

## Final Report

**Name of BritInn Fellow:** Dr. Ian Combe

**Home Department:** Marketing and Strategy

**Home University:** Aston University

**Guest Department:** Department of Strategic Management, Marketing and Tourism

**Guest University:** University of Innsbruck

**From:** 06-08-2018

**Until:** 12-08-2018

**Title of the Research Project:** Three projects were discussed and developed:

1. Research paper
2. Future research
3. Future workshop Series

**Report about visit and future plans** (max. 200 words, English):

1. Discussions took place to develop a paper linking work on flexibility previously undertaken at Aston University with work on brand development previously undertaken at University of Innsbruck. Since the meetings the paper has been re-written and submitted to the Marketing Trends Conference 2019. After feedback the paper will be sent to the Journal of Retailing.

Developing 'the flexible corporate retail brand' through adaptive aesthetics and attractive physical environments, (Botschen, G., Hemetsberger, A. and Combe, I.A.)

2. Discussions took place on 'Mental Models in Brand Leadership and Management' to link expertise on mental models developed at Aston University with expertise in brand management developed at University of Innsbruck. Data has already been collected on consumers' mental models at Aston and the collection further data on managers' mental models was discussed to lead to future publications in leading academic journals.
3. Discussions took place to develop a new collaborative management research workshop series (eventually with EIASM) on 'Mental Models, Organisational Change

and Branding/Brand Leadership and Management'. Since the discussions contact has been made with another university which has joined the application. Consequently, the series will now include workshops at University of Innsbruck, Austria; Aston University, U.K. and University of Granada, Spain.

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