KLU RESEARCH PROJECT

BRAND STRENGTH INFORMATION DURING CORPORATE CONFERENCE CALLS WITH INVESTORS AND ANALYSTS AND ITS IMPACT ON COMPANY VALUE - MARKS

PROJECT DURATION
September 2023 – August 2025

PROJECT LEADER
Prof. Dr. Alexander Himme (Kühne Logistics University - KLU)

BRIEF DESCRIPTION
This project will analyze the role that brand equity information plays on earnings calls. Previous research has demonstrated that earnings calls are an important tool to disclose information to investors and financial analysts that enable them to better judge the future financial development of firms. The DFG-funded project aims at generating a better understanding of which brand equity information is discussed on earnings calls and to what extent it provides valuable information to the financial community.

PROJECT FUNDERS
German Research Foundation (DFG)

PROJECT PARTNERS
University of Cologne, INSEAD, Kühne Logistics University (KLU)

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SUBJECTS
Creating Value