



## International Marketing Trends Conference

### **SCIENTIFIC COMMITTEE**

- Chairs :
  - Prof. Perrine DESMICHEL, ESCP Business School – Paris Campus, France
  - Prof. Benjamin VOYER, ESCP Business School – London Campus, UK
- Co-Chairs :
  - Prof. Tiziano VESCOVI, Università Ca' Foscari Venezia, Italy
  - Prof. Klaus-Peter WIEDMANN, Hannover Leibniz University Germany
- Committee members : *to be confirmed*
  - Prof. Michelle BERGADAA, Université de Genève, Switzerland
  - Prof. Yves EVRARD, HEC Paris, France
  - Prof. Emmanuelle LE NAGARD-ASSAYAG, ESSEC Business School
  - Prof. Shinya NAGASAWA, Waseda Business School, Japan
  - Prof. Jean-François LEMOINE, Université Paris 1 Panthéon Sorbonne / ESSCA School of Management, France
  - Prof. Jean-Louis MOULINS, Université Aix-Marseille (France)
  - Prof. Francis SALERNO, Lille University, France
  - Prof. Nadine TOURNOIS, Nice University, France
  - Prof. Jean-François TRINQUECOSTE, Université de Bordeaux, France

### **REGISTRATION COSTS**

Free (€0,00) for participation to oral defence only.

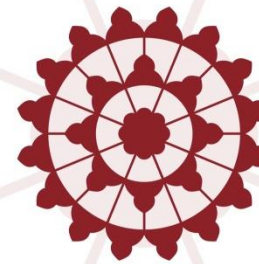
€180,00 for participation to Research Day and Gala Dinner.

### **CONFERENCE REGISTRATION SECRETARIAT**

E-mail: [info@team-imtc.com](mailto:info@team-imtc.com)

### **WEBSITE**

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



## International Marketing Trends Conference

**PR. ELYETTE ROUX LUXURY AWARD**  
Early Career Award in Luxury Brand Management

The International PROFESSOR ELYETTE ROUX LUXURY AWARD aims at acknowledging outstanding research made by young scholars in the field of luxury brand management.

### DOCTOR PROFESSOR ELYETTE ROUX



The International PROFESSOR ELYETTE ROUX LUXURY BRAND MANAGEMENT AWARD is organized in the memory of our dear friend, Dr. Pr. Elyette Roux, who throughout her career has been a keen researcher on Luxury Brand Management.

Born in Marseille, Doctor Professor Elyette Roux spent most her life between Aix-en-Provence, Paris... and the big wide world where her extremely valuable expertise on the relationship between consumers and luxury brands was highly praised.

Among the twenty-two years that she spent at Paris ESSEC Business School, thirteen were dedicated to the LVMH - Louis Vuitton Moët Hennessy Chair on luxury brand management that she created in 1991. And even after she decided to make Aix-en-Provence and the Aix-Marseille University her anchorage point in 2004, she kept travelling all over the world where her wise and nevertheless sharp eye was often required to advise, evaluate and support students, researchers, academics and business professionals on strategic luxury marketing issues.

Despite her busy schedule, she always took time to look out for new research initiatives and ever since it was created in Venice in 2000, she has been a keen, enthusiastic and active supporter of the International Marketing Trends Conference for which, in 2008, she created a Doctoral Colloquium.



### EMERGING OR EARLY CAREER AWARD

The PROFESSOR ELYETTE ROUX LUXURY AWARD is an international award open to young scholars who received their Ph.D. degree maximum 5 years ago and have made a substantial contribution to the research on luxury brand management.

In order to be considered by the Award Committee, each candidate should send the following documents **before the deadline indicated on the website** :

- A research paper in the field of luxury brand management (full paper, 50 pages max. – including references and appendices):
  - The paper should either be an ongoing work or under submission but should still be unpublished (the publication status should be specified on the title page);
  - The first page should be a title page including the author note;
  - The applicant should be first author on the paper;
  - The second page should include a short abstract of the paper (max 200 words);
- Brief CV / Resume (1 page);
- A recommendation letter (1 page – *optional*).

All the documents should be sent by the candidates via the conference website **[www.marketing-trends-congress.com](http://www.marketing-trends-congress.com)**.

The selection committee is **chaired by Professors Perrine DESMICHEL and Benjamin VOYER (ESCP Business School)** and a representative of at least one major luxury brand company and consists of highly respected members of the marketing academic community.

The selection committee of the award will evaluate all the proposals and invite a final selection of candidates to defend their work in front of them during a 20 min. presentation on the occasion of the International Marketing Trends Conference (**oral defence and award recipient announcement**). The registration to the prize is free of charge (0€) and includes the participation to the oral defence only.

### KEY EVENTS DURING THE CONFERENCE

IMTC offers a great variety of events and covers a wide range of topics with two main orientations: "Marketing Trends" that will shape the future of marketing; "Business Interaction" that enable the confrontation of academics and managers.

The key events during the International Marketing Trends Conference are the following :

- Conference Tracks, where professors and researchers present their latest work;
- Poster Session, where researchers can display a poster illustrating their research;
- Trends Track Roundtable, where managers and academics discuss their views on the key marketing trends;
- Marketing Strategy Forum, where business professionals are invited to interact with other managers and academics on their marketing strategies;

The conference also provides a series of workshops for its members:

- Doctoral Colloquium, which offers Ph.D. students the opportunity to present their work and receive guidance from leading academics;
- Paper Writing Workshop, which provides personalized guidance on how to write impactful academic papers;
- Text and Visual Mining, with personalized guidance on how to present your results in order to better communicate your research and increase your publication potential.
- Latest State of the Statistical Software Seminar, with insights on how you can best use the software for data analysis;
- Marketing Trends Radars on the research hot topics of the moment.

Finally, the conference grants several awards to accolade outstanding research performance

- International Marketing Trends Award;
- Managerial Impact Award;
- Prof. Elyette Roux Luxury Brand Management Award;
- Best Thesis Award;
- Best Paper Award.

### CONFERENCE PROGRAMME RECAP.

Eventually, the International Marketing Trends Conference offers you three days of exciting events of presentations. We strongly recommend you to attend to a maximum of workshops, forums and presentation sessions.

More details on each event on our website: [www.marketing-trends-congress.com](http://www.marketing-trends-congress.com).

#### Friday All Day

##### Doctoral Colloquium – For Ph.D. students

- PhD students, intermediate or advanced stage.
- 50 min. presentations and discussion with leading academics

##### Awards – For young researchers

- Elyette Roux Award
- Best Thesis Award

##### Keynote Speakers

- Presentation by top academic (s) and/or manager(s) on the topic of the conference

##### Marketing Strategy Forum

##### Luxury Strategy Forum

##### Arts, Cultural and Creative Industries Forum

- Forum of academics and business professionals with roundtables and presentations
- Discussion about trends and recent experiences in marketing strategies

##### Research Workshops – Developing research and writing skills (1 workshop)

- For academics of all levels
- Each workshop is a 1/2 day workshop that mixes general and personalized guidance

##### Conference Tracks – Day 1

- Research presentations of accepted papers
- Including time for discussions and feedback

#### Saturday All Day

##### Meet the editors

- Journal of Marketing Trends
- European Journal of Marketing
- Journal of Product and Brand Management
- Recherches et Applications en Marketing
- Sinergie Italian Journal of Management

##### Conference Tracks – Day 2

- Research presentations of accepted papers
- Including time for discussions and feedback

##### Poster fair

- Display of submitted research posters
- Time for discussion and exchanges with academics and practitioners

##### Research Workshops – Developing research and writing skills (2 workshops)

- For academics of all levels
- Each workshop is a 1/2 day workshop that mixes general and personalized guidance

##### Awards Presentation

- Marketing Trends Award
- Managerial Impact Award
- Elyette Roux Award
- Best Thesis Award
- Best Paper Award

##### Gala dinner