



Names in the Economy VI

International conference, Uppsala 3–5 June 2019

The Economy in Names: Values, Branding and Globalization

Save the date

After the five successful NiTE conferences in Antwerp, Vienna, Amsterdam, Turku and Verona, we are now pleased to announce that the Institute for Language and Folklore, together with the Department of Scandinavian Languages at Uppsala University will host the Sixth International conference on Names in the Economy in Uppsala, Sweden, on 3–5 June 2019.

The focus on this conference will be the economy or the economic aspects that are hidden or evident in various types of names; how names can hold different values and how names can be used or mis-used to create values, how names are used in branding and how names can be means in a global world. We hope to attract scholars from a wide range of disciplines concerning names in these aspects.

Please save the date, 3-5 June, 2019. A more formal invitation, a first call for papers and further information will be circulated in September. All information will thereafter be available at www.sprakochfolkminnen.se/NITE6. Until then, please contact Katharina.leibring@sprakochfolkminnen.se if you have any questions.

We hope to see you in Uppsala next year!

The Organizing Committee: Katharina Leibring, Staffan Nyström, Josefin Devine, Leila Mattfolk, Kristina Neumüller, Elin Pihl