

# **The Chalhoub Group Professorship in Luxury Brand Management**

**Report of Activities 2018–2020**

**Department of Marketing and Information Systems  
School of Business Administration**

The Chalhoub Group Professorship in Luxury Brand Management at American University of Sharjah was founded in 2013 with an endowment from the Chalhoub Group to establish a niche academic and talent development program that meets the specific demands of the luxury brand sector in the region but also globally. This report summarizes the Professorship's main activities for the period 2018–2020.

### **Courses on Luxury**

Three luxury courses, The Marketing of Luxury (MKT 354), Fashion Marketing (MKT 358) and Luxury Brand Management (MKT 405), have been offered regularly since 2018. These courses combined have produced more than 130 registrations in the period 2018–2020, and almost 600 registrations since the inception of the Professorship in 2013. A wide range of guest speakers and mentors were kindly provided by the Chalhoub Group and business partner Farfetch, helping enrich the student experience. Students had a chance to meet several industry experts by conducting visits to Level Shoes, the One&Only Royal Mirage, and the Louvre in Abu Dhabi. Students also had the opportunity to work on numerous consultancy projects with various reputable companies such as Tory Burch and D&G. Over this period, the Professorship also led the development of a proposal for a minor program in luxury marketing, which is currently pending approval by the AUS Undergraduate Curriculum Committee.

### **AUS-Chalhoub Symposium**

The [Fourth AUS-Chalhoub Symposium](#) was organized and hosted at AUS on April 25, 2019, with participation exceeding 350 students, faculty and external visitors. The topic of the symposium revolved around luxury tourism in the GCC and included an extensive range of activities ranging from a keynote speech by Professor Dimitrios Buhalis (Editor of *Tourism Review*) and Nathalie Nasser (VP Sales, Shangri La), a panel discussion including Patrick Chalhoub (CEO Chalhoub Group), Rhea Saran (Editor of *Conde Nast*), Prakash Chathoth (Professor at AUS), Nathalie Nasser (VP Sales, Shangri La) and George Christodoulides (Professor at AUS), and a student poster competition with prizes including gifts and internships with Chalhoub Group.

The Fifth AUS-Chalhoub Symposium was planned to take place on November 8 and 9, 2020 as a full academic conference on global luxury consumption with the collaboration of the Academy of Marketing SIG on Consumer Psychology and Cross-Cultural Research and a special issue of *International Marketing Review*. Unfortunately, the event had to be postponed due to COVID-19 and is now scheduled for November 2021.

### **Conference Presentations**

Over the course of the past two years, the Professorship has delivered research presentations in key generalist and specialized conferences such the Academy of

Marketing Science World Marketing Congress and the Monaco Symposium on Luxury, respectively.

During 2018-2019, the Professorship put forward a proposal that was accepted for a special session in Luxury Brand Management during the Academy of Marketing Science World Marketing Congress in Edinburgh—one of the premier international academic conferences. The Chalhoub Group Professor organized and led the session consisting of four academic papers and one practitioner paper. The session received significant interest and helped raise the awareness of the Chalhoub Group Professorship at AUS.

### **Publications**

Since 2018, the Chalhoub Group Professorship has been able to leverage on its network of contacts to secure three special issues of high-impact journals such as *Journal of Product and Brand Management*, *International Marketing Review*, and *Journal of Strategic Marketing* on aspects of luxury marketing and luxury brand management. Original research was also published in high-impact journals such as the *Journal of Business Research*, *International Business Review*, *International Marketing Review* and *Journal of Retailing and Consumer Services*. It is noted that one of the papers on luxury brand extensions received a runner-up best paper award by *International Marketing Review*.

### **Projects**

Over the same period, the professorship was also successful in securing funding for three innovative projects in the area of luxury marketing worth \$113,000. The titles of the projects are as follows:

- Consuming New Forms of Luxury in the Sharing Economy
- Development and Validation of a Luxury Brand Charisma Scale
- Consumer Addiction toward Luxury