



SCHOLARLY PUBLICATIONS

School of Management

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Journal Name: Journal of Business Research

IF: 9.8

Title: Forty Years of Brand Logo Literature: A Review and Future Research Directions

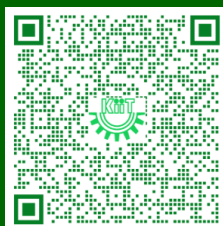
Author: A., Pati, Arnav; D., Pradhan, Debasis; T.R., Moharana, Tapas Ranjan; H., Roy-Chaudhuri, Himadri; B.K., Rup, Bikash Kumar

Details: Volume 200, November 2025

Abstract: A logo is a graphical symbol that plays a pivotal role in communicating a company's identity and fostering brand recall. Despite logos' significance in academics and practice, this domain has a dearth of systematic literature reviews. Addressing this concern, our review first traces the evolution of brand logos research over four decades and then describes the various theories, scope, design properties, and methods involved in logo research. By synthesizing findings from 217 articles, this review sheds light on the interaction between logos and other brand elements, exploring their perceptual, conceptual, and contextual properties. Our findings highlight a shift from basic logo recognition in advertising to complex studies on design and meaning-based aspects. The study identifies progress from traditional research methods in logo studies to advanced research employing deep learning and neuromarketing methods. We conclude with multiple research avenues and propose a conceptual framework for future research. This approach offers valuable implications for academics and practitioners in brand strategy and design.



URL: <https://www.sciencedirect.com/science/article/pii/S0148296325004783?via%3Dihub>





SCHOLARLY PUBLICATIONS
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Journal Name: Asia Pacific Journal of Marketing and Logistics

IF: 5.1

Title: When information flows, shoppers flow: examining information quality, interactivity and purchase intention in livestream shopping

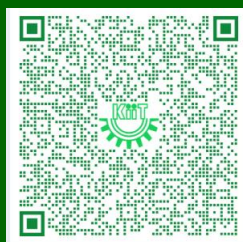
Author: Moharana, TR; Pati, A

Details: September 2025

Abstract: Purpose This research examines if the information quality (completeness, format, accuracy and currency) provided during livestream shopping impacts shoppers' purchase intention. We investigated shoppers' flow state as an underlying mechanism and tested the boundary effects of perceived interactivity. Design/methodology/approach Data were collected from 573 participants recruited through store intercept using a systematic random sampling method. We used structural equation modelling to test the hypotheses. Findings The study reveals that completeness, format, accuracy and currency of information influence the consumer's flow state and purchase intentions. We found that the impact of information quality on flow state was accentuated for shoppers having high perceived interactivity. Practical implications For practitioners, the findings emphasise the integration of high-quality information and interactive elements during livestream shopping. Originality/value This research is one of the first studies to examine the role of information quality provided during livestream shopping. In one of the pioneering efforts, we extend the flow theory to livestream shopping and examine the effects of perceived interactivity.



URL: <https://www.emerald.com/apjml/article/doi/10.1108/APJML-04-2025-0598/1299603/When-information-flows-shoppers-flow-examining>





SCHOLARLY PUBLICATIONS School of Management KIIT Deemed to be University

Journal Name: Journal of Brand Management

IF: 4.1

Title: Decoding celebrity-owned brand coolness: exploring its impact on brand experience through tight and loose cultural contexts

Author: Radhika, K.R.; Mishra, A.A.

Details: October 2025

Abstract: Celebrity-owned brands (COB) and brand coolness (BC) are revolutionizing the branding landscape. BC has emerged as a pivotal determinant of consumer aspiration, profoundly altering companies' fortunes, and there has been a growing trend of COB where celebrities create their own brands, utilizing their popularity. Given the nuanced context-specific nature of coolness and recognizing the interdependence between celebrities and brands, our qualitative investigation delves into the novel phenomenon termed "celebrity-owned brand coolness." Adopting tight and loose (TL) cultural contexts, we offer a framework that provides insights into the characteristics, drivers, consequences, and contingencies associated with COB coolness. Drawing on balance theory and the meaning transfer model (MTM), we highlight the triadic relationship of celebrity, COB, and consumer in shaping COB coolness. We identify three drivers—celebrity capital, customer advocacy, and COB engagement, and highlight marketing mix elements as contingencies. We focus on brand experience as a consequence while emphasizing consumer differences as a contingency in creating brand experience.



URL: <https://link.springer.com/article/10.1057/s41262-025-00414-y>

