If accepted for presentation, presenters must bring to the conference (or send by post) a good-quality print of the work for exhibition.
- *Drawings, paintings and collage:* Accepted submissions will be displayed in gallery format. Submissions should not be larger than 1.5mx1.5m. Please discuss any size specifications beyond these boundaries with the curators. Please send digital photos of your original work. Please also clearly indicate its size. To facilitate the creative process, we will also be accepting partially completed work at the time of submission. In this case, the submission must clearly show what the final piece will look like. Partially completed work will be accepted on the condition that a digital photograph of the final work will be submitted (by email to the curators) by September 1<sup>st</sup>.
- *Sculpture and mixed media:* Accepted submissions will be displayed in gallery format. Submissions should fit within a reasonable space and be either mounted on a poster board (1mX1m) or displayed in a freestanding manner (on the floor or a table). Please discuss any size specifications beyond these boundaries with the curators. The organisers of the 'IPBA Gallery' will ensure space requirements but participants will be personally responsible for any costs of transport and display of pieces. Please send digital photos of your original work. Please also clearly indicate its size and any display preferences. To facilitate the creative process, we will also be accepting partially completed work at the time of submission. In this case, the submission must clearly show what the final piece will look like. Partially completed work will be accepted on the condition that a digital photograph of the final work will be submitted (again by email to the curators) by September 1<sup>st</sup>.

Please indicate your intention to submit your work to the 'IPBA Art Gallery' when submitting. If you wish to discuss ideas beyond these formats or you wish to work outside these guidelines, please contact the curators.