

"Is old really gold?" International consumers' perceptions and attitudes towards Italian cultural heritage and long-lasting brands", PRIN 2022, ERC SH1 Sector, Project Code: 20227RMKFP, CUP Code: I53D2300259006, finanziato dall'Unione Europea - NextGenerationEU. Responsabile Unità di Ricerca (PI) Università degli Studi di Napoli Parthenope: prof.ssa Maria Rosaria Napolitano; CUP D53D23006220008 (UNINT) Responsabile Unità di Ricerca UNINT: prof. Alessandro De Nisco.

THE INTERNATIONAL CONFERENCE ON **CORPORATE & BRAND HERITAGE**

CALL FOR PAPER

**FRIDAY
FEBRUARY 27
2026**

Villa Doria d'Angri
Via F. Petrarca, 80
80123 Napoli NA

PROGRAM

14:30 - 15:30

Plenary Session / KEYNOTE SPEAKERS

Professor Mats Urde
Lund University (Sweden)



Professor Fabien Pecot
Toulouse Business School (France)



Professor Michael Rowlinson
University of Exeter Business School (England)



COORDINATOR:

Professor Angelo Riviezzo | *University of Sannio, Benevento*

15:30 - 16:45

Parallel Sessions

16:45 - 17:00

Closing Session

Under the patronage of:

- **Management History, a Division of the Academy of Management**
- **Società Italiana Marketing (SIM)**
- **Società Italiana di Management (SIMA)**
- **Leaving Footprints (spin-off of the University of Sannio and the University of Naples Parthenope)**

Conference Theme

In recent years, heritage has emerged as a key concept in branding and corporate management. It offers a valuable perspective on how organisations create and maintain value over time. The notion that the past serves as a strategic resource - rather than just a symbolic legacy - forms the foundation of modern approaches to corporate identity, reputation, and brand management (Urde, Greyser & Balmer, 2007; Balmer, 2011; Riviezzo et al., 2021).

The corporate heritage perspective emphasizes how certain organizations have a deeply rooted historical dimension that influences decision-making, organizational behavior, and stakeholder relationships. Enduring values, organizational memory, and cultural continuity enhance authenticity and credibility, impacting both identity and reputation (Balmer & Burghausen, 2015; Burghausen & Balmer, 2014; Napolitano et al., 2018). Managing heritage is not merely a nostalgic act; it is a dynamic capability that requires organizations to engage with and reinterpret their history in coherent and meaningful ways. This process should be supported by comprehensive approaches to heritage communication (Balmer, 2013). Similarly, brand heritage focuses on how brands utilize tradition, origin, and continuity to establish a competitive advantage, create meaningful narratives, and foster perceptions of authenticity (Hakala, Lätti & Sandberg, 2011; Pecot & De Barnier, 2018). In this context, heritage serves as a forward-looking narrative device, fostering distinction, legitimacy, and sustainability in highly competitive markets.

Omni-temporality (Balmer, 2011) refers to a characteristic of corporate heritage implying that an organization's identity exists simultaneously in the past, present, and future. This perspective suggests that the past is not merely historical; it is also an inheritance and a future gift. This concept is essential for understanding a corporate heritage brand, as it recognizes that a brand's heritage is a continuous, living entity rather than something that is confined to the past.

In a landscape defined by technological change, fierce competition, and a growing demand for authenticity, a crucial question arises: when and how does heritage generate genuine value for companies, consumers, and communities?

At the same time, heritage should also be understood as inherently embedded in the cultural fabric of places. The cultural heritage of a territory, its traditions, historical narratives, symbolic artefacts, and collective memory, contributes to shaping a broader cultural heritage image (Mainolfi et al., 2015) that influences both corporate identity and consumer perceptions of national productions (Spielmann et al., 2021). In this sense, organisations do not only inherit an internal history but also draw from the heritage of the places they are rooted in, or associated with, through origin claims or territorial branding ("Made in..." logics) (Pecot et al., 2023; Roth & Diamantopoulos, 2009). This perspective highlights the interdependence between corporate heritage (Rindell et al., 2015) and place image (Elliot et al., 2011), suggesting that value creation emerges through multilayered heritage narratives that operate simultaneously at the organisational, brand (Nobre & Sousa, 2022; Anholt, 2010), and territorial levels (Kavaratzis et al., 2015). Recognising and strategically managing this intersection may foster not only market differentiation but also a shared sense of cultural continuity between firms, consumers, and local communities (Waterton, 2014).

This international conference aims to enhance scholarly and managerial discussions on the strategic importance of corporate and brand heritage. It will explore how historical elements can be leveraged to create value in the present. By bringing together a variety of perspectives, the conference seeks to foster theoretical development, facilitate cross-country comparisons, encourage methodological innovation, and provide new empirical evidence on creating value through heritage.

Call for Contributions

Scholars, doctoral students, and practitioners are invited to submit papers on themes related to corporate heritage, brand heritage, organisational memory, and historical branding approaches.

We welcome:

- empirical research
- conceptual papers
- historical and archival studies
- interdisciplinary perspectives
- qualitative, quantitative, and mixed-method design

Suggested Topics (non-exhaustive)

- Corporate heritage as a strategic resource: identity, values, culture, authenticity
- Brand heritage and consumer perceptions: trust, preference, brand equity
- Historical construction of brand identity
- Organisational memory and its role in identity formation
- Intergenerational strategies for transmitting and preserving corporate and brand heritage
- Long-term temporal dynamics in legitimacy, survival, and competitive advantage
- Narratives of the past between authenticity and storytelling: strategies, tools, risks and opportunities
- Heritage branding strategies in long-lived firms
- Corporate museums, archives, and memory spaces as strategic assets
- Brand heritage in the digital age: digital archives, corporate museums, docuseries, social media
- Tensions between tradition and innovation in heritage-based firms
- Value creation through design, packaging, retail, and experiential heritage branding
- Cultural heritage image and its influence on perceived quality, storytelling legitimacy, and authenticity
- Co-creation of heritage narratives between firms, institutions, and local communities
- Intersections between corporate heritage and national/regional cultural policy frameworks
- Heritage and place branding strategies at city, regional, and national level for market differentiation
- Connections between general country image and cultural heritage image: how national reputation, cultural memory, and heritage-based associations interact to shape consumer perceptions and global brand positioning
- Heritage-driven ecosystems: collaboration between brands, museums, cultural foundations, and local stakeholders

Publication Opportunities

Accepted contributions may be considered for submission to prestigious international journals. Agreements with potential publishing outlets are currently being discussed. Further editorial opportunities will be communicated in due course.

Submission Guidelines

- Extended abstract: max 1,000 words
- Keywords: up to 6
- Format: - Word file (.doc/.docx) - Times New Roman 12, double spacing - 2,5 cm margins on all sides
- Cover page: author(s) name(s), affiliation(s), email address(es)
- Referencing style: APA

Abstracts should include:

- Objectives
- Originality
- Concise theoretical background
- Methodology
- Expected or preliminary findings
- Theoretical and managerial implications
- Conclusions

Important Dates

- Call opening: December 17, 2025
- Deadline for abstract submission: January 25, 2026
- Notification of acceptance: January 31, 2026
- Details regarding full paper submission for publication opportunities will be provided at a later stage.

Submission Email

Please send abstracts to: paola.gioia@collaboratore.uniparthenope.it

Venue



Villa Doria d'Angri, Naples (Italy), a historic and prestigious venue overlooking the Gulf of Naples

Organizing Committee

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