University of Iceland and CHARGE invite you to submit abstracts for presentation at our 2020 annual symposium. Abstracts will be peer-reviewed and presented on September 28th and 29th 2020 in Reykjavík, Iceland. Acceptance will be based on content and available space. Those who get accepted abstracts for presentation will gain full access to the CHARGE Conference. The academic symposium is part of CHARGE.

The event is a global knowledge hub for CEO’s, practitioners, professionals and academics within the energy space. For the past years, CHARGE has brought together stakeholders from the energy sector to pool knowledge on some of the most pressing issues of our times.

The professionals have been joined by ground-breaking scholars in the field such as Dr Kevin Lane Keller. To further strengthen the academic voice, CHARGE Academic Symposium shall have an emphasis on current research and scientific knowledge that aligns with applied knowledge in the global Energy Sector. The proceedings of the symposium will be published afterwards (ISBN 978-9935-24-674-5).
OVERALLTheme

We are looking at the development of the energy sector and the many changes and challenges it faces. We further focus on the energy transition, a term that can relate to deregulation, new entrants, changing consumer behaviour, the effect of indirect competition and the transition from traditional generation to renewable energy sources. We are flexible on exact topics if we can logically fit them under the heading of CHARGE.

The topics mentioned on this page give an idea of the scope of the conference and do not exclude other topics that might fit the theme.

We will, however, particularly welcome papers that focus on how financial performance is affected by strategic brand management, sustainable positioning and effective communication.

EXAMPLES OF THE THEMES AND TOPICS:

BRANDS, SUSTAINABILITY AND THE BOTTOM LINE

• Linking the brand to sustainability and financial capability
• Brand management and investor relations alignment
• How to communicate materiality in the sustainability performance

CONSUMER AND ENERGY

• Consumer engagement in the Energy Transition
• Green Energy Marketing
• Energy consumption behaviour
• Changed consumer behaviour
• Sustainable consumption and consumers’ wellbeing
• Green Buildings

IMAGE OF THE SECTOR

• The internal brand of energy companies
• Branding and marketing of the energy industry
• Image of different energy sources
• Reputation management issues of the Energy Sector

MARKETING MANAGEMENT

• Market Orientation in the Energy Sector
• Marketing fossil fuels in a changing world
• Sustainable marketing
• Branding of innovation and start-ups in the energy sector
• Integrated Marketing Communication for sustainable start-ups
• The Transition of Green Energy Marketing
• The smart / green city
ABSTRACT SUBMISSION PROCEDURE

Authors are invited to submit their abstracts in English, in a PDF file, no later than July 15th 2020, via the Conference website: https://branding.energy or e-mail: symposium@branding.energy

Authors will receive an email confirming the receipt of their submission within 48 hours of reception. The symposium program will be available around September 1st 2020.

The submission must include:
• A clear and concise abstract of no more than 500 words in English
• A title and list of authors using their full names
• Institution affiliations for each author
• Disclosure of any conflicts of interest
• Design, methodology or approach
• Purpose of research
• Keywords
• Findings

IMPORTANT DATES
• The submission deadline for abstract: July 15th 2020.
• Notification of review results: July 30th 2020.
• Registration deadline for the conference: August 30th 2020.
• CHARGE conference: September 28-29th 2020

COST
Cost of presenting at the academic symposium is €990. Note that the full price for professional delegates is €1,660. All the activities at CHARGE are included in the academic fee including full access to the CHARGE conference, lunch/coffees during the conference proceedings on both conference days, gala dinner, excursions, cocktails etc. Discounted prices on accommodation via a block reservation at selected hotels.
The purpose of CHARGE is to bring together knowledge on the energy markets and the symposium aim is to promote collaborative research initiatives and experiences between colleagues.

We encourage you to be a part of the symposium and join the global energy community at the 5th CHARGE Conference. Please see the link below that details the 2019 event:

https://branding.energy/charge-academic/

On behalf of the CHARGE Symposium

Sincerely,

Dr Fridrik Larsen Founder of CHARGE