



JBR

Call for Papers: Fashion Marketing of Luxury Brands *Journal of Business Research* Special Issue, Deadline: March 15, 2010

This *JBR* special issue will include selected papers from research reports presented at the 2010 Global Marketing Conference at Tokyo, September 9-12, 2010. Venue: Shinmatsudo Campus of Ryutsu Keizai University, Chiba, Japan.

The main topic of this *JBR* special issue is to explore the fashion marketing strategies of luxury brands. The objective of the special issue is to bring together international scholars from different disciplines and different countries working to advance knowledge on the fashion marketing of luxury brands. The luxury industry is relatively small in terms of the number of companies, but punches far above its weight both in terms of sales and more importantly, influence. The best design, the best materials, the best merchandising, and the best packaging occur in the luxury industry, and hence luxury brands frequently lead the way for the rest of the marketing world. The role of fashion marketing of luxury brands is an area in need of new developments, theories, and knowledge in light of the trends toward global luxury and fashion markets.

In honor of the 2010 Global Marketing Conference at Tokyo organized by the Korean Academy of Marketing Science, Ryutsu Keizai University, and the Society for Marketing Advances, *JBR* will publish a Special Issue on Fashion Marketing of Luxury Brands featuring suitable papers presented at this conference. The *JBR* focuses on presenting applications of empirical research to practical situations and theoretical findings to the reality of the business world.

Topics for the *JBR* special issue focus on, but are not limited to, the following:

- Advancing the theory and managerial implications of fashion marketing
- Understanding global luxury consumers
- Cross-cultural issues in a luxury fashion marketing context
- Development of scales related to luxury branding and fashion marketing
- Service expectations and strategies in the luxury industry
- Product design and innovation management in the luxury business
- Merchandising process of luxury brands
- Customization and digital processing of luxury brands
- Pricing issues in the global marketing environment
- Customer relationship management in luxury brand industries
- Luxury retailing trends and directions
- Salesforce issues in the global luxury fashion business
- Marketing communications in the luxury industry
- Global branding issues in the luxury industry
- Strategic collaborations with different businesses
- Corporate social responsibility issues in the marketing of luxury brands
- New marketing issues and trends in fashion marketing of luxury brands
- Technology integration and application in luxury brand industries
- Social and psychological perspectives of luxury brands

All papers submitted to the Fashion Marketing of Luxury Brands Tracks of the 2010 Global Marketing Conference at Tokyo are eligible for review for inclusion in the *JBR* special issue. Scholars seeking consideration of their papers for publication in this special *JBR* issue should communicate such intention to the *JBR* Guest Co-Editors: Professor Eunju Ko, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Korea, ejko@yonsei.ac.kr, Tel : +82-2-2123-3109, Fax : +82-2-312-8554 and Professor Carol Megehee, Coastal Carolina University, Dept. of Management, Marketing & Law, E. Craig Wall, Sr., College of Business Administration, Coastal Carolina University, P.O. Box 261954, Conway, SC 29528-6054 USA, c_megehee@yahoo.com, Tel: +1-985-859-3438, Fax: +1 843 349 2455. Authors should submit their papers for the GMC 2010 Fashion Marketing of Luxury Brands tracks and *JBR* special issue in this topic area to Professors Ko and Megehee by March 15, 2010.