

## Program Monaco Symposium on Luxury 2023

On Tuesday 04/04/2023

Location: Hotel Novotel Monaco

- 17:00 Registration desk open - Welcome to the 2023 Monaco Symposium participants, and guests.
- 17:30 Keynote speech: *'Renaissance in Uncertainty: Luxury Builds on Its Rebound'*, Bain & Company, Carlo Moltrasio (Associate Partner)
- 18:30 Round table: *'Sustainable Luxury'*, moderated by Prof. Jean-Noel Kapferer (Emeritus Professor, HEC), with:  
*Espen Oeino, Superyacht Designer & Naval Architect, Espen Oeino International*  
*Julie Millet, Head of Communication & Marketing Strategy, Groupe Mauro Colagreco*  
*Selvane Mohandas du Ménil, Managing Director, International Association of Department Stores*  
*Yana Ermolaeva, Head of Global Marketing, Automobili Pininfarina*
- 19:30 Networking cocktail party with the support of Monaco Tourist and Convention Authority
- 21:00 End of the Event

On Wed 05/04/2023

Location: International University of Monaco

- 09:00 Coffee (room 204-205, 2<sup>nd</sup> floor)
- 09:15-10:45 Academic presentations  
Session 1a: **Luxury Definitions & Approaches (room 207, 2<sup>nd</sup> floor)**  
Session 1b: **Sustainability & New Forms of Luxury (room 208, 2<sup>nd</sup> floor)**
- 10:45-11:00 Coffee Break (room 204-205)
- 11:00-12:30 Academic presentations  
Session 2a: **Sustainable Luxury Brands (room 207, 2<sup>nd</sup> floor)**  
Session 2b: **Luxury Paradoxes (room 208, 2<sup>nd</sup> floor)**
- 12:30-14:00 Lunch @ Restaurant La Bionda Monaco
- 14:15-15:45 Academic presentations  
Session 3a: **Second-Hand Luxury & Fashion (room 207, 2<sup>nd</sup> floor)**  
Session 3b: **Digital Luxury (room 208, 2<sup>nd</sup> floor)**
- 15:45-16:00 Coffee Break (room 204-205, 2<sup>nd</sup> floor)
- 16:00-17:00 Round table: (rooms 200-202, 2<sup>nd</sup> floor) *'New Tech in Luxury'*, moderated by Prof. Felicitas Morhart (Professor of Marketing, HEC Lausanne), with:  
*Manila Di Giovanni, Founder and CEO, DWorld*  
*Hans Schwab, CEO, OriginAll*  
*Thomas Baillo, Founder and CEO, BA1110D*
- 19:00 Dinner @ La Note Bleue, Monaco Beach (Dress Code: Casual Chic)

On Thursday 06/04/2023

Location: International University of Monaco

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- 08:45 Coffee (room 204-205, 2<sup>nd</sup> floor)
- 09:00-09:15 **Speech on Luxury Hospitality: Discovering a luxury brand's new venture – Four Seasons to Launch Luxury Yachts In 2025, (rooms 200-202, 2<sup>nd</sup> floor)**  
*Samuel Chamberlain, Vice President, Business Development and Global Sales Leader, Four Seasons Yachts*
- 09:15-10:15 **Round table: (rooms 200-202, 2<sup>nd</sup> floor) 'Luxury Hospitality'**, moderated by **Prof. George Christodoulides** (Chalhoub Group Professor of Luxury Brand Management, American University of Sharjah), with:  
*Dr. Marika Taishoff, Professor of Marketing, International University of Monaco*  
*Axel Hoppenot, Expert in Luxury Tourism and Hospitality, Past Executive Vice President, Sales & Marketing – Monte-Carlo Société des Bains de Mer*  
*Serge Ethuin, Managing Director, Hotel Metropole Monte Carlo*  
*Samuel Chamberlain, Vice President, Business Development and Global Sales Leader, Four Seasons Yachts*
- 10:15-10:30 Coffee Break (room 204-205)
- 10:30-12:00 Academic presentations  
Session 4a: **Luxury Hospitality & Luxury Experience (room 207, 2<sup>nd</sup> floor)**  
Session 4b: **Luxury Stores & Virtual Luxury (room 208, 2<sup>nd</sup> floor)**
- 12:00-13:30 **Lunch @ Restaurant La Bionda Monaco**
- 13:45-15:15 Academic presentations  
Session 5a: **Luxury apps & websites (room 207, 2<sup>nd</sup> floor)**  
Session 5b: **Luxury and Social Issues (room 208, 2<sup>nd</sup> floor)**
- 15:15-15:30 Coffee Break (room 204-205, 2<sup>nd</sup> floor)
- 15:30-17:00 Academic presentations  
Session 6a: **New Luxury Perceptions (room 207, 2<sup>nd</sup> floor)**  
Session 6b: **New Luxury paradigms (room 208, 2<sup>nd</sup> floor)**
- 17:00-17:30 **Speech: (rooms 200-202, 2<sup>nd</sup> floor) Guy Antognelli, Directeur du Tourisme et des Congrès chez Gouvernement Monaco, 'Monaco branding strategy as a luxury and sustainable destination'.**  
Closing speeches from the Dean and the organizers.
- 17:30-18:30 **Networking drinks (IUM, Cafeteria, Ground floor)**

## Monaco Symposium on Luxury 2023 Academic Sessions Program

### 5th April: Session 1 (09:15 - 10:45)

#### **Session 1a: Luxury Definitions & Approaches (room 207, 2<sup>nd</sup> floor @IUM)**

**Session Chair: Jean-Noel Kapferer**

*Elitist versus Democratic Luxury: How Sample Populations Define 'Luxury'?*

**Perrine Desmichel** (ESCP Business School, France), **Goedele Krekels** (IESEG School of Management, France)

*When Luxury Disappears: Central and Peripheral Attributes of Luxury*

**Jean-Noel Kapferer** (HEC Paris, France), **Pierre Valette-Florence** (Grenoble-IAE, France)

*An Exploratory Look at Innovation and Luxury Research: A Systematic Literature Review with Clustering Citation Analysis and ADO Framework*

**Sayma Messelmani** (Aix Marseille University, France)

*A Social Identity Perspective to Luxury Brand Activism*

**Dina Khalifa** (University of Cambridge, UK), **Verónica Rosendo Ríos** (CUNEF University, Spain), **Paurav Shukla** (University of Southampton, UK)

#### **Session 1b: Sustainability & New Forms of Luxury (room 208, 2<sup>nd</sup> floor @IUM)**

**Session Chair: Jonas Holmqvist**

*Luxury Brands in the Circular Economy: Advantages and Risks for Brand Image*

**Domenic Winfrey** (Kedge Business School, France), **Jonas Holmqvist** (Kedge Business School, France)

*Communicating Sustainable Luxury: A Social Semiotic Approach to the Discursive Construction of Environmental, Social and Governance Claims in the Social Media*

**Esterina Nervino** (City University of Hong Kong, Hong Kong SAR, China)

*Rent the Runway: A Macro-Narrative of Access-based Luxury Fashion Consumer Journeys*

**Swapnil Saravade** (Utah Valley University, USA), **Mohammadali Zolfagharian** (Bowling Green State University, USA), **Reto Felix** (University of Texas Rio Grande Valley, USA)

*Sustainability in Luxury Fashion Supply Chain: Threat or Opportunity?*

**Gianluca Tedaldi** (Politecnico di Milano, Italy), **Alessandro Brun** (Politecnico di Milano, Italy)

## 5th April: Session 2 (11:00 - 12:30)

**Session 2a: Sustainable Luxury Brands (room 207, 2<sup>nd</sup> floor @IUM)**

**Session Chair: Anastasia Stathopoulou**

*Leveraging on Perceived Sustainability for HENRY Consumers and Sustainable Luxury Brands: A Transformative Consumer Research Examination*

**María Eugenia Martínez Pérez** (Rennes School of Business, France), **Koronaki Eirini** (University of Western Macedonia, Greece), **Dildar Hussain** (Rennes School of Business, France)

*Value Creation in the Sustainable Luxury Supply Chain*

**Marie-Cécile Cervellon** (EDHEC Business School, France), **Lindsey Drylie Carey** (Glasgow Caledonian University, UK), **Paloma Diaz Soloaga** (Villanueva University, Spain), **Pedro Alvaro Pereira Correia** (University of Madeira, Portugal), **Esteban Galan-Cubillo** (Technical University of Valencia, Spain)

*Sustainability in Luxury Fashion: A Conceptual Exploration of Purpose*

**Judith Hepner** (INSEEC U Lyon, France)

*What Drives Sustainable over Non-Sustainable Luxury Choices?*

**George Balabanis** (Bayes Business School, City University, UK), **Anastasia Stathopoulou** (International University of Monaco, Monaco), **Xiaolan Chen** (Bayes Business School, City University, UK)

**Session 2b: Luxury Paradoxes (room 208, 2<sup>nd</sup> floor @IUM)**

**Session Chair: Julia Pueschel**

*From Mainstream to Ugly Luxury: Evidence from Chinese Millennials*

**Julia Pueschel** (NEOMA Business School, France), **Sabine Chrétien-Ichikawa** (ESSCA School of Management, France), **Shuyi Hao** (NEOMA Business School, France), **Mourad Touzani** (NEOMA Business School, France)

*The Influence of Stressful Social-Self Threats on Status Preferences*

**Felix Jan Nitsch** (INSEAD, France), **Zsofia Margittai** (Heinrich Heine University, Germany), **Gideon Nave** (The Wharton School, University of Pennsylvania, USA), **David Dubois** (INSEAD, France), **Tobias Kalenscher** (Heinrich Heine University, Germany), **Hilke Plassmann** (INSEAD, France)

*Innovating Tradition, Crafting Innovation Artisans Balancing Continuity and Change - The Case of Italian Bespoke Tailors*

**Fabio Duma** (Zurich University of Applied Sciences, Switzerland)

## 5th April: Session 3 (14:15 - 15:45)

**Session 3a: Second-Hand Luxury & Fashion (room 207, 2<sup>nd</sup> floor @IUM)**

**Session Chair: George Christodoulides**

*What Drives and Conditions Second-Hand Luxury Fashion Shopping*

**Giuseppe Musarra** (University of Leeds, UK), **Karen T. Bowen** (University of Leeds, UK), **Stavroula Spyropoulou** (University of Leeds, UK), **Constantine S. Katsikeas** (University of Leeds, UK)

*The “Emperor’s New Clothes” Effect: Consumers’ First-Order versus Second-Order Valuations of Aesthetic Minimalism by High-Status Product Designers*

**Niek Althuizen** (Montpellier Business School, France), **Sona Klucarova** (University of Nebraska at Omaha, USA)

*What Motivates the Consumption of Shared Luxury Services? The Case of Sequential vs. Simultaneous Sharing*

**Achilleas Boukis** (University of Birmingham, UK), **George Christodoulides** (American University of Sharjah, UAE), **Rania W. Semaan** (American University of Sharjah, UAE), **Anastasia Stathopoulou** (International University of Monaco, Monaco)

*Disposing of Dior: The Impact of Luxury Goods on Disposal Decisions*

**Jennifer L. Stoner** (University of North Dakota, USA), **Ashley Stadler Blank** (Xavier University, USA), **Navdeep Athwal** (Industry)

**Session 3b: Digital Luxury (room 208, 2<sup>nd</sup> floor @IUM)**

**Session Chair: Reto Hofstetter**

*The Effect of Customers’ Psychological Traits and Technology Adoption on AI Assistant Services of Luxury Brand: The Moderating Role of Cognitive and Affective Brand Trust*

**Hyowon Hyun** (Hanyang University, Republic of Korea), **JungKun Park** (Hanyang University, Seoul, Republic of Korea), **Eunpyo Hong** (Hanyang University, Republic of Korea), **Hyun-Jin Kim** (Hanyang University, Republic of Korea)

*From Physical to Digital Collectibles: How Scarcity, Popularity and Community Drive Value for Non-Fungible Tokens (NFTs)*

**Reto Hofstetter** (University of Lucerne, Switzerland), **Martin P. Fritze** (University of Cologne, Germany), **Cait Lambertson** (The Wharton School, University of Pennsylvania, USA)

*Introducing Digital Luxury Wearables Assets: Imaginaries and Practices*

**Julia Pueschel** (NEOMA Business School, France), **Maria Carolina Zanette** (NEOMA Business School, France), **Lucas Busani Xavier** (EAESP-FGV, Brazil), **Isabelle Ulrich** (NEOMA Business School, France)

*Web 3.0: Challenges and Opportunities for Luxury Branding*

**Gabriele Murtas** (University of Bergamo, Italy), **Giuseppe Pedeliento** (University of Bergamo, Italy)

## 6th April: Session 4 (10:30 - 12:00)

### **Session 4a: Luxury Hospitality & Luxury Experience (room 207, 2<sup>nd</sup> floor @IUM)**

**Session Chair: Phil Klaus**

*Diners and Food Waste: Examining the Factors that Contribute to Tourists' Overordering Behavior at Luxury Restaurants*

**Annie Chen** (Roehampton University, UK), **Norman Peng** (Glasgow Caledonian University, UK)

*Personalizing Luxury Customer Experiences in Upscale Hotels Expert Perspectives on the Effects of Digital Technologies*

**Alexandra Yousofi** (INSEEC Grande Ecole, COACTIS, France), **Florence Jeannot** (INSEEC Grande Ecole, CERAG, France), **Maud Dampérat** (Université de Lyon, COACTIS, France), **Eline Jongmans** (Université Grenoble Alpes, CERAG, France)

*The Ultimate Luxury Tourism Experience (ULTX)*

**Phil Klaus** (International University of Monaco, Monaco), **Aikaterini Manthiou** (NEOMA Business School, France), **Annalisa Tarquini-Poli** (International University of Monaco, Monaco), **Dafni Anastasia-Filippou** (International University of Monaco, Monaco), **Martin Wetzels** (EDHEC Business School, France)

### **Session 4b: Luxury Stores & Virtual Luxury (room 208, 2<sup>nd</sup> floor @IUM)**

**Session Chair: Hans Mühlbacher**

*Windows to the Sold: Verbo-Visual Multimodality in Storefront Windows*

**Erhard Lick** (ESCE International Business School, France), **Angela Bargenda** (ESCE International Business School, France), **Dhoha Trabelsi** (ESCE International Business School, France)

*Customer Experiences in Three Different Types of Luxury Retail Stores – A Comparative Study*

**Hannele Kauppinen-Räsänen** (University of Helsinki, Finland), **Hans Mühlbacher** (International University of Monaco, Monaco), **Marika Taishoff** (International University of Monaco, Monaco)

*Delineating the Role of Mood on Product Image Interactivity and the Willingness to Buy Online Luxury Products*

**Jean-Éric Pelet** (LARGEPA, Université Panthéon-Assas, France), **Basma Taieb** (Léonard de Vinci Pôle Universitaire, France)

*Should You Actually Combine Luxury and Virtuality? A Brand Essence Perspective*

**David Finken** (University of Lucerne, Switzerland), **Lucas Nann** (University of Lucerne, Switzerland), **Tim Doering** (Maastricht University, Netherlands), **Reto Hofstetter** (University of Lucerne, Switzerland)

## 6th April: Session 5 (13:45 - 15:15)

### *Session 5a: Luxury apps & websites (room 207, 2<sup>nd</sup> floor @IUM)*

*Session Chair: Pierre Valette-Florence*

*AR Apps for Premium and Luxury Brands: What Drives Customer Experience, Satisfaction, and Intention to Use?*

**Christina Efstathia Lykoudi** (Athens University of Economics and Business, Greece), **Dionysis Skarmneas** (Athens University of Economics and Business, Greece)

*Want to be Unique? Luxury Websites Attitudes and the Moderating Roles of Social and Psychological Distances*

**Angy Geerts** (University of Mons, Belgium), **Nathalie Veg-Sala** (Paris Nanterre University, France), **Pierre Valette-Florence** (Grenoble-IAE, France)

*Consumer Responses to AR Apps for Luxury Cosmetic Brands*

**Elisavet Katsaidoni** (Athens University of Economics and Business, Greece), **Paraskevas Argouslidis** (Athens University of Economics and Business, Greece)

*A Cluster Analysis of Luxury Consumers on Private Sales Travel Websites*

**Julie Masset** (University of Namur, Belgium), **Angy Geerts** (University of Mons, Belgium)

### *Session 5b: Luxury and Social Issues (room 208, 2<sup>nd</sup> floor @IUM)*

*Session Chair: Giuseppe Musarra*

*Keeping Up with the Joneses? Not so Much If the Joneses Change Often!*

**Dan Xie** (HEC Paris, France), **L.J. Shrum** (HEC Paris, France), **Tina M. Lowrey** (HEC Paris, France)

*To Donate or Not to Donate: Dealing with Unsold Luxury Products*

**İsmail Erzurumlu** (NEOMA Business School, France), **Burak Gökğür** (Sabancı University, Turkey)

*Front Line Employees Diversity and Luxury Brand Equity: A Serial Mediation Analysis*

**Karen T. Bowen** (University of Leeds, UK), **Christina Papadopoulou** (University of Leeds, UK), **Giuseppe Musarra** (University of Leeds, UK)

*Understanding Triple-Trickle Theory of South Korea: Luxury Brands' New Strategic Approach*

**Hajin Shin** (Ewha Womans University, Republic of Korea), **Stella Yoon** (Ewha Womans University, Republic of Korea), **Hee-Dong Yang** (Ewha Womans University, Republic of Korea)

## 6th April: Session 6 (15:15 - 16:45)

**Session 6a: New Luxury Perceptions (room 207, 2<sup>nd</sup> floor @IUM)**

**Session Chair: Klaus-Peter Wiedmann**

*Luxury Reinterpreted: A Transformative Perspective on Luxury Attributes in the Metaverse*

**Linda Hammer** (International School of Management Munich, Germany), **Julia Riedmeier** (International University of Monaco, Monaco), **Philipp Rathgeber** (International School of Management Munich, Germany)

*“Magic is Something You Create”: The Development of a Luxury Brand Charisma Scale*

**Nicholas Ashill** (Victoria University of Wellington, New Zealand), **Rania W. Semaan** (American University of Sharjah, UAE), **Paul Williams** (University of Southampton, UK)

*Crafting a Real Luxury Experience Asks for a Comprehensive Marketing Management Approach – A Conceptual Framework and First insights into its Application in Corporate Practice*

**Klaus-Peter Wiedmann** (Leibniz Universität Hannover, Germany)

**Session 6b: New Luxury paradigms (room 208, 2<sup>nd</sup> floor @IUM)**

**Session Chair: Alessandro Biraglia**

*The Specter of Death and the Desire to Compete: The Influence of Mortality Salience on the Evaluation of Limited-Edition Luxuries.*

**Nabanita Talukdar** (Hult International Business School, USA), **Shubin Yu** (HSBC Business School, Peking University, China), **Esterina Nervino** (City University of Hong Kong, Hong Kong SAR, China)

*Social Proximity in Reshaping Perceived Rarity of Luxury Brands in Communicated Messages on Social vs. Classic Media: An Exploratory Study*

**Ali Ghasemi Baghabrishami** (University of Lorraine, France), **Nathalie Fleck** (University Paris Dauphine-PSL, France), **Hélène Yildiz** (University of Lorraine, France)

*Conceptualizing Agentic Luxury: Understanding Consumer Experiences in Luxury Services*

**Jonas Holmqvist** (Kedge Business School, France), **Jochen Wirtz** (NUS Business School, National University of Singapore, Singapore), **Amandine Issandou** (Accor Hotels, France)

*The Imitation Game: An Exploratory Study on Consumers’ Adoption of Pure Imitation Luxury Products in The Alcoholic Beverage Industry.*

**Xingyu Zhou** (University of Leeds, UK), **Alessandro Biraglia** (University of Leeds, UK), **Vita Kadile** (University of Leeds, UK), **Katarzyna Proc** (National Health Service, UK)