



## Fourth Monaco Symposium on Luxury

International University of Monaco – INSEEC School of Business & Economics

Monaco, April 8 - 10, 2020

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Paper submission deadline: November 24<sup>th</sup> 2019

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Jean-Louis **Chandon**, Anastasia **Stathopoulou** & Pierre **Valette-Florence**

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## TOPICS

Since 2000, we have observed a very strong growth in the sales of the Luxury sector. At the same time, the number of academic articles devoted to Luxury has increased exponentially. Accordingly, the objective of the fourth edition of the biennial Monaco Symposium on Luxury is to advance knowledge on luxury marketing by bringing together international scholars from different disciplines and top-level practitioners working in the field of luxury from all over the world. The formal program comprises both academic sessions with academic research papers and one business-oriented session with presentations open to academics as well as consultants and business managers. In addition to this formal program, a friendly and informal atmosphere of exchange between academics and practitioners characterizes the Symposium. In that spirit, each academic paper will be given a full 30 minutes for presentation in order to facilitate exchanges between participants and allow ample time for questions from and interactions with academics and managers.

**We invite papers from academics of all disciplines and from practitioners with experience and points of view on luxury. Papers may be based on, but are not limited to, the following:**

- Luxury in the digital age
- Customization and digital innovation for luxury brands
- Contribution of technology to luxury goods and services
- Social media and luxury
- New concepts to better understand luxury consumers: psychology and social interactions
- The growing importance of experience in luxury
- Premium vs. luxury, downward extensions, democratization, masstige
- Cross-cultural consumer segmentations for luxury
- Brand personality, consumer personality, media personality
- Luxury for different age cohorts
- Generativity in luxury
- Counterfeiting from the consumer side
- Managing luxury brands: brand equity, personality, extensions, etc.
- Hyper luxury, upward extensions
- Luxury: global vs. local strategies
- Balancing tradition and innovation for luxury
- Luxury and sustainable development
- Social responsibility in the luxury industry
- Luxury communication: traditional media and digital innovation
- Managing counterfeiting from the brand side
- Customer relationship management for luxury brands
- Celebrity endorsement and sponsorship
- Pricing luxury
- New concepts in luxury retailing
- New modes of acquisition and disposal for luxury products
- Sensory Luxury Branding
- Sustainable Luxury
- Fashion and luxury
- Luxury fashion in the digital age
- Managing luxury fashion brands
- Luxury fashion and sustainable development
- Celebrity endorsement and sponsorship for luxury fashion
- Pricing luxury fashion
- New modes of acquisition and disposal for luxury fashion products

## REVIEWING PROCEDURE

**Papers must be submitted before November 24<sup>th</sup>, 2019.**

We call for original papers, written in English. Papers will be selected based on **two double-blind reviews** (from members of the Scientific Committee and from ad hoc reviewers). Authors will be notified before January 17<sup>th</sup>, 2020 as to the acceptance of their manuscripts and may be asked to prepare a revised version.

Authors have two formats for submission to the Symposium, either a short 7 pages extended abstract or a 20-25 pages full paper, double-spaced in Word. The first page will be reserved for the title, the name of the author(s) and the address (including e-mail). The second page will contain the title, a summary (200 words maximum) and key words. References and format will follow the *Journal of Business Research* guidelines.

**E-mail submission only:** please send your submission to **all three conference's coordinators** as an attachment, naming your file as follows: full last name of the first author and an abbreviated title (e.g. name-title.docx):

[jlchandon@insec.com](mailto:jlchandon@insec.com)  
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Authors keep the full copyright on their text. After the conference, authors may submit revised versions of their papers, either full papers or extended abstracts, for publication in a **Special Issue of Journal of Business Research** guest edited by the conference organizers (Chandon, Stathopoulou & Valette-Florence). However, their submitted paper should be a full-length one, according to the **Journal of Business Research** submission guidelines (see below). Since authors keep the copyright, they are free to submit their paper for publication in any journal of their choice.

For the *Journal of Business Research* special issue, manuscripts should not exceed 25 pages, double spaced, including appendices, tables (within the text), and references (MS Word, A4 paper, 2.5 cm or 1 inch margin on all sides, Times, 12 points). For more information, please use the link below: <https://www.elsevier.com/journals/journal-of-business-research/01482963/guide-for-authors>

A Best Paper Award will be announced during the conference.

## **INSEEC Business School and the International University of Monaco (IUM)**

**The conference will be jointly organized by INSEEC School of Business and Economics and the International University of Monaco (IUM).**

INSEEC U. is the French leading private group in higher education with 28,000 students, over 100,000 alumni. With a research center and a strong network of universities and business partners, in France and abroad, it educates the economic players of tomorrow. Based in Paris, Bordeaux, Lyon, Chambéry-Savoie, Geneva, Monaco, London, San Francisco, Shanghai and Abidjan, INSEEC.U consists of 3 Management "Grandes écoles", an Engineering school, a Political Sciences school, an International University, undergraduate and graduate programs in management with specializations in the Luxury, Wine & Spirits, Digital Media, Real Estate, Sport & Health sectors, specialized schools in Communication & Creation.

The **INSEEC.U Research Center** has become one of the most dynamic, fast growing research centers in Marketing. It now comprises 145 researchers with four research axes:

1. Risk, forecasting and evaluation in complex environments
2. Smart interactions
3. Creativity and innovation
4. Societal transitions and emerging behaviors

For more information consult: <https://recherche.inseec.com/>

**International University of Monaco**, with 60 nationalities represented in the student body and faculty, is the premier institution for higher education in the Principality of Monaco. Monaco Business School offers an AMBA accredited full time and part time MBA, and five specialized MSc degree programs, including two in luxury business: Msc in Marketing of Luxury Good and Services and Msc in Luxury Management. The MSc in Luxury Management proposes 3 specializations: Luxury Brand Management, Luxury Fashion and Accessories and Luxury Hospitality and Event Management.

For more information consult: <https://www.monaco.edu/presentation/about-us.cfm>

### **MORE INFORMATION:**

#### **KEY DATES**

Deadline for paper submission: **November 24<sup>th</sup>, 2019**

Notification to the authors (first round): **January 17<sup>th</sup>, 2020**

Early bird online registration: until **January 31<sup>st</sup>, 2020**

Latest online registration: **March 31<sup>st</sup>, 2020**