

# Luxury Industries *Conference*

## London (UK) – Sept. 15-16 2017

### CALL FOR PAPERS (1/3)

Over the past 15 years, the International Marketing Trends Conference has welcomed researchers and professionals from more than 72 countries to investigate and discuss the trends in Marketing and Marketing Strategies. In the recent years, Luxury Industries have emerged as a key topic of the conference and the idea of creating a dedicated conference has appeared as a natural move.

**We are pleased to invite you to submit a proposal for the conference on the MARKETING OF LUXURY INDUSTRIES, which will take place in LONDON (UK) on September 15-16 2017.**

**The conference will be focused on “Luxury Industries Marketing: value creation in the digital age”.**

Please note that, in line with the publication rules of the International Marketing Trends Conference, **the papers are expected to be approx. 10 pages long** and can be written in **English, French, German, Italian or Spanish**. Once received, the papers will be **reviewed by 2 anonymous readers**, both of whom are marketing professors with high academic standards. Due to the high level of selection in order to ensure an outstanding academic level, we expect the number of papers to be limited to a **maximum number of 50 papers** published.

Also note that **a selection of the best conference papers will be considered to be published in the Journal of Marketing Trends (electronic issue), which is indexed in the EBSCO database**. The conference scientific committee will select papers that will be awarded the **Best Conference Paper Award** and the **Best Ph.D. Paper Award**. All the papers will be published in the conference proceedings on our website [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com).

The deadlines for the paper submission and the conference registration to the 2017 Conference are indicated hereunder:

- **Call for paper:** **March 2017**
- **Paper submission:** **June 19th 2017**
- **Paper acceptance:** **June 30th 2017**
- **Conference registration:** **July-September 2017**
- **Conference:** **September 15<sup>th</sup>– 16<sup>th</sup> 2017 (1-½ day)**

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## CALL FOR PAPERS (2/3)

The conference tracks are the following:

- **Luxury Brands Management**
- **Consumer Behavior**
- **Digital Marketing**
- **Communication**
- **CSR and Luxury**
- **Distribution Strategy**

The key sectors addressed include Fashion, Leather Goods, Perfumes, Cosmetic, Watches, Jewelry, Wine and Spirit, Fine Food, Tableware, Travel, Hospitality, Automobile...

The Scientific Committee, which is chaired by **Professor Jean-Claude ANDREANI** (Professor Marketing Department - ESCP Europe Paris Campus), consists of a Conference Board of 6 co-chairs, whose role is to ensure a consistent editorial policy for the conference and harmonize the decisions taken on the national level. The co-chair of the Arts, Cultural and Creative Industries conference are:

- **Professor Alberto MATTIACCI, Sapienza Università di Romà, President of the SIM Società Italiana Marketing – Italy**, who published “Marketing. Il management orientato al mercato.” (with A. PASTORE), Hoepli, 2014
- **Professor Pascal MORAND, ESCP Europe Paris Campus - Executive President Fédération Française de la Couture, du Prêt-à-porter des Couturiers et des Créateurs de Mode – France**, who published « Les religions et le luxe: l'éthique de la richesse d'Orient en Occident. », Regard, 2012
- **Professor Elyette ROUX, Université Aix-Marseille - France** who published “Le Luxe éternel, de l'âge du sacré au temps des marques.” (with G. Lipovetsky), Ed. Gallimard, 2003
- **Professor Marie TAILLARD, ESCP Europe London Campus – UK**, who published “Value creation in the consumption process: the role of consumer creativity” (with B. VOYER, V. GLAVEANU and A. GRITZALI), Advances In Consumer Research, 2014
- **Professor Klaus-Peter WIEDMANN - Leibniz Universität Hannover - Germany**, who published “Wirkungsbeziehungen zwischen Konsummittelkeit und Luxuskonsum.”(with N. Hennigs, V. Kelsch), Südwestdeutscher Verlag für Hochschulschriften, Saarbrücken, 2010
- **Professor María Jesús YAGÜE GUILLÉN, Universidad Autónoma de Madrid - Spain**, who published “Relating brand equity and customer equity: an exploratory study.” (with S. Romero), International Journal of Market Research, 2015

The full papers must be submitted via the conference website [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com)

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### CALL FOR PAPERS (3/3)

The full papers are expected to be **approx. 20,000-25,000 signs (approx. 10 pages)** long all included (i.e. cover/title page, references, appendix, tables, figures). They can be written in the following languages: **English, French, German, Italian, Portuguese and Spanish.**

In case you are contributing to more than one paper at the conference, please keep in mind that **you cannot be the first author of more than one publication** and should therefore appear as co-author of the other paper. Also note that you will not be allowed to be first author and/or co-author of more than 2 papers.

#### Format rules:

- Single spaced throughout
- Times New Roman 12
- A4 page formatting
- Justified
- 2.5cm margins on all sides

#### Presentation rules:

- Manuscript file in Word (.doc or .docx)
- **For the reviewing version: NO personal or professional information**
- The first page of the **reviewing version** should be a title page including the title of your manuscript in English and (optional) in paper language
- Immediately after the title, *abstract in English and (optional) in your paper language and key words in English and (optional) in paper language* (max 5)
- For the **final paper (after reviewing process and paper acceptance ONLY): name of authors and co-authors on the front page** - University address - Present position - Telephone number and e-mail address and any *acknowledgment or technical assistance* on the front page
- Use of academic format for formulas, figures and tables

#### Paper structure:

- In the final version ONLY (not in the reviewing version), on the front page: name of authors and co-authors - University address - Present position - Telephone number and e-mail address – Acknowledgment and/or technical assistance
- Abstract
- Key Words
- Introduction and Objectives
- Research Question
- Conceptual Framework / Literature Review /Research Model
- Method
- Findings
- Discussion
- Conclusion
- Limitations
- Further Research
- Managerial Implications
- Bibliography at the end of the paper (use academic format for references)
- Appendixes after the Bibliography