

**International University of Monaco - OMNES Education**

## **6<sup>th</sup> Monaco Symposium on Luxury**

**Monaco, April 1- 4, 2025**

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**Paper submission deadline: October 7<sup>h</sup>, 2024**

### **Conference Coordinators**

Pierre **Valette-Florence** and the **IUM Department of Marketing and Communications**

### **Event Information**

For many years now, we have seen 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 includes 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 this spirit, each academic paper will be given a full 30 minutes for presentation to facilitate exchange among participants and to allow ample time for questions from and interaction with academics and managers. We invite papers from academics of all disciplines and from practitioners with experience and perspectives on luxury. Papers may be based on, but are not limited to, the following topics:

**Topics & Scope**

- 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 October 7<sup>th</sup>, 2024.**

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 **by the mid of December 2024** as to the acceptance of their manuscripts.

Authors have two formats for submission to the Symposium:

- Either a **short up to 10 pages extended abstract**, plus a title page and abstract page: 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 *APA style*. The abstract should be double spaced (MS Word, A4 paper, 2.5 cm or 1 inch margin on all sides, Times, 12 points).
- **Full paper, 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), not counting title and abstract pages. References and format will follow the *APA style*.

**E-mail submission only:** please send your submission to **the following email addresses** as an attachment, naming your file as follows: full last name of the first author and an abbreviated title (e.g. name-title.docx):

[symposiumonluxury@ium.monaco.edu](mailto:symposiumonluxury@ium.monaco.edu)  
[pvalette@grenoble-iae.fr](mailto:pvalette@grenoble-iae.fr)

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## Key dates:

Deadline for paper submission	<b>October 7<sup>th</sup>, 2024</b>
Notification to the authors	<b>by the mid of December, 2024</b>
Early bird online registration	until <b>January 31<sup>st</sup>, 2025</b>
Latest online registration	<b>March 31<sup>st</sup>, 2025</b>