7TH ANNUAL CONFERENCE

INTERNATIONAL PLACE BRANDING ASSOCIATION

PLACE BRANDING IN TIMES OF CRISIS AND UNCERTAINTY

October 18-20, 2023
Lund University, Campus Helsingborg, Sweden

IPBA conferences • LUND UNIVERSITY CAMPUS HELSINGBORG • HKR Kristianstad University Sweden • HALMSTAD UNIVERSITY • HELSINGBORG

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Boisen, Martin
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Suarez Carrasquillo, Carlos
Sullivan, Katie
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Thufvesson, Ola
Toyokawa, Sayaka
Vlassi, Eirini
Wade, Chris
Warren, Giannina
Wattanacharoensil, Walanchalee
Wen, Chunying
Wolf, Egbert
Yamashita, Eiko
Zhang, Bowen
Zhao, Run

Synthetic program

Doctoral Colloquium

12:00-16:00	*Registration with coffee*	*Lund University, Campus Helsingborg**
13:00-13:10	Welcome	Copenhagen
13:10-16:00	**Parallel discussion sessions**	Copenhagen
16:00-17:00	Reporting & closing	Copenhagen
17:30-20:00	**Welcome reception**	Clarion Hotel SeaU*

08:00-09:00	*Registration with coffee*	*Lund University, Campus Helsingborg*
09:00-09:30	**Welcome**	Uppsala 2
09:30-10:15	**Plenary 1**	Uppsala 2
10:15-10:40	*Coffee*	*Uppsala 1*
10:40-12:00	**Parallel sessions A**	Edmonton, Chengdu, Cairo, Elche
12:00-12:30	**Art gallery I**	Uppsala 3
12:30-13:30	*Lunch*	*Uppsala 1*
13:30-14:50	**Parallel sessions B**	Eindhoven, Chengdu, Cairo, Edmonton
14:50-15:20	*Tea*	*Uppsala 1*
15:20-16:40	**Parallel sessions C**	Elche, Cairns, Chengdu, Eindhoven, Edmonton
16:45-17:30	**Plenary 2**	Uppsala 2
19:00-01:00	**Gala dinner**	Clarion Hotel SeaU*

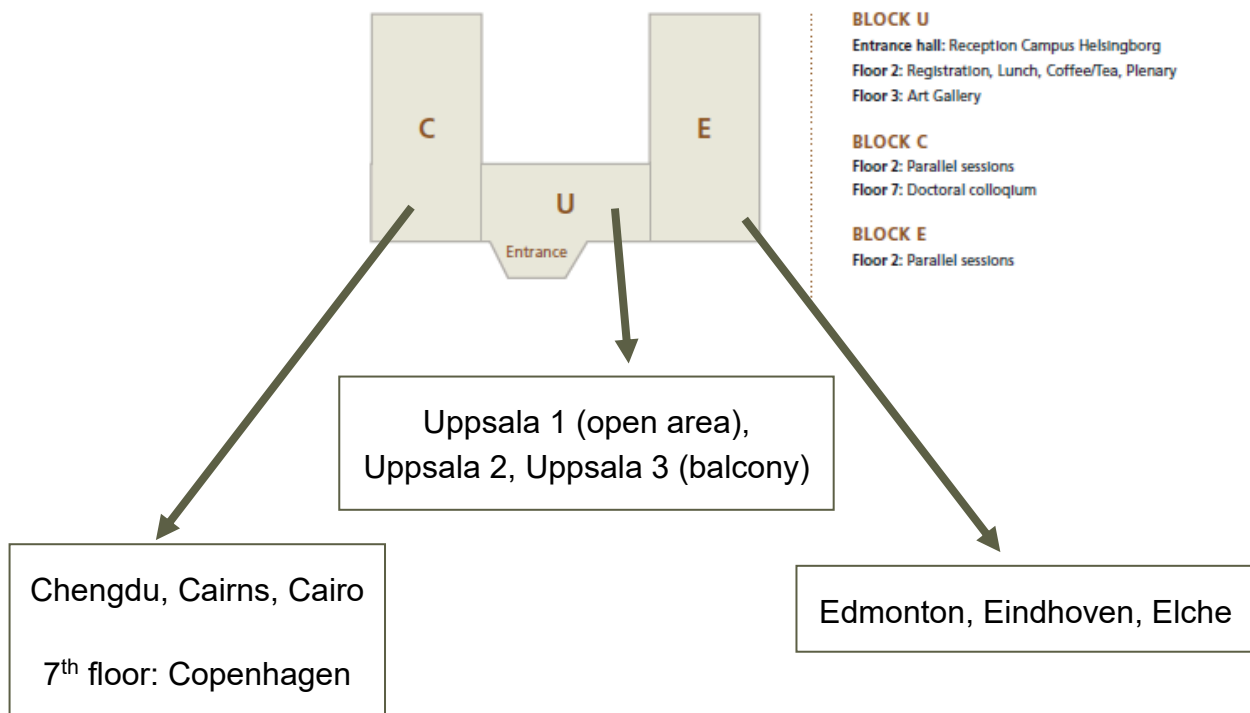|		
08:30-09:30	*Registration with coffee*	*Lund University, Campus Helsingborg*
09:30-10:15	**Plenary 3**	Uppsala 2
10:15-10:40	*Coffee*	*Uppsala 1*
10:40-12:00	**Parallel sessions D**	Elche, Edmonton, Chengdu, Cairns
12:00-12:30	**Art gallery II**	Uppsala 3
12:30-13:30	*Lunch*	*Uppsala 1*
13:30-14:50	**Parallel sessions E**	Cairo, Elche, Chengdu, Edmonton
14:50-15:20	*Tea*	*Uppsala 1*
15:20-16:40	**Parallel sessions F**	Edmonton, Cairns, Chengdu, Cairo, Elche
16:45-17:30	**Joint plenary session**	Uppsala 2
18:00- 21:00	**Farewell reception** with Nordic smorgasbord	Madame Moustache*

10:00-12:00	Guided tours in Lund and Helsingborg	Pick up from Lund C and Helsingborg C
12:00-13:00	Lunch (on your own)	

*Lund University, Campus Helsingborg, Universitetsplatsen 2, Helsingborg
Clarion Hotel SeaU, Kungsgatan 1, Helsingborg
Madame Moustache, Norra Storgatan 9, Helsingborg
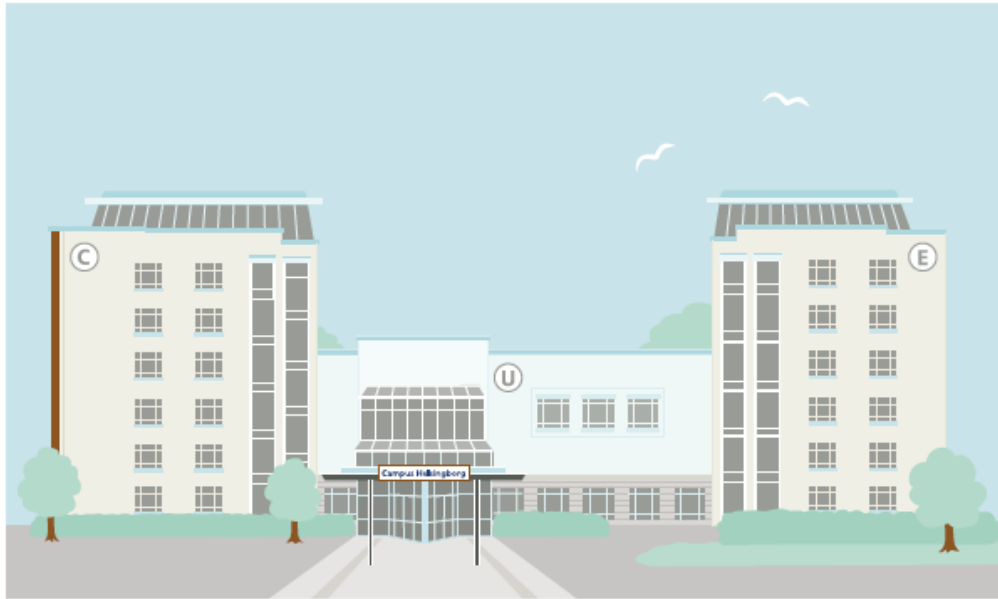
Welcome to Lund University, Campus Helsingborg

BLOCK U
Entrance hall: Reception Campus Helsingborg
Floor 2: Registration, Lunch, Coffee/Tea, Plenary
Floor 3: Art Gallery

BLOCK C
Floor 2: Parallel sessions
Floor 7: Doctoral colloqium

BLOCK E
Floor 2: Parallel sessions

Uppsala 1 (open area),
Uppsala 2, Uppsala 3 (balcony)

Chengdu, Cairns, Cairo

7th floor: Copenhagen

Edmonton, Eindhoven, Elche

Plenary sessions

**Plenary 1 |
Thursday 19th
9:30-10:15**

**Public and cultural diplomacy in times
of crisis - how does it work?** | surprise
guest speaker.

Moderator: Isabelle Karlsson
(PhD candidate, Lund University)

**Plenary 2 |
Thursday 19th
16:45-17:30**

**The brand state goes to war: Critical
reflections on brand Ukraine and the
limits of market(ing) logics** | Nadia
Kaneva (University of Denver, USA)

Moderator: Monica Porzionato,
PhD candidate, Lund University

**Plenary 3 |
Friday 20th
9:30-10:15**

**The question of place in the
Anthroposcene** | Adam Arvidsson
(University of Naples, Federico II, Italy)

Moderator: Kristijan Petkoski,
PhD candidate, Lund University

Parallel sessions

Parallel sessions A | Thursday 19th 10:40-12:00

Session A1. Place branding in times of crisis | Room: Edmonton | Chair: Eli Avraham

- **Trust in governments and travel intentions during the COVID-19 pandemic** | Erik Braun, Sebastian Zenker and Szilvia Gyimothy Mørup-Petersen (Copenhagen Business School)

- **Image repair strategies during tourism crises: The case of Mexico** | Eli Avraham (University of Haifa) and Nicolas Kervyn (Université Catholique de Louvain)

- **American Spaces as a tool for nation branding: Stories from a war zone** | Jami Fullerton and Lori McKinnon (Oklahoma State University)

- **From meme brand to storyline warfare: The "Russian Warship" and Ukraine's weaponized nation branding** | Roman Horbyk (Örebro University)

A2. Place branding strategy | Room: Chengdu | Chair: Roberto Bruni

- **City brand strategy in times of crisis and uncertainty** | Konrad Jagodzinski (Brand Finance)

- **Measuring place branding strategy implementation** | Roberto Bruni (Università degli Studi di Cassino e del Lazio Meridionale) and Olga Rauhut Kompaniets (Halmstad University)

- **Routes and Roots: (hidden) place identities and portable place brand elements** | Stella Kladou (Hellenic Mediterranean University), Maria Psimouli (American College of Greece) and Mihalis Kavaratzis (Manchester Metropolitan University)

- **Exploring smart and creative city brand associations: Evidence from ten European cities at the time of the Covid-19 crisis** | Arja Lemmetyinen, Lenita Nieminen (University of Turku), Johanna Aalto (Laurea University of Applied Sciences) and Tuomas Pohjola (University of Turku)

Session A3. Sustainable destination branding | Room: Cairo | Chair: Hong Fan

- **Crafting Sweden as a sustainable destination: Place branding, destination governance and social learning** | Emma Björner (University of Gothenburg) and Eva Maria Jernsand (University of Gothenburg)

- **Place branding, destination branding and sustainable development: A scoping review** | Elisenda Aguilera-Cora (Universitat Pompeu Fabra), José Fernández-Cavia (Universitat Pompeu Fabra) and Lluís Codina (Universitat Pompeu Fabra)

- **Proposing "sustainable meetings": convention bureaus marketing of destinations as ethical** | Malin Andersson (Lund University)

- **Memory planning methods for inclusive and unique places** | Elisabeth Högdahl and Ola Thufvesson (Lund University)

Panel A4. The global image of Sweden in times of crisis | Room: Elche | Organiser: Jesper Falkheimer (Lund University)

Participants: Cecilia Andrae (Swedish Institute), Nadia Kaneva (University of Denver) and Robert Govers (IPBA).

Art gallery I |

- **Our city is never** | Mihalis Kavaratzis (Manchester Metropolitan University)

- **Beyond urban sketching** | Cecilia Fredriksson (Lund University)

- **A creative meta sphere rap** | Lenita Nieminen (University of Turku), Johanna Aalto (Laurea School of Applied Sciences), Tuomas Pohjola (University of Turku) and Arja Lemmetyinen (University of Turku)

- **"Geater Copenhagen Region" – Impressions of a place** | Per Siljeklint (Kristianstad University)

- **"A journey to the source". A proposal of a cultural route in Ano Syros** | Georgia Eleftheraki (National Technical University of Athens), Aikaterini Sougioltzi, Kalliopi Ntoska (National Technical University of Athens) and Evgenia Vamvakousi (Lever Development Consultants S.A.)

Parallel sessions B | Thursday 19th 13:30-14:50

Session B1. Novel perspectives on sustainability | Room: Eindhoven | Chair: Nigel Morgan

- **Can place branding save the world? Exploring constructions of sustainable places** | Katie Sullivan (University of Colorado), Jens Rennstam and Jon Bertilsson (Lund University)

- **Overcoming policy platitudes and political paralysis to catalyse climate action in city branding: A comparative study of UK and Canada** | Giannina Warren (Middlesex University London), Evan Cleave (Toronto Metropolitan University) and Chad Walker (Dalhousie University)

- **New urban tourism and responsible tourism as game changers in city branding: Reflections on the latest branding efforts of European cities** | Nicholas Karachalis (University of the Aegean) and Eirini Vlassi (Neapolis University Pafos)

- **Reimagining sustainable cities: An analysis of city branding, social media, and strategic communication in uncertain times** | Bruno Asdourian, Jérôme Chariatte and Diana Ingenhoff (Fribourg University

Session B2. Innovation and entrepreneurship | Room: Chengdu | Chair: Viriya Taecharungroj

- **Branding a small state as an innovative business partner** | Kirsten Mogensen (Roskilde University)

- **Rethinking cultural entrepreneurship in place branding** | Fabian Faurholt Csaba (Copenhagen Business School)

- **Innovative approach to place branding – case of Waterloo, Canada** | Marica Mazurek (Zilina University)

- **Enhancing destination competitiveness through innovation: A conceptual framework for attracting high-spending tourists in Thailand** | Viriya Taecharungroj (Mahidol University International College), Ake Pattaratanakun (Chulalongkorn University) and Walanchalee Wattanacharoensil (Mahidol University International College)

Session B3: Stakeholder engagement | Room: Cairo | Chair: Martin Boisen

- **Time and temporality in multi-stakeholder brand co-creation. A time-based conceptualisation of place branding** | Cecilia Pasquinelli (University of Naples Parthenope) and Jasper Eshuis (Erasmus University Rotterdam)

- **The St. Pauli Code - Stakeholder engagement and roles in maintaining cultural uniqueness in city branding** | Janina Schaumann (Hochschule Bremen, City University of Applied Sciences) and Sebastian Meißner (Macromedia University of Applied Sciences)

- **Exploring the importance of internal stakeholders in the place branding process** | Mariam AlGhamdi (Univerity of Leeds and Imam Abdulrahman Bin Faisal University) and Jamie Marsden (University of Leeds)

- **Public engagement in place brand communication through social media: A study of branding communication of Five Chinese Cities on the Douyin Platform** | Hong Fan and Xinnan Shi (Tsinghua University)

Session B4. Urban greenery | Room: Edmonton | Chair: Maria Månsson

- **Building a park city: The green brand concept for the City of Chengdu** | Hong Fan (Tsinghua University, Beijing) and Qian Sui (Tsinghua University)

- **The impact of identity-based place branding on user perception: The case of Atatürk urban forest in Istanbul** | Ece Yurtaçan and Yasin Çağatay Seçkin (Istanbul Technical University)

- **Placemaking in green infrastructure, implications for urban tourism branding** | Jan-Henrik Nilsson (Lund University)

Parallel sessions C | Thursday 19th 15:20-16:40

Panel C1. How to communicate during an illegitimate influence campaign? | Room: Elche | Organiser: Swedish Institute

Participants: James Pamment (Lund University), Sofia Bard (Swedish Institute), Lena Allerstam (Swedish Institute), Yevgeniy Golvochenko (University of Copenhagen), Anton Lif (Combitech)

Session C2. Political dimensions | Room: Cairns | Chair: Ola Thufvesson

- **"When Koala Meets Panda": How can digital animal diplomacy mediate geopolitical conflicts and rebuild national images of China and Australia?** | Zhao Alexandre Huang (Université Paris Nanterre), Jenny Hou (Queensland University of Technology) and Rui Wang (Communication University of China)

- **Touristified places and its branding. The case of Barcelona** | Montserrat Crespi-Vallbona (University of Barcelona), Sofia Galeas (University of Barcelona) and Oscar Mascarilla-Miró (University of Barcelona)

- **The branding of Puerto Rico: From municipalities to an island brand** | Carlos Suárez Carrasquillo (University of Florida)

Session C3. Nation branding and soft power | Room: Chengdu | Chair: Efe Sevin

- **Role of cities in soft power debates** | Efe Sevin (Towson University)

- **The Global Ireland Initiative: Redefining the Irish brand by expanding its footprint** | Phillip Arceneaux (Miami University)

- **A Western Star in The Middle East - A semiotic analysis of a female celebrity endorsement in a United Arab Emirates nation branding campaign** | Mikaela Aoun, Linn Cederwall and Maria Månsson (Lund University)

- **Brand associations and dimensions of nation brand: Czech Republic and Mexico** | Rafael San José Iglesias (Prague University of Economics and Business)

Session C4. Policy and governance | Room: Eindhoven | Chair: Marta Herezniak

- **Managing Country-of-Origin Effect as public policy. The role of public-private partnerships** | Marta Herezniak (University of Lodz) and Magdalena Florek (IPBA)

- **In between place of origin effect and place brand: analysing the branding governance mechanism of the Acqua dell'Elba and Isola d´Elba collaboration** | Andrea Lucarelli (Stockholm University) and Laura Minestroni (Sapienza Universita di Roma)

- **The impact of the effective management of the biosphere programme on the Isle of Man brand. A stakeholders' perspective** | Florida Clements (University College Isle of Man)

- **City branding strategies linked to "comprehensive plans for municipalities" in Japan** | Eiko Yamashita (Kyushu Sangyo University) and Sayaka Toyokawa (Okinawa University)

C5. Placeness | Room: Edmonton | Chair: Magdalena Florek

- **The built campus as place branding** | Christopher Pokarier (Waseda University)

- **Place branding through building styles: expressing regional identity in four French border regions** | Martin de Jong (Erasmus University Rotterdam) and Haiyan Lu (Harbin Institute of Technology Shenzhen)

- **District branding: Content analysis towards identifying brand dimensions at the district scale** | Salma Ghanem (Ain Shams University), Sherif El-Fiki (Arab Academy for Science Technology and Maritime Transport), Marwa Khalifa and Samy Afifi (Ain Shams University)

- **BIA evolution amidst real estate crisis** | Phaedra Burke (Kwantlen Polytechnic University)

Parallel sessions D | Friday 20th 10:40-12:00

Panel D1. Collaboration between research and practice to advance place branding knowledge | Room: Elche | Organisers: Maria Månsson, Jörgen Eksell (Lund University) and Emma Björner (University of Gothenburg)

Participants: Åsa Egrelius, Senior Strategist Public Affairs, Visit Sweden,
Björn Fransson, Head of Destination Development and Hospitality, Örebrokompaniet,
Angelica Gustafsson, Project Leader of Tourism Matters Academy, Visit Skåne

Session D2. Travel reflections during crisis and uncertainty | Room: Edmonton | Chair: Olga Rauhut Kompaniets

- **Post-crisis destination marketing and travel intention: the Intervening role of the place brand and the moderating effect of interventions** | Tafadzwa Matiza and Elmarie Slabbert (North West University)

- **The impact of tourism motivation on contents tourism: Contrasts and commonalities among generations** | Nuttapol Assarut and Jake A. Pattaratanakun (Chulalongkorn University)

- **Are you crazy traveling during a pandemic?** | Sebastian Zenker, Erik Braun and Szilvia Gyimothy Mørup-Petersen (Copenhagen Business School)

- **The customer perspectives of the tourism destination brand attributes, image, and loyalty: Profile analysis** | Ikechukwu Ezeuduji (University of Zululand) and Anisah Deen (University of Johannesburg)

Session D3. Place attractiveness | Room: Chengdu | Chair: Carlos Silva

- **"Taste like Chios: Gastronomy tourism / Destination branding project for the greek island of Chios** | Dimosthenis Broussalis (DASC Branding)

- **Food and storytelling in destination branding** | Josefine Östrup Backe (Lund University)

- **The significance and impact of local food and cultural branding on cultural diplomacy – A comparative study on the case of Korea and China** | Shin Kim (Tsinghua University)

- **Cultural Cognition, practice and bias: Reflection on Chinese city branding from 2020 to 2022** | Yingying Wu (Zhongnan University of Economics and Law), Chunying Wen (Communication University of China), Bowen Zhang (Shenzhen University) and Dian Wang (University of Greenwich)

Session D4. Rethinking theoretical approaches | Room: Cairns | Chair: Alia El Banna

- **The contested value of place branding: Critique and justifications of a city's place branding practices** | Jon Bertilsson, Jens Rennstam (Lund University) and Katie Sullivan (University of Colorado)

- **Redefining place branding: Towards a new definition of place brands as multisensory embodied experiences** | Jasper Eshuis and Laura Ripoll Gonzalez (Erasmus University Rotterdam)

- **Authenticity in Place Branding in Times of Crisis** | Alia El Banna (Universidad Francisco de Vitoria) and Nicolas Papadopoulos (Carleton University)

- **From teleology to magic: towards a spiritual place branding?** | Stuart Reid, Richard Ek and Mia Larson (Karlstad University)

Art gallery II | Friday 20th 12:00-12:30

- **Shaping Shopping Aires: an original podcast intro** | Massimo Giovanardi (University of Bologna)

- **Oriental phantom: Cities of the moon** | Zhen Piao and Bowen Zhang (Shenzhen University)

- **Painting** | Magdalena Florek (IPBA)

- **Making sense of the city through running: a residents' perspective** | Laura Ripoll Gonzalez (Erasmus University Rotterdam), Alia El Bana (Universidad Francisco De Vitoria), and Ioana Stoica (University of Bedfordshire)

- **A place I can call home: A short animation about "sense of place" and "place belonging"** | Alia El Banna (Universidad Francisco De Vitoria)

- **Lucky Cat: Place branding in vulnerable areas** | Cecilia Cassinger and Ola Thufvesson (Lund University)

- **Hotel IPBA** | Christophe Alaux (Aix-Marseille Université)

Parallel sessions E | Friday 20th 13:30-14:50

Session E1. Place communication in times of crisis | Room: Cairo | Chair: Jesper Falkheimer

- **#Visit Portugal during COVID-19: using crisis communications to respond to a low-responsibility crisis** | Mariana Casal-Ribeiro (Universidade de Lisboa), Rita Peres (Estoril Higher Institute for Tourism and Hotel Studies) and Inês Boavida-Portugal (Universidade de Lisboa)

- **Social media city image perception changes in China during the outbreak of Covid-19: the example of Wuhan** | Xinxin Liu and Yuyang Shang (Communication University of China)

- **Coworking spaces as city storytellers: How coworking spaces create and employ the imaginary of the city in their own strategic communication?** | José Ignacio Sánchez Vergara (Prague University of Economics and Business, Universitat Rovira i Virgili), Marko Orel (Prague University of Economics and Business), Eleni Papaoikonomou and Matias Ginieis (Universitat Rovira i Virgili)

Panel E2. Encyclopedia roundtable: Current state and future contributions of city and place branding | Room: Elche | Organisers: Emma Björner (Gothenburg Research Institute), Efe Sevin (Towson University) and Eduardo da Silva Oliveira

Session E3. Mediating place | Room: Chengdu | Chair: Alex Deffner

- **Representation of city and place branding in cinema and TV** | Alex Deffner (University of Thessaly)

- **"BeIT: Italian Nation Branding Campaign after the uncertainties of the COVID-19"** | Valeria Minini (Tsinghua University)

- **Media representation of place branding messages: UNESCO Creative Cities in China** | Chunying Wen (Communication University of China), Liping Cai (Purdue Tourism & Hospitality Research Center) and Bowen Zhang (Shenzhen University)

- **Sport at the World Expo. Analysis of sports diplomacy at the non-sporting event** | Michał Kobierecki (University of Lodz)

Session E4. Co-creation and governance | Room: Edmonton | Chair: Lisa Källström | Discussant: Jasper Eshuis

- **The many voices within: A tale of brand citizenship behaviour** | Lisa Källström (Kristianstad University) and Laura Ripoll Gonzalez (Erasmus School of Social and Behavioural Sciences)

- **Facing Climate Change Challenges through Sustainable City Co-creation** | Daniela Argento, Özgün Imre, Michael Johansson and Kari Rönkkö (Kristianstad University)

- **Dimensions of place brand co-creation with residents** | Ioana S. Stoica (University of Bedfordshire) and Mihalis Kavaratzis (Manchester Metropolitan University)

- **Inclusion branding in cities: A review and typology of inclusive-city branding** | Zhao Run, Jurian Edelenbos, and Martin de Jong (Erasmus University Rotterdam)

Parallel sessions F | Friday 20th 15:20-16:40

Session F1. Music and art | Room: Edmonton | Chair: Massimo Giovanardi

- **The delicate nexus between branding and social cohesion in creative cities: Insights from Bologna UNESCO City of Music** | Sabrina Pedrini, Massimo Giovanardi and Raffaele Corrado (University of Bologna)

- **Music as a key cultural element of place identity and branding** | Norberto Muñiz Martínez (Universidad de León)

- **Unfolding the art city – using public art in place branding** | Marie Ledendal and Cecilia Cassinger (Lund University)

- **Music events and venues as place branding – the ABBA case** | Jessica Edlom (Karlstad University)

Session F2. Digital technologies | Room: Cairns | Chair: Ilkin Mehrabov

- **Augmented reality and virtual reality applications in tourism and place branding: Opportunities and challenges** | Ilkin Mehrabov (Lund University)

- **Exploring place experiences and AI-generated logos for Nordic city branding** | Viriya Taecharungroj (Mahidol University International College) and Olga Rauhut Kompaniets (Halmstad University)

- **Can digitalization of city boost city branding? Evidence based on panel data from 111 Chinese cities** | Yuan He, Bowen Zhang, Xiaoxuan Guo (Shenzhen University) and Xinwen Zhang (Queen Mary University of London)

Session F3. Place outlooks | Room: Chengdu | Chair: Jörgen Eksell

- **Lessons learned from co-creating a place brand with young people: a practitioner case study from Australia** | Linda Karlsson (Folket Consultancy) and Jess Radford (Brand Tasmania).

- **Top-of-Mind Awareness analysis in 5 Danish cities – Cognitive image forming factors, development over time and age and gender dependance** | Ole Jørgensen and Rune Thorbjørn Jason Clausen (VIA University College)

- **Do Place Attributes Influence Company Names? An Empirical Study in Three Cities in Colombia, Latin America** | Narcis Bassols Bardella (Uppsala University), Christian Acevedo (ESDEG) and Catalina Orjuela Martinez

- **From perception to strategy: A research on the branding process of green spaces in Istanbul** | Ece Yurtaçan and Yasin Çağatay Seçkin (Istanbul Technical University)

Session F4. Public diplomacy | Room: Cairo | Chair: Robert Govers

- **Public diplomacy and nation branding in action: Swiss embassy's participation in the Night of Museums event in Warsaw** | Anna Kobierecka (University of Lodz)

- **How an embassy can use social media to foster an image of a relatable nation: The case of Swedish Embassy in Romania** | Aryna Creanga and Leysan Storie (Lund University)

- **Public diplomacy through socialist lens: The influence of socialist collective identity on Vietnam's public diplomacy** | Nguyen Ngoc Thao Le (University of Nottingham, Ningbo)

Session F5. Inclusivity | Room: Elche | Chair: Laura Ripoll Gonzalez | Discussant: Mihalis Kavaratzis

- **Inclusive place branding – a study of domestic tourists with a foreign background in a Swedish context** | Maria Månsson and Jörgen Eksell (Lund University)

- **Co-creating an inclusive story for Amsterdam** | Egbert Wolf (City of Amsterdam, University of Amsterdam)

- **How inclusive are smart city discourses? Inclusion and diversity narratives to address the digital divide** | Olga Kolotouchkina (Complutense University of Madrid), Laura Ripoll González and Warda Belabas (Erasmus University Rotterdam)

- **Place branding model for cultural and administrative centralised systems** | Abdulrhman Alsayel, Martin de Jong and Jan Fransen (Erasmus University Rotterdam).

Doctoral Colloquium | Wednesday 18th

13:00-13:10 Welcome | Room: Copenhagen

Session I | Room: Lounge | Chair: Nigel Morgan

13:10-13:40   **Place branding strategies as catalysts for achieving Sustainable Development Goals in mountain areas: A comparative study of Vall d'Aran (Spain), Valle d'Aosta (Italy) and Jämtland (Sweden)** | Elisenda Aguilera-Cora (Universitat Pompeu Fabra, Spain)

13:40-14:10   **Place brands as strategic atmospheres** | Monica Porzionato (Lund University)

14:10-14:40   **Representations of Finland's wellness tourism – Can an urban environment be a wellness destination?** | Susanna Saari (University of Lapland)

14:40-15:10   Discussion

Session II | Room: Copenhagen | Chair: Nadia Kaneva

13:10-13:40   **Twenty thousand leagues under the nation branding seas: A multidisciplinary dive into a systematic literature review and bibliometric analysis** | Teresa De Jesus Laguna Meraz and Hester Van Herk (Vrije University Amsterdam)

13:40-14:10   **Public diplomacy of Vietnam in the 21st century: An approach of a socialist non-major power** | Nguyen Ngoc Thao Le (University of Nottingham, Ningbo)

14:10-14:40   **Engaging with user-generated nation branding in everyday life** | Yunyi Liao (Loughborough University)

14:40-15:10   **Undoing gendered state identity? The case of Sweden's feminist foreign policy** | Isabelle Karlsson (Lund University)

15:10-16:00   Discussion

Session III | Room: Kronborg | Chair: Eli Avraham

13:10-13:40   **Destination brand love** | Kaisa Aro (University of Turku, Finland)

13:40-14:10   **Capital and community: The role of news media in shaping the place image of national capitals - A case study of Canberra, Australia** | Prue Robson (University of Canberra)

14:10-14:40   **Place branding & UFZs: How to attract new business in a taxation free area** | Stefano Carboni (University of Sassari)

14:40-15:10   Discussion

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