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# *Anders Bengtsson*

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## **INTELLECTUAL CONTRIBUTIONS:**

### **Refereed Articles**

- Bengtsson, A. & Firat, F. (2006). Brand Literacy: Consumers' Sense-Making of Brand Management. *Advances in Consumer Research*, 33, 375-380.
- Askegaard, S. & Bengtsson, A. (2005). When Hershey met Betty: Love, Lust and Co-branding. *Journal of Product and Brand Management*, 14 (5), 322-329.
- Kjeldgaard, D. & Bengtsson, A. (2005). Consuming the Fashion Tattoo. *Advances in Consumer Research*, 32, 172-177.
- Bengtsson, A. & Servais, P. (2005). Co-branding on industrial markets. *Industrial Marketing Management*, 34 (7), 706-713.
- Bengtsson, A., Ostberg, J., & Kjeldgaard, D. (2005). Prisoners in Paradise: Subcultural Resistance to the Marketization of Tattooing. *Consumption Markets and Culture*, 8 (3), 261-274.
- Bengtsson, A. (2003). Towards a Critique of Brand Relationships. *Advances in Consumer Research*, 30, 154-158.
- Bengtsson, A. (2002). Unnoticed Relationships: Do Consumers Experience Co-branded Products? *Advances in Consumer Research*, 29, 521-527.
- Bengtsson, A., Elg, U., & Johansson, U. (2000). The Process of Internationalisation: how Swedish food retailers perceive their domestic supplier relationships. *International Review of Retail, Distribution and Consumer Research*, 10 (4), 321-334.

### **Refereed Proceedings**

#### **Full Paper**

- Eckhardt, G. & Bengtsson, A. (2007). Pulling the White Rabbit out of the hat: Branding advancements in imperial China. *Thought Leaders International Conference on Brand Management*.
- Bengtsson, A. & Ostberg, J. (2004). Co-Constructing Brand Equity: Consumers and Brand Managers. *European Marketing Academy Annual Conference*, European Marketing Academy.
- Bengtsson, A., Ostberg, J., & Askegaard, S. (2001). Cross-border Shopping in the Open European Market. *European Advances in Consumer Research*, Association for Consumer Research.

### **Book**

- Bengtsson, A. & Ostberg, J. (2006). *Märken och människor: om marknadssymboler som kulturella resurser (transl. Of Brands and Men: Symbols of the Market as Cultural Resources*, Lund, Sweden: Studentlitteratur.

### **Book Chapters**

#### **Not Refereed**

- Bengtsson, A. & Ostberg, J. (2006). Researching the Cultures of Brands. (in press), In Russell W. Belk (Ed.) *Handbook of Qualitative Research Methods in Marketing*. Edward Elgar Publishing.
- Csaba, F. F. & Bengtsson, A. (2005). Rethinking Identity in Brand Management. In Jonathan Schroeder and Miriam Salzer-Mörling (Ed.) *Brand Culture*. London: Routledge.

## Cases

- Bengtsson, A. & Ostberg, J. (2002). Quorn – Neither Fish, Flesh nor Fowl. In Michael Solomon, Gary Bamossy and Søren Askegaard (Ed.) *Consumer Behaviour: A European Perspective*, (pp. 224-225). London: Prentice Hall.

## Presentation of Refereed Papers

### International

- Bengtsson, A. & Venkatraman, M. (2007, October). *The Global Brand's Meaning Mélange*. Accepted for Association for Consumer Research Conference, Memphis, Tennessee.
- Bengtsson, A. & Venkatraman, M. (2007, July). *Consuming Global Brandscapes as Home*. Accepted for Association for Consumer Research, European Conference, Milan, Italy.
- Eckhardt, G. & Bengtsson, A. (2007, July). *Pulling the White Rabbit out of the Hat: Consuming Brands in Imperial China*. Accepted for Association for Consumer Research, European Conference, Milan, Italy.
- Eckhardt, G. & Bengtsson, A. (2007, April). *Pulling the White Rabbit out of the hat: Branding advancements in imperial China*. Presented at Thought Leaders International Conference on Brand Management, Birmingham, Great Britain.
- Bengtsson, A. & Firat, F. F. (2005, September). *Brand Literacy: Consumers' Sense-Making of Brand Management*. Presented at Association for Consumer Research Conference, San Antonio, Texas.
- Bengtsson, A. & Servais, P. (2004, September). *Co-branding and the Effects on Inter-Organizational Relationships*. Presented at 20th Annual IMP Conference, Copenhagen, Denmark.
- Bengtsson, A. & Kjeldgaard, D. (2004, June). *Acts, Images and Meaning of Tattooing*. Presented at Association for Consumer Research, European Conference, Dublin, Ireland.
- Bengtsson, A. & Ostberg, J. (2004, May). *Co-Constructing Brand Equity: Consumers and Brand Managers*. Presented at European Marketing Academy Annual Conference, Murcia, Spain.
- Bengtsson, A. (2004, April). *Married Brands: Co-branding and the Management of Symbolic Meanings*. Presented at European Academy of Management Conference, St. Andrews, Scotland.
- Bengtsson, A., Ostberg, J., & Kjeldgaard, D. (2003, October). *The Embodied Brand*. Presented at Association for Consumer Research, Toronto, Canada.
- Bengtsson, A. & Ostberg, J. (2003, June). *A Consumer Critique of Brand Equity*. Presented at Nordic Conference for Business Research, Reykjavik, Iceland.
- Csaba, F.F. & Bengtsson, A. (2003, April). *Rethinking Identity in Brand Management*. Presented at European Academy of Management Conference, Milan, Italy.
- Bengtsson, A. & Kjeldgaard, D. (2002, May). *The Embodied Brand: The Role of Brand Symbols in Body Expressions*. Presented at Association for Consumer Research, Asia-Pacific Conference, Beijing, China.
- Bengtsson, A., Ostberg, J., & Askegaard, S. (2001, June). *Cross-border Shopping in the Open European Market*. Presented at Association for Consumer Research, European Conference, Berlin, Germany.
- Bengtsson, A. (2000, October). *Images of Integrated Symbols: Consumer Negotiation of Brand Meanings*. Presented at Association for Consumer Research, Salt Lake City, Utah.

### **National**

Eckhardt, G. & Bengtsson, A. (2007, June). *Pulling the White Rabbit Out of the Hat: Brand Co-creation in Imperial China* . Accepted for MSI Conference: Creating and Cultivating Brand Connections, Minneapolis, Minnesota.

### **Local**

Bengtsson, A. & Firat, F. (2007, March). *Learning to Consume: Chinese Consumers and Brand Literacy* . Presented at 2007 Suffolk Academic Conference, Boston, Massachusetts.

## **Presentation of Non-Refereed Papers**

### **Local**

Bengtsson, A. & Venkatraman, M. (2007, March). *The Global Brand's Meaning Mélange* . Invited presentation at Presentation given to faculty and doctoral students at University of Texas Panamerican, Edinburg, Texas.