



## 2021 AUS-Chalhouh Symposium on Luxury Marketing & Branding

**Monday, 15<sup>th</sup> November**

Time (UAE)	Activity
11:00 – 11:15	Welcome and opening speeches
11:30 – 12:10	<p>Opening Keynote</p> <p><i>New trends redesigning the interaction with luxury customers</i>  Emanuela Prandelli, LVMH Associate Professor of Fashion &amp; Luxury Management,  Bocconi University</p>
12:10 – 13:30	<p><u>Session 1: Luxury Experiences</u></p> <p>Session Chair: Prof Nick Ashill</p> <p><i>1.1 Luxury tourism experiences management – A supply-side view</i>  Jacqueline Spence &amp; Pierre Benckendorff</p> <p><i>1.2 Discovering next practices in enhancing clientele experience amidst digital transformation: An exploratory study in the new norm of luxury distribution</i>  Mohammed Ustad, Munyaradzi Nyadzayo, Payyazhi Jayashree &amp; Nermeen Mustafa</p> <p><i>1.3 The pursuit of happiness' (not always) Emotions' antecedents and consequences for personalization of luxury goods</i>  Madhumita Banerjee &amp; Nicholas Ashill</p> <p><i>1.4 Drivers, dimensions and outcomes of luxury services experience: Research propositions</i>  Hardeep Chahal &amp; Arun Sharma</p>
13:30 – 13:40	Break



Time (UAE)	Activity
13:40 – 15:00	<p><u>Session 2: Luxury after COVID-19</u></p> <p>Session Chair: Prof Cleopatra Veloutsou</p> <p>2.1 <i>Confined luxury and resilience of "affluent" consumers in the face of the COVID-19 crisis: A semiotic analysis</i> Virginie Thevenin, Dario Müller, Sayma Messelmani &amp; Virginie De Barnier</p> <p>2.2 <i>Saudi female Entrepreneurs in the luxury fashion industry during COVID-19 crisis: Challenges and opportunities</i> Rana Alblowi, Claudia E Henninger, Rachel Parker-Strak &amp; Marta Blazquez</p> <p>2.3 <i>Luxury hotel customers' loyalty programs in post COVID era</i> Fiona Caliandro &amp; Corine Cohen</p> <p>2.4 <i>Understanding generation Z's consumer behavior of luxury brands in the COVID era</i> Corine Cohen</p>
15:00 – 15:10	Break
15:10 – 16:30	<p><u>Session 3: Sustainability, Ethics, and Activism</u></p> <p>Session Chair: Dr Navdeep Athwal</p> <p>3.1 <i>Gen Y consumer perceptions of web-based sustainability communications: The case of luxury fashion</i> Shuchan Luo, Claudia E. Henninger &amp; Aurelie Le Normand</p> <p>3.2 <i>Sustainable luxury and the sharing economy</i> Navdeep Athwal &amp; Claudia E. Henninger</p> <p>3.3 <i>Affective and behavioral outcomes of perceived un/ethical action in luxury brand experience</i> Yanina Chevtchouk, Cleopatra Veloutsou &amp; Robert A. Paton</p> <p>3.4 <i>Brand activism and luxury brand status</i> Dina Khalifa &amp; Paurav Shukla</p>



Time (UAE)	Activity
16:30 – 17:10	<p>Practitioner keynote:</p> <p><i>Reinventing Luxury under the Rubric of Aesthetic Intelligence</i></p> <p>Pauline Brown, Former Chairman of LVMH North America and Author of Aesthetic Intelligence</p>



Tuesday, 16<sup>th</sup> November

Time (UAE)	Activity
12:00- 13:00	<p>Meet the Editors session:</p> <p><i>Journal of Strategic Marketing</i> (Carolyn Strong)  <i>Journal of Product &amp; Brand Management</i> (Cleopatra Veloutsou),  <i>Journal of Business Research</i> (Cleopatra Veloutsou),  <i>Journal of Consumer Behavior</i> (Nikoletta Theofania Siamagka),  <i>European Journal of Marketing</i> (Spiros Gounaris)  <i>Journal of Services Marketing</i> (Nick Ashill)  <i>International Marketing Review</i> (Nina Michaelidou, George Christodoulides)</p>
13:00 – 14:20	<p><u>Session 4: New Research in Luxury</u></p> <p>Session Chair: Dr Mona Mrad</p> <p>4.1 <i>A synthetic review of publications in research direction towards the luxury industry</i>  Hoang Tran Phuoc Mai Le, Jungkun Park &amp; EunPyo Hong</p> <p>4.2 <i>Luxury branding in b2b</i>  Giuseppe Pedeliento, Sheena Leek &amp; George Christodoulides</p> <p>4.3 <i>Which value matters more? Examining the different luxury value perceptions between rental and second-hand luxury goods</i>  Caroline S.L. TAN</p> <p>4.4 <i>A typology of consumers in the sharing economy</i>  Rania Semaan, Achilleas Boukis, George Christodoulides &amp; Avraam Papastathopoulos</p>
14:20 – 14:30	Break



Time (UAE)	Activity
14:30 – 15:50	<p><u>Session 5: Modesty and Counterfeits</u></p> <p>Session Chair: Dr Aaron Gazley</p> <p>5.1. <i>Developing the modest fashion market in France: The role of perceived similarity</i> Alice AUDREZET &amp; Béatrice PARGUEL</p> <p>5.2. <i>Luxury brands' Instagram use: Negotiation of Islamic values in the context of Saudi Females</i> Sarah Ibrahim Alosaimi, Claudia E Henninger &amp; Marta Blazquez</p> <p>5.3. <i>Counterfeiting in the fashion luxury industry: Origin, intention and consequences on luxury brands</i> Bleuenn Chanaud de Lestang, Lorryne Lopes &amp; Corine Cohen</p> <p>5.4. <i>Luxury brands' fight against counterfeits: Public or dark?</i> Lai Wei &amp; Larisa Kovalenko</p>
15:50 – 17:10	<p><u>Session 6: Pop Culture, Luxury Street Wear, and Arts</u></p> <p>Session Chair: Dr Anastasia Stathopoulou</p> <p>6.1. <i>Art as a means of a global consumer culture acculturation: a literature review and research agenda</i> Eirini Koronaki, Aspasia Vlachvei &amp; Anastasios Panopoulos</p> <p>6.2. <i>Does the rap wear Dior? The impact of rap endorsers on luxury brand personality</i> Suzanne Billot, Gaëlle Pantin-Sohier, Romain Sohier &amp; Alice Sohier</p> <p>6.3. <i>From the ghetto to the stars: How luxury streetwear conquered the fashion system</i> Gabriele Murtas, Giuseppe Pedeliento &amp; Daniela Andreini</p> <p>6.4. <i>Modern Medicis: Luxury, art, and public culture</i> Charles Aaron Lawry</p>
17:10 – 17:20	Break



Time (UAE)	Activity
17:20 – 18:00	Closing Keynote <i>Luxury, expensiveness and guilt: a cross-cultural perspective?</i> Pierre Valette-Florence, Grenoble-IAE
18:00-18:10	Best paper award and closing remarks