

CALL FOR PAPERS

LVMH-SMU ASIAN LUXURY BRAND RESEARCH INITIATIVE

10 - 11 MAY 2018

SINGAPORE MANAGEMENT UNIVERSITY

Inviting papers for our Biennial Conference on Asian Luxury Branding at Singapore Management University. LVMH-SMU Asia Luxury Brand Research Initiative is a strategic partnership, between SMU and LVMH, aimed at producing and delivering independent and high-quality academic research on the luxury brand sector in the Asian market.

OBJECTIVE OF CONFERENCE

Asian consumers' consummate passion for finer things in life has skyrocketed the luxury sector to new dizzying heights. In 2015, the global luxury market topped the one-trillion Euro milestone - with the Asian continent leading the charge. The key challenge towards the next milestone will hinge upon delivering on consumers' escalating levels of expectation and sophistication. To this end, this conference will provide a venue to cogitate, discuss, and expound upon wide-ranging issues on luxury branding, from various perspectives of diverse stakeholders (e.g., consumers, manufacturers, policy-makers).

RESEARCH TOPICS

Topics should address an extensive range of issues and challenges of the luxury sector relevant to (though not limited to) the Asian markets. Both conceptual and empirical work will be considered. Papers accepted for the conference will be further shortlisted for consideration in a special section of Journal of Retailing's future issue.

Several research priorities have been identified at the last conference in close collaboration with industry leaders from LVMH and can be found at <https://cme.smu.edu.sg/lvmh2018/topics>

BEST PAPER PRIZES

The best 3 papers will be granted recognition and monetary awards.

1st Prize: USD 5,000

2nd Prize: USD 3,000

3rd Prize: USD 2,000

Deadline: **February 1, 2018**

Paper submission in PDF format.

Authors will be notified on decision of paper acceptance by **February 23, 2018**.

✉ smuluxe2018@smu.edu.sg

For more information, visit www.smu.edu.sg/lvmh2018

