



# International Marketing Trends Conference

LONDON  
LUXI Symposium  
September 15<sup>th</sup>-16<sup>th</sup> 2017

## Marketing of Luxury Industries *Symposium* Luxury Industries Marketing: Value Creation in the Digital Age

# Programme





International  
Marketing  
Trends  
Conference

**LONDON**  
**LUXI Symposium**  
**September 15<sup>th</sup>-16<sup>th</sup> 2017**

Provisional



FRIDAY 15<sup>TH</sup> SEPTEMBER 2017

- > 08:00-09:00 **Registration and welcome of participants**  
| ESCP EUROPE - 527 Finchley Road - London NW3 7BG - UK
- > 09:00-09:15 **Opening speech**  
| Room Fortnum and Mason
- > 09:15-10:30 **Plenary session – Academic presentations**  
| Room Fortnum and Mason
- > 10:30-11:00 **Coffee Break**  
| Room Burlington Arcade
- > 11:00-13:00 **Plenary session – Round table**  
| Room Fortnum and Mason
- > 13:00-14:30 **Lunch break**  
| Room Burlington Arcade
- > 14:30-16:00 **Academic research sessions – Paper presentations**  
| Room Fortnum and Mason  
| Room Selfridges
- > 20:00-22:30 **Gala dinner**  
*Please ask for your nominative invitation at reception desk*



SATURDAY 16<sup>TH</sup> SEPTEMBER 2017

- > 09:00-10:30 **Academic research sessions – Paper presentations**  
| Room Fortnum and Mason  
| Room Selfridges  
| Room Harrods
- > 10:30-11:00 **Coffee Break**  
| Room Burlington Arcade
- > 11:00-12:30 **Academic research sessions – Paper presentations**  
| Room Fortnum and Mason  
| Room Selfridges  
| Room Harrods
- > 12:30-13:00 **Closing Ceremony - Best Paper Award**  
| Room Fortnum and Mason
- > 13:00-13:30 **Closing Cocktail**  
| Room Burlington Arcade



FRIDAY 15<sup>TH</sup> SEPTEMBER 2017

08:00-09:00 | LOBBY

- > **Registration and welcome of participants**  
ESCP EUROPE  
527 Finchley Road  
London NW3 7BG

09:00-09:15 | ROOM FORTNUM AND MASON

- > **Opening speech**
  - On behalf of ESCP EUROPE  
. Pr. Prof. Simon MERCADO –Director ESCP Europe London Campus, UK
  - On Behalf of the Scientific Committee  
. Pr. Jean-Claude ANDREANI, ESCP EUROPE Paris Campus, France
  - On behalf of SIM – SOCIETÀ ITALIANA MARKETING  
. Pr. Alberto MATIACCI, Sapienza Università di Roma, Italy
  - On behalf of the Organizing Committee  
. Dr. Françoise CONCHON, INSEMMA MARKET RESEARCH, France / President INTERNATIONAL MARKETING TRENDS CONFERENCE

09:15-10:30 | ROOM FORTNUM AND MASON

- > **Plenary session – Academic presentations**
  - Chair: Pr. Jean-François LEMOINE, Université Paris I – Sorbonne, France
  - . LINDENBECK B., HUNDT M., FernUniversität in Hagen, Germany  
*Is Online Always Better? Critical Considerations for Using Online Flagship Stores for Designer Clothing.*
  - . MEKONNEN A., LARNER L., GSM London, United Kingdom  
*The Impact of digital marketing on luxury fashion brands.*

10:30-11:00 | ROOM BURLINGTON ARCADE

- > **Coffee break**



11:00-13:00 | ROOM FORTNUM AND MASON

> **Plenary session – Round table**

**“ Impact of digital tools on the Marketing of Luxury Industries ”**

- Chair: Pr. Chris HALLIBURTON, ESCP Europe London Campus, UK
- . Marjorie CONDORIS, Transformation Lead BURBERRY
- . Chloé JAY, International Director Luxury Jewels CARTIER
- . Pr. Pascal MORAND, ESCP Europe / Executive Director Fédération Française de la Couture, du Prêt-à-Porter des Couturiers et des Créateurs de Mode
- . Eric PESTEL, CEO LOOKADOK

13:00-14:30 | ROOM BURLINGTON ARCADE

> **Lunch break**

14:30-16:00 | ROOM FORTNUM AND MASON

> **Academic research sessions – Paper presentations**  
**“ Luxury industries : the power of digital tools. ”**

- . Chair: Pr. Shynya NAGASAWA, Waseda University, Japan  
Pr. 2
- . CASTELLANO S., PSB Paris School of Business, KHELLADI S., ICN Business School, CHARLEMAGNE J., Marussia Beverages BV, France  
*The influence of virtual agents on online wine purchasing behavior.*
- . HIDALGO-BAZ M., Universidad de Salamanca, Spain  
*Perceptions of luxury fashion brands, by differential effects of pure-plays as digital distributors.*
- . KAUR R., Guru Jambheshwar University of Science & Technology, KAUR P., Guru Nanak Dev Engineering College, SINGH G., Altruist Technologies Private Limited, India  
*Leading edge flow of content marketing.*
- . OMARLI S., Corvinus University of Budapest, Hungary  
*Effects of electronic marketing on purchasing behaviors of consumers, application on students of university in Turkey.*



14:30-16:00 | ROOM SELFRIDGES

> **Academic research sessions – Paper presentations**  
“Retail”

- Chair: Pr. Béatrice CANEL-DEPITRE, Université Le Havre, France
- . ARRIGO E., Università degli Studi di Milano-Bicocca, Italy  
*Brick-and-Mortar retail stores as sustainability communication channels for luxury fashion brands.*
- . GARDUNO LOPEZ X. J., MEJIA ESTANOL R., UNAM, Mexico  
*Positioning of clothing brands by the use of the olfactory marketing, in female students of Mexico City.*
- . PELLICELLI A. C., Università degli Studi di Torino, PROCACCI S., Suzuki Italia SpA, Italy  
*The meeting between salesman and customer in luxury goods: a new view. A best practice in nautical sector.*
- . SCHARWEY A., FASSNACHT M., WHU-Otto Beisheim School of Management, Germany  
*Social distance in Customer-Service employee encounters: a luxury vs. non-luxury comparison.*

20:00-22:30 | GALA DINNER

- > **Gala dinner**  
Please ask for your nominative invitation at reception desk

PROVISIONAL



SATURDAY 16<sup>TH</sup> SEPTEMBER 2017

09:00-12:30 | ROOM FORTNUM AND MASON

> **Academic research sessions – Paper presentations**  
**“ Consumer behavior ”**

*including 10:30-:11:00: Coffee break in Room Burlington Arcade*

- Chair: Pr. Jean-Louis MOULINS, Université Aix-Marseille, France
- . CONTI E., Università degli Studi di Urbino Carlo Bo, Italy  
*The growing demand for exclusive experiences and the role of luxury and contemporary collections. Preliminary results.*
- . DE VASSOIGNE T., DELANNOY A., HELENE L., Ecole de Management de Normandie - Laboratoire Métis, France  
*The perception of social identity among secondary school groups : the case of the make-up market.*
- . FADNAVIS M., Institute of Management Technology, India  
*Decoding buying and consumption behavior of female luxury customers from Central India.*
- . GARCIA-ARRIZABALAGA I., Universidad de Deusto, Spain, PIPOLI DE AZAMBUJA G., Universidad del Pacifico, Peru  
*Variables that affect the purchase intention of Peruvian lucuma.*
- . GUIDO G., Università del Salento, DE MATTEIS C., Università del Salento, PINO G., Università del Salento, AMATULLI C., Università degli Studi di Bari Aldo Moro, Italy  
*Internalised and externalised luxury consumption: Scale development and correlations with personality traits and negative values.*
- . KLEMM A., ZIESEMER F., PEYER M., Universität Potsdam, Germany  
*Sharing in the private sphere: People’s means-end chains behind their motivation to borrow (not) from others.*
- . LAFRANCE HORNING D., Nipissing University – School of Business, Canada  
*Consumer response to cause-related sport sponsorship: Does gender matter?*
- . PELLICELLI A. C., BALOCCO F., Università degli Studi di Torino, Italy  
*Hong Kong: Chinese consumer’s culture and behavior - Made in Italy products perception and on site internship experience.*



09:00-12:30 | ROOM SELFRIDGES

> **Academic research sessions – Paper presentations**  
**“Luxury industries: to brand or not to brand?”**

*including 10:30-:11:00: Coffee break in Room Burlington Arcade*

- Chair: Pr. Professor Klaus-Peter WIEDMANN , Leibniz Universität Hannover, Germany
- . DELANNOY A., Ecole de Management de Normandie, France  
*The impact of the social identity construction on attitude toward luxury brand : the case of the teenage girl consumer.*
- . INGSA K., University of Westminster, United Kingdom  
*The influence of brand knowledge on the intention to purchase personal luxury products.*
- . KILANI A., École de Management Strasbourg, SIMON F., Université de Haute-Alsace BARTH I., École de Management Strasbourg, France  
*The necessary integration of the brand to conceptualize the effects of limited time promotion : Analysis by the mixed methods*
- . JIANG Z., NAGASAWA S., Waseda University, Japan  
*The core value of luxury brand: rarity or authenticity?*
- . KOIVISTOE., MATTILA P., KORPELA E., Aalto-Yliopisto School of Business, Finland  
*Experiential marketing of a luxury brand - value co-creation in branded events.*
- . MARINAO E., Universidad de Santiago de Chile, Chile  
*Antecedents of trust in luxury brands: A cross-cultural analysis. Role of the sales force.*
- . SANZGIRI M. N., Consultancy for Management, Pharma & Environment, India  
*Unique new approach to promote and brand luxurious perfumes.*
- . YAMASHITA Y., WANG D., Hitotsubashi University, Japan  
*The role of brand historicity in ahistorical China: The luxury watches as double storied symbol signaling system.*





09:00-12:30 | ROOM HARRODS

> **Academic research sessions – Paper presentations**  
**“Strategic insights in luxury industries”**

*including 10:30-11:00: Coffee break in Room Burlington Arcade*

- . Chair: Pr. Professor Roger BENNETT, London Metropolitan University, UK
- . BABOU I., Babou Conseil / IPAG Business School Paris, LEROUX E., Université Paris XIII Sorbonne Paris- Cité, France  
*Automobiles: the amazing adventure of democratized luxury.*
- . EL EUCH MAALEJ M., SALVADOR M., INSEEC Business School, France  
*Localized products: products serving gastronomic luxury.*
- . EL-NEMR N., CANEL-DEPITRE B., TAGHIPOUR A., Normandie Univ – UnivHavre - NIMEC, France  
*Determinants of hotel room rates.*
- . GRASSI A., CASSIDY T., WIGLEY S., University of Huddersfield, United Kingdom  
*Luxury fashion brands ownership of private art foundations: A new way of conceiving marketing.*
- . QURESHI K., University of Essex, POULIS K., University of Middlesex, United Kingdom  
*Social ties in B2B industrial networks and distribution standardization/adaptation strategy for luxury industry.*
- . ZRELLI I., Institut Supérieur de Gestion de Tunis-Tunisie, Tunisia  
*Modulation tarifaire et insatisfaction des clients: quelle contribution du Yield Management?*

12:30-13:00 | ROOM FORTNUM AND MASON

> **Closing Ceremony - Best Paper Award**

- . Pr. Jean-Claude ANDREANI, ESCP EUROPE Paris, France
- . Dr. Françoise CONCHON, INSEMMA MARKET RESEARCH, France / President INTERNATIONAL MARKETING TRENDS CONFERENCE
- . Pr. Jean-François LEMOINE, Université Paris I – Sorbonne, France
- . Pr. Alberto MATIACCI, Sapienza Università di Roma, Italy
- . Pr. Prof. Simon MERCADO –Director ESCP Europe London Campus, UK

13:00-13:30 | ROOM BURLINGTON ARCADE

> **Closing cocktail**



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**ACCI SYMPOSIUM SCIENTIFIC COMMITTEE**

- > Chairs:                   **Professor Jean-Claude ANDREANI**  
| ESCP Europe Paris Campus, France  
**Professor Chris HALLIBURTON**  
| ESCP Europe London Campus, UK
- > Co-Chairs:               **Professor Roger BENNETT**  
| London Metropolitan University – UK  
**Professor Alberto MATTIACCI**  
| Sapienza Università di Romà – Italy  
| SIM Società Italiana Marketing – Italy  
**Professor Pascal MORAND**  
| ESCP Europe – France  
| Fédération Française de la Couture, du Prêt-à-porter des Couturiers et  
des Créateurs de Mode – France  
**Professor Marie TAILLARD**  
| ESCP Europe London Campus – UK  
**Professor Klaus-Peter WIEDMANN**  
| Leibniz Universität Hannover – Germany  
**Professor María Jesús YAGÜE GUILLÉN**  
| Universidad Autónoma de Madrid – Spain



**OFFICIAL SPONSORS**

The symposium is officially sponsored by SIM (Società Italiana Marketing).







**PRACTICAL INFORMATION**

> **Conference Fee**

| Conference fees

- Professor: 450 €
- Student with Gala Dinner: 350 €
- Student without Gala Dinner: 250 €
- Professional Full Conference: 450 €
- Accompanying Person at Formal Dinner : 100€
- Professional Round Table with lunch: 40€

| Payment by bank transfer to:

- Crédit Lyonnais Paris St Maur-Parmentier  
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> **Transport and Accommodation**

Transport and accommodation costs are not included in the fee. They should be paid by the participants, who should make their reservations themselves. A list of hotels is available on the conference website at [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com).

> **Organizing Committee**

- | Jean-Claude ANDREANI, France
- | Umberto COLLESEI, Italy - Member of Honor
- | Françoise CONCHON, France
- | Michael HAENLEIN, France
- | Chris HALLIBURTON, UK

> **Conference Registration Secretariat**

International Marketing Trends Conference  
E-mail: [andreani@escpeurope.eu](mailto:andreani@escpeurope.eu)

> **Conference Venue**

ESCP EUROPE – London Campus  
527 Finchley Road  
London NW3 7BG - UK

> **Website**

[www.marketing-trends-congress.com](http://www.marketing-trends-congress.com)



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