



Faculty 05 Department of Romance Studies
 Professor Dr. Antje Lobin
 Italian / French Linguistics
 55099 Mainz
 Germany



**International symposium *Names in the Economy VIII*
 Ergonyms and Multilingualism
 June 25 – June 27, 2026
 Erbacher Hof, Mainz**

Program

THURSDAY, 25 JUNE 2026	
12:30	Opening of the conference office
Opening of the conference and welcome addresses	
13:30-14:15	<i>Sounding the Welcome</i> – Pavlos Ramos on Flute I: Debussy, <i>Syrinx</i> Prof. Dr. Antje Lobin, Conference organization Prof. Dr. Stefan Müller-Stach, Vice President for Research and Academic Careers Prof. Dr. Susanne Wagner, Vice Dean, Faculty 05 – Philosophy and Philology Pavlos Ramos on Flute II: Telemann, <i>Fantasia No. 7 in D Major, BWV 40:8</i>
14:15-15:00	Keynote: Prof. Dr. Damaris Nübling Names make people
15:00-15:30: Coffee break	
Section 1	
15:30-16:00	Heinemann, Sabine Dr. Wood's Electrolytic Battery for the Italian woman of yesteryear – foreign language elements in historical brand communication
16:00-16:30	Felecan, Oliviu / Felecan, Daiana / Bugheşiu, Alina Names of German car brand dealers in Romania
17:00: Guided tour of the Landtag, the State Parliament of Rhineland-Palatinate	
18:30-19:30: Heiliggeist, Evening welcome reception	
20:00: Weinhaus Michel, Joint dinner (paid for individually)	

FRIDAY, 26 JUNE 2026	
Section 2	
9:00-9:30	Galkowski, Artur Markers of Italianity across hybrid Italian-sounding formations in Polish brand naming
9:30-10:00	Rossi, Alessandro “Will it <i>-cello?</i> ”: A contrastive analysis of liquor-naming constructions in English and Italian between morphological creativity and regularity
10:00-10:30	Dufferain-Ottmann, Svenja One name fits all? French and French-sounding food product names in German discounters on the French and German market
10:30-11:00: Coffee break	



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Section 3	
11:00-11:30	Kovács, László Identity and alterity as a marketing tool: Standardization strategy for regionally labelled products on an international market
11:30-12:00	Jordan, Peter Types of commercial place-name use – with examples from Austria
12:00-12:30	Petrus, Rebecca Sports brand names – a cross-disciplinary study
12:30-14:00: Lunch break	
Section 4	
14:00-14:30	Rieger, Marie A. Hotel names in South Tyrolean Val Badia
14:30-15:00	Ellena, Sandra German and translingual hotel names in German tourist hotspots in Italy: three case studies
15:00-15:30	Michnowska, Agata English only? The use of English in accommodation names in Warsaw, Oslo and Reykjavik
15:30-16:00: Coffee break	
Section 5	
16:00-16:30	Sjöblom, Paula / Kolehmainen, Leena Multilingualism of a medieval town as conveyed by proper names in museum texts
16:30-17:00	Cotticelli-Kurras, Paola From <i>citylandscape</i> to <i>fashionlandscape</i> : two Italian cases
17:00-17:30	Syrjälä, Väinö / Huhtamäki, Martina “It means nothing – it’s just a name” – Entrepreneurs in Akureyri comment on the naming of their businesses
19:00: Geberts Weinstuben, Social dinner	

SATURDAY, 27 JUNE 2026	
Section 6	
9:00-9:30	Faster, Mariko / Koreinik, Kadri / Brown, Kara Mapping patterns and changes in less conventional ergonyms: kindergarten names in Estonia
9:30-10:00	Merlin, Stella / Meledandri, Francesco Naming inclusion. A lexical and translational analysis of Italian and English webpages of inclusion offices in the University institutions of Italy
10:00-10:30	Leibring, Katharina The value of book titles. Examples from contemporary Swedish literature, especially Nordic Noir, on the world stage
10:30-11:00	Ries, Pascal Monstrous onomastics – A linguistic analysis of the translation of fictional names in creature collecting video games

