**TITLE OF PAPER (Times New Roman, 16 pt., bold, centered)**

**First and last name of author – first and last name of co-author(s) (without titles) (Times New Roman, 14 pt., bold, centered)**

**Abstract**  (Times New Roman, 12 pt. , alignment in block, spacing 1,5)

**Purpose**: **Max. 100 words!** What are the reason(s) for writing the paper? What are the aims of the research?

**Design/methodology/approach**: **Max. 100 words!** How are the objectives achieved? Include the main method(s) used for the research. What is the sample? What is the approach to the topic and what is the theoretical or subject scope of the paper?

**Findings**: **Max. 100 words!** What was found in the course of the work? This will refer to analysis, discussion, or results.

**Research/practical implications:** **Max. 100 words!** What outcomes and implications for practice, applications and consequences are identified? What changes to practice should be made as a result of this research/paper? What are the suggestions for future research?

**Originality/value**: **Max. 100 words!** What is the original contribution and main added value of the paper?

**Keywords: key word, key word, key word (3-5)** Supply up to five keywords for tagging the paper when archived in the database. Avoid overarching terms like "Management" unless the paper discusses the topic with such a wide focus. Use the most common term for a concept. Do not make up new terms for an old concept.

**JEL Codes: JEL Code, JEL Code, JEL Code (2 – 3).** Find the most suitable JEL codes according to the classification of the Journal of Economic Literature ([JEL Codes](https://www.aeaweb.org/econlit/jelCodes.php?view=jel)).

SEE SAMPLE ABSTRACT BELOW[[1]](#footnote-1):

**INTERNAL BRAND BUILDING AND STRUCTURATION: THE ROLE OF LEADERSHIP**

**Christine Vallaster – Leslie de Chernatony**

**Abstract**

**Purpose**: The paper aims to clarify the relationship between organisational structures and individual brand supporting behaviour. It proposes modelling the social transformation process and outlining why and how leadership is important throughout the internal brand building process. The study aims to expand the domain of corporate branding by including a broader range of human resource and leadership-related aspects than is normally found in the branding literature.

**Design/methodology/approach**: The paper opted for an exploratory study using the open-ended approach of grounded theory, including 30 depth interviews and one expert group discussion with employees representing middle and senior management having mainly a marketing and corporate communications background. The data were complemented by documentary analysis, including brand documents, descriptions of internal processes, and copies of employee magazine articles.

**Findings**: The paper provides empirical insights about how change is brought about during internal brand building. It suggests that successful leaders act as “integrating forces” on two levels: integrating the elements of corporate identity structures, and mediating between the corporate branding structures and the individual.

**Research/practical implications:** The paper includes implications for the development of a powerful brand image, the development of “brand ambassadors” and for managing the balance between stability and change.

**Originality/value**:This paper fulfils an identified need to study how brand-supportive behaviour can be enabled.

**Keywords:** Brand management, Corporate branding, Leadership, Social change

**JEL Codes:** M00, M10, M31

1. Source: <http://www.emeraldinsight.com/doi/abs/10.1108/03090560610669982> [↑](#footnote-ref-1)