



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, University of Geneva, 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. Alberto PASTORE, Roma La Sapienza University, Italy
 - Prof. Francis SALERNO, Lille University, France
 - Prof. Nadine TOURNOIS, Nice University, France
 - Prof. Jean-François TRINQUECOSTE, Université de Bordeaux, France

REGISTRATION COSTS

Free (0€). The candidates are invited to the Gala Dinner.

CONFERENCE VENUE

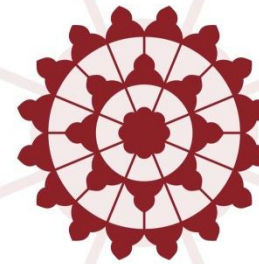
Isola San Servolo
Venice, Italy

CONFERENCE REGISTRATION SECRETARIAT

E-mail: info@team-imtc.com

WEBSITE

www.marketing-trends-congress.com



International Marketing Trends Conference

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

Venice (Italy)
18-20 January 2024
Isola di San Servolo

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 2024

The PROFESSOR ELYETTE ROUX LUXURY AWARD is an international award open to young scholars who received their Ph.D. degree maximum 5 years ago (between 2018 and 2023) 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 6th of November 2023** :

- 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**.

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 23rd International Marketing Trends Conference in **Venice (oral defence and prize winner announcement)**. The registration to the prize is free of charge (0€) and includes an invitation to the Gala Dinner.

23RD IMTC 2024 VENICE (ITALY)

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 research and receive guidance on future directions from leading academics;
- Paper Writing Workshop, which provides personalized guidance on how to write impactful academic papers;
- Theory Visualization Workshop, with personalized guidance on how to present your results in order to better communicate your research and increase your publication potential.
- Latest State of SmartPLS Seminar, with insights on how you can best use the software for data analysis.

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

- International Marketing Trends Award;
- Managerial Impact Award;
- Elyette Roux Award;
- Best Thesis Award;
- Best Paper Award.

NEW!

NEW!

NEW!

18-20 JANUARY 2024

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 to be found on each event on our website: www.marketing-trends-congress.com.

THURSDAY 18/01

Doctoral Colloquium

- Ph.D. students, intermediate or advanced stage.
- 50 min. presentations in front of leading academics
- Deadline: 06 November 2023

Writing Workshops

- **Writing Tips Workshop**
- **Theory Visualization Workshop**
- Academics of all levels
- Each workshop is a 1 day workshop mixing general and personalised guidance
- Deadline: 06 November 2023

Latest State of SmartPLS Seminar

- For academics of all levels
- 1 day practical training
- Deadline: 06 November 2023

FRIDAY 19/01

Conference Tracks Day 1

- Research Presentations of accepted papers by their authors
- Time for discussions and feedback

Trends Track Roundtable

- Roundtable composed of academics and managers
- Discussion and confrontation of perspectives on the main current marketing trends

Marketing Strategy Forum

- Forum of academics and business professionals
- Discussion about the most suitable marketing strategies

SATURDAY 20/01

Conference Track Day 2

- Research Presentations of accepted papers by their authors
- Time for discussions and feedback

Poster Session

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

Awards Presentation

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