

## **WWZ Research Seminar**

**Tuesday, November 26, 2019, 12:30pm, S 15, HG**

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Fellow at MIT Sloan**

**GLOBAL PORTFOLIOS OF BRAND EQUITIES: DISCRIMINANT AND  
NOMOLOGICAL VALIDITY OF A NEW MEASUREMENT IN GLOBAL BRANDING**

Joint work with Catherine Tucker, MIT Sloan School of Management

### **ABSTRACT**

Global brands engage with a local audience in each market; while these customer-based equities are locally rooted, they are internationally influenced. Yet, work on understanding the inter-relationships among a brand's country-specific equities is fragmented over different research fields, like country-of-origin, consumer ethnocentrism, and psychic distance. This paper draws insights from all these fields together by conceptualizing the global brand as a portfolio of country-specific market-based equities (or assets), which can be examined through measures of portfolio size and composition separately. The objective of the paper is to assess the quality of this new Global Branding measure by determining its discriminant and nomological validity. We do this by using unique data of 18,000 observations on the cross-country popularity of 180 different airline brands on the social network Facebook in 100 countries.