



## Call for Papers

### 2017 Global Fashion Management Conference at Vienna

*Fashion, Music and Design Management in the Networked World*

**Submission Deadline: January 6<sup>th</sup>, 2017**

**Conference Date: July 6<sup>th</sup>-9<sup>th</sup>, 2017**

**University of Vienna, Vienna, Austria**

**Conference Homepage: <http://www.gammaconference.org/>**



You are cordially invited to submit papers for the '2017 Global Fashion Management Conference at Vienna' to be held at the University of Vienna July 6<sup>th</sup>-9<sup>th</sup>, 2017.

University of Vienna will be the host of the '2017 Global Fashion Management Conference at Vienna: Fashion, Music and Design Management in the Networked World.' This conference is organized by the Global Alliance of Marketing & Management Associations.

Conference Dinner will be held at 'the Vienna City Hall' (<https://www.wien.gv.at/english/cityhall/>) on July 7<sup>th</sup>, 2017. It is one of the most splendid venues in Vienna.

Accepted papers will be considered for possible publication in special issues of sponsoring journals such as *International Journal of Advertising*, *Journal of Global Scholars of Marketing Science*, *Journal of Global Fashion Marketing*, *Marketing ZFP – Journal of Research and Management* and *Journal of Global Sport Management* after a double blind review process.

**Topics:** Luxury Brand Management, Fashion Marketing Management, Consumer Behavior in Fashion, Sustainable Fashion Marketing, Retail Management, Global Fashion Marketing, Corporate Identity & Corporate Reputation, Customer Experience, Fashion Digital Strategy, Wine Marketing, Technology Innovation Management, Emerging Practices in Apparel Manufacturing, Managing Patterns and Process, Marketing Research in Fashion, etc..

Submission Deadline for Abstracts/Full Papers: January 6<sup>st</sup>, 2017

<b>Hosts</b>	University of Vienna Korean Scholars of Marketing Science Italian Marketing Society
<b>Organizer</b>	Global Alliance of Marketing & Management Associations
<b>Partners</b>	Center for Sustainable Culture & Service, Yonsei University National Research Foundation of Korea Korea Economy & Management Development Institute
<b>Theme</b>	Fashion, Music and Design Management in the Networked World
<b>Chair</b>	Udo Wagner, University of Vienna, Vienna, Austria, <a href="mailto:udo.wagner@univie.ac.at">udo.wagner@univie.ac.at</a>
<b>Date</b>	July 6th-9th, 2017
<b>Venue</b>	University of Vienna, Austria
<b>Submission Deadline</b>	January 6 <sup>st</sup> , 2017
<b>Submit to</b>	Authors should submit their abstracts or full papers to a proper track chair.
<b>Submission Guidelines</b>	GAMMA Conference Submission Guidelines: <a href="http://www.gammaconference.org/">http://www.gammaconference.org/</a>
<b>Registration</b>	Early Bird Discount Deadline: April 6 <sup>th</sup> , 2017
<b>Sponsoring Journals</b>	<i>International Journal of Advertising</i> <i>Journal of Global Fashion Marketing</i> <i>Marketing ZFP – Journal of Research and Management</i> <i>Journal of Global Scholars of Marketing Science</i> <i>Mercati e Competitività (Market and Competitiveness)</i> <i>Journal of Global Sport Management</i>

**Global Relationship Committee Chair: Roland T. Rust**, Distinguished Professor and David Bruce Smith Chair in Marketing, Department of Marketing, Robert H. Smith School of Business, 3451 Van Munching Hall, University of Maryland, College Park, MD 20742-1815, USA, [rrust@rhsmith.umd.edu](mailto:rrust@rhsmith.umd.edu), Tel: +1-301-405-4300, Fax: +1-301-405-0146. Editor of the International Journal of Research in Marketing, Former Editor of the Journal of Marketing, Founding Editor of Journal of Service Research.

**Academic Excellence Committee Chair: Charles R. Taylor**, John A. Murphy Professor, Dept. of Marketing, Villanova University, Villanova, PA 19085-1678 USA, [raymond.taylor@villanova.edu](mailto:raymond.taylor@villanova.edu), Tel: +1-610-519-4386 Fax: +1-610-519-5364, Editor of International Journal of Advertising.

## Symposium

### 2017 SIMktg-GAMMA JOINT SYMPOSIUM

**Italian Marketing Society** and Global Alliance of Marketing & Management Associations will jointly hold 'The 2017 SIMktg-GAMMA Joint Symposium: *Marketing, Fashion and the Creative Industries-Interconnections and Mutual Influences*' in 'the 2017 GFMC at Vienna'. Please submit your paper to **Symposium Chair: Raffaele Donvito**, Dept. of Economics and Management, University of Florence, Via delle Pandette 9, 50127, Florence, [raffaele.donvito@unifi.it](mailto:raffaele.donvito@unifi.it) Tel: +39 055 2759679, Fax: +39 055 2759737.

## Publication Opportunities of Sponsoring Journals

### INTERNATIONAL JOURNAL OF ADVERTISING

International Journal of Advertising (SSCI) will consider papers selected as the best papers on *Luxury Advertising* presented in the 2017 GFMC at Vienna for possible inclusion of the review process for the IJA Special Issue on '*Luxury Advertising*'. If you want your paper to be considered for possible publication in this IJA special issue, please inform your intention to your track and the Guest Editor of this IJA special issue. Guest Editor: **Prof. Eunju Ko**, Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 50 Yonsei-ro, Seodaemun-gu, Seoul, Republic of Korea, [ejko@yonsei.ac.kr](mailto:ejko@yonsei.ac.kr), Tel : +82-2-2123-3109, Fax : +82-2-312-8554.

### JOURNAL OF GLOBAL FASHION MARKETING

Journal of Global Fashion Marketing (SCOPUS, ABDC & KCI) will consider papers selected as the best papers on *Lifestyle Marketing and Culture Management* presented in the 2017 GFMC at Vienna for possible inclusion of the review process for the JGFM Special Issue on '*Lifestyle Marketing and Culture Management*'. If you want your paper to be considered for possible publication in this JGFM special issue, please inform your intention to your track and the Guest Editor of this JGFM special issue. Guest Editor: **Prof. Eun Young Kim**, Dept. of Fashion Design Information, Chungbuk National University, 410 Seongbong-ro, Heungduk-gu, Cheongju, Chungbuk, Republic of Korea, [eunyoungkim@chungbuk.ac.kr](mailto:eunyoungkim@chungbuk.ac.kr), Tel: +82 43 261 2780, Fax: +82 43 261 2792.

### MARKETING ZFP-JOURNAL OF RESEARCH AND MANAGEMENT

Marketing ZFP-Journal of Research and Management (JSTOR) will consider papers selected as the best papers on '*Fashion Marketing*' presented in the 2017 GFMC at Vienna for possible inclusion of the review process for the ZFP Special Issue on '*Fashion Marketing*'. If you want your paper to be considered for possible publication in this ZFP special issue, please inform your intention to your track and the Guest Editor of this ZFP special issue. Guest Editor: **Prof. Udo Wagner**, Faculty of Business, Economics and Statistics, University of Vienna, A-1090 Vienna, Oskar Morgenstern Platz 1, Austria, [udo.wagner@univie.ac.at](mailto:udo.wagner@univie.ac.at), Tel: +43 (1) 4277-380 12.

### JOURNAL OF GLOBAL SCHOLARS OF MARKETING SCIENCE

Journal of Global Scholars of Marketing Science (ABDC, KCI) will publish a special issue on '*Heuristics-in-use in Fashion Business and Consumption*' with top papers presented in proper tracks of this conference. Guest Editor: **Prof. Simone Guercini**, Dept. of Management, University of Florence, Via delle Pandette, 9 - 50127 Firenze, Italy, [simone.guercini@unifi.it](mailto:simone.guercini@unifi.it), Tel: +39-055-27591.

### MARKETS AND COMPETITIVENESS (MERCATI E COMPETITIVITA)

"Markets and Competitiveness (Mercati e Competitività)" - the official scientific journal of the Italian Marketing Society - SIMktg) will consider papers selected as the best papers on "*Marketing, Fashion and the Creative Industries*" presented in the 2017 GFMC at Vienna for possible inclusion of the review process for the MC special issue on "Marketing, Fashion and the Creative Industries: Interconnections and Mutual Influences". If you want your paper to be considered for possible publication in this MC special issue, please inform your intention to your track and to the 2017 SIMktg-GAMMA JOINT SYMPOSIUM Chair. 2017 SIMktg-GAMMA JOINT SYMPOSIUM Chair: **Prof. Raffaele Donvito**, Dept. of Economics and Management, University of Florence, Via delle Pandette 9, 50127, Florence, [raffaele.donvito@unifi.it](mailto:raffaele.donvito@unifi.it) Tel: +39 055 2759679, Fax: +39 055 2759737".

### JOURNAL OF GLOBAL SPORT MANAGEMENT

Journal of Global Sport Management will consider papers selected as the best papers on *Fashion, Music, Design and Culture in Sport Management* presented in the 2017 GFMC at Vienna for possible inclusion of the review process for the JGSM Special Issue on '*Fashion*,

*Music, Design and Culture in Sport Management*. If you want your paper to be considered for possible publication in this JGSM special issue, please inform your intention to your track and the Guest Editor of this JGSM special issue. Guest Editor: **Prof. Choong Hoon Lim**, Dept. of Sport Science, Seoul National University, Seoul, 08826, Republic of Korea, [yuchoong01@snu.ac.kr](mailto:yuchoong01@snu.ac.kr), Tel: +82-2-880-7614.

## Tracks and Track Chairs

**Luxury Brand Consumption and Culture: Dr. Yuri Seo**, Senior Lecturer, Department of Marketing, The University of Auckland Business School, Private Bag 92019, Auckland 1010, New Zealand, [y.seo@auckland.ac.nz](mailto:y.seo@auckland.ac.nz), Tel: +64 21 180 5739.

**Body Management and Fashion: Prof. Maria Kniazeva**, Professor of Marketing, School of Business Administration, University of San Diego, 5998 Alcalá Park, San Diego, CA 92110-2492, USA, [kniazeva@sandiego.edu](mailto:kniazeva@sandiego.edu), Tel: +1-619-260-7837, Fax: +1-619-260-4891.

**Turbulence in Fashion and Luxury: Reconfiguration and field level strategizing: Prof. Jonas Hoffmann**, SKEMA Business School, 60 rue Dostoïevski, CS 30085 06902 Sophia Antipolis, France, [Jonas.HOFFMANN@skema.edu](mailto:Jonas.HOFFMANN@skema.edu), Tel : +33 (0)4 93 44 15, Fax : +33 (0)4 93 65 45 24. **Prof. Ivan Coste-Manière**, Business School, [ivan-costemaniere@skema.edu](mailto:ivan-costemaniere@skema.edu); 60 rue Dostoïevski, CS 30085 06902 Sophia Antipolis, France, Tel : +33 (0)4 93 44 15, Fax : +33 (0)4 93 65 45 24.

**Corporate Identity & Corporate Reputation – Prerequisites for Corporate Success in the Fashion Industry: Prof. Klaus-Peter Wiedmann**, Director of the Institute of Marketing and Management, Leibniz University Hannover, Königsworther Platz 1, D-30167 Hannover, Germany, [wiedmann@m2.uni-hannover.de](mailto:wiedmann@m2.uni-hannover.de), Tel.: +49-511-762-4862, Fax: +49-511-762-3142.

**Customer Experience and Brand Relationship in Luxury: Prof. Pekka Mattila**, Aalto University School of Business, [pekka.mattila@aalto.fi](mailto:pekka.mattila@aalto.fi), Tel: +358-40-738-7221.

**Fashion Retailing in a Networked Environment: Digital and Design Technologies for Engaging Customer's Experiences: Prof. Gaetano Aiello**, Dept. of Economics and Management, University of Florence, Via delle Pandette 9, 50127, Florence, [gaetano.aiello@unifi.it](mailto:gaetano.aiello@unifi.it) Tel: +39 055 2759726, Fax: +39 055 2759737.

**Fashion Digital Strategy and Practice: Karinna Nobbs**, British School of Fashion, GCU London, 40 Fashion Street, E1 6PX, UK, [Karinna.nobbs@gcu.ac.uk](mailto:Karinna.nobbs@gcu.ac.uk), Tel +44-141-331-1569 Fax +44-141-331-3000.

**Sustainable Fashion Marketing in Asia and the World: Prof. Ralf Schellhase**, Darmstadt Business School, University of Applied Sciences Darmstadt, [rschellhase@t-online.de](mailto:rschellhase@t-online.de) Haardtring 100, 64295 Darmstadt, Germany, Tel: +49-174-1699491, Fax: +49-7141-4875911. **Prof. Juran Kim**, School of Business Administration, Jeonju University, [jrkim@jj.ac.kr](mailto:jrkim@jj.ac.kr), Cheonjam-ro 303, Jeonju, Republic of Korea, Tel: +82-63-220-2972, Fax: +82-63-220-2052.

**Branded Wine Marketing and Fine Wines: Prof. LECAT Benoît, Benoit Lecat**, Wine and Viticulture Department Head, College of Agriculture, Food & Environmental Sciences, California Polytechnic State University, 1 Grand Ave, Building 11, San Luis Obispo, CA 93407-0861, USA, [blecat@calpoly.edu](mailto:blecat@calpoly.edu), Tel: +1-805-756-2415.

**Global and Cross-Cultural Fashion Marketing: Prof. Constantine S. Katsikeas**, Leeds University Business School, Maurice Keyworth Building, University of Leeds, LS2 9JT, U.K., [csk@lubs.leeds.ac.uk](mailto:csk@lubs.leeds.ac.uk), Tel: +44-113-343-2624, Fax: +44-113-343-4885. **Prof. Stavroula**



**Spyropoulou**, Leeds University Business School, Maurice Keyworth Building, University of Leeds, LS2 9JT, U.K., [ss@lubs.leeds.ac.uk](mailto:ss@lubs.leeds.ac.uk), Tel: +44-113-343-6814, Fax: +44-113-343-4885.

**Technology Innovation Management: Prof. Jina Kang** Technology Management Economics and Policy Program (TEMEP) & Department of Industrial Engineering, Seoul National University, Seoul 151-742, Republic of Korea, [profkang@snu.ac.kr](mailto:profkang@snu.ac.kr), <http://jinakang.snu.ac.kr>, Tel: +82-2-880-5109, Fax: +82-2-872-8359.

**Issues and Challenges of Marketing On-line: Dr. Peter Trim**, Dept. of Management, Birkbeck, University of London, Malet Street, London. WC1E 7HX. United Kingdom, [p.trim@bbk.ac.uk](mailto:p.trim@bbk.ac.uk), Tel: + 44 -0207 631 6764, Fax: + 44 -0207 631 6769. **Dr. Yang-Im Lee**, Westmsinter Business School, University of Westminster, 35 Marylenbone Road, London NW1 5LS, United Kingdoms, [y.lee@westminster.ac.uk](mailto:y.lee@westminster.ac.uk), Tel: +44-(0)-203-506-6893, Fax: +44-(0)207-911-5839.

**Online retailing in luxury and fashion: Business model, supply chain management, and internationalization: Prof. Simone Guercini**, Dept. of Economics and Management, University of Florence, Via delle Pandette 9, 50127, Florence, [simone.guercini@unifi.it](mailto:simone.guercini@unifi.it) Tel: +39 055 2759704, Fax: +39 055 2759737.

**Digital Marketing in the Fashion Industry: Prof. Jeonghye Choi**, Marketing Area, School of Business, Yonsei University, Seoul, Korea, [jeonghye@yonsei.ac.kr](mailto:jeonghye@yonsei.ac.kr), Tel: +82-2-2123-6575, Fax: +82-2-2123-8639. Prof. Jikyung (Jeanne) Kim, Marketing Department, IE University, Spain, [jeanne.kim@ie.edu](mailto:jeanne.kim@ie.edu), Tel: +34 921 415 343.

**The Road to Luxury: from Fashion Goods to Lifestyle and Experiential Luxury: Prof. Michel Phan**, EMLYON Business School-Asian Campus, Shanghai, China, [phan@em-lyon.com](mailto:phan@em-lyon.com), Tel: +86-21-6260-8160 (ext 809), Fax: +86-21-6260-8171.

**Fashion, Music, Design and Sport Management: Prof. Kihan Kim**, Dept. of Sport Science, Seoul National University, Seoul, 151-742, Republic of Korea, [kihan@snu.ac.kr](mailto:kihan@snu.ac.kr), Tel: +82-2-880-7792, Fax: +82-2-872-2867.

**Luxury Brand-Building: Prof. Klaus Heine**, EMLYON Business School-Asian Campus, Shanghai, China, [heine@em-lyon.com](mailto:heine@em-lyon.com).

**Emerging Practices in Apparel Manufacturing: Prof. Nancy J. Miller**, Department of Design and Merchandising, College of Health and Human Sciences, Colorado State University, Fort Collins, Colorado 80523 USA, [Nancy.Miller@colostate.edu](mailto:Nancy.Miller@colostate.edu), Tel: +1-970-491-5811, Fax +1-970-491 4855.

**Revitalization of Culturally Significant Patterns, Products and Processes:** Prof. Tom Cassidy, The School of Design, The University of Leeds, Leeds, LS2 9JT, UK, [T.Cassidy@leeds.ac.uk](mailto:T.Cassidy@leeds.ac.uk), Tel: +44-(0)-113-343-3750.

**Beauty, aesthetics and design in Marketing: Prof. Benjamin Voyer**, L'Oréal Professor of Creativity Marketing, Department of Marketing, ESCP Europe Business School, 527, Finchley Road, London NW3 7BG, UK, [bvoyer@escpeurope.eu](mailto:bvoyer@escpeurope.eu), Tel: +44 7946 92 95 84.

## Submission Guidelines

The 2017 Global Fashion Management Conference is pleased to have electronic submission for submitting manuscripts. Electronic submission should be sent to the appropriate track chair in the preferred track. A word document containing the manuscript should be sent as an attachment to an e-mail communication. Please be sure to include complete contact information for the contact person. An e-mail response will be sent to the contact author once the manuscript has been received in a readable format by the track chair. All communications

will then occur electronically. For those who do not have access to e-mail, you may send four hard copies of the manuscript to one of the appropriate track chairs.

Manuscripts must follow *GAMMA Conference and Symposium Guidelines for Submission and Reference Style of GAMMA* (<http://www.gammaconference.org/>). Manuscripts should not exceed 5 pages (single spaced) for abstracts or 20 pages for full papers in double space. One-page special session and panel proposals should be sent directly to the appropriate track chair. Submissions will be double-blind reviewed. Please do not identify any authors in the text of the manuscript.

Submission of a manuscript for review indicates that it or a similar version has not been previously published or is not under simultaneous review elsewhere. At least one author must be a member in good standing of Global Alliance of Marketing & Management Associations or be willing to join the Academy if the manuscript is accepted. Additionally, a manuscript should be submitted to ONLY one track.

The conference will accept papers and allow authors to decide whether to publish the complete paper in the Proceedings or to publish an abstract only. Upon acceptance, the author(s) agree to the following: (a) to release the copyright to the Global Alliance of Marketing & Management Associations unless choosing to publish an abstract only, (b) to return the manuscript (abstract) in correct format (via e-mail) to the Proceedings Editor, and (c) at least one author will present the manuscript at the conference and will pre-register as a condition for acceptance and publication. Proceedings guidelines, limitations, and restrictions will be sent to authors of accepted papers.

### ***For More Information:***

#### **GENERAL SECRETARY**

**Prof. Kyung Hoon Kim**, Executive Secretary, Global Alliance of Marketing & Management Associations, and Professor, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, [stride@changwon.ac.kr](mailto:stride@changwon.ac.kr), Tel: +82-55-213-3346, Fax: +82-55-263-9096.

#### **EDITOR OF PROCEEDINGS**

**Prof. Juran Kim**, Associate Executive Secretary, Global Alliance of Marketing & Management Associations, and Associate Professor, School of Business Administration, Jeonju University, Chonjamro 303, Jeonju, Republic of Korea, [jrkim@jj.ac.kr](mailto:jrkim@jj.ac.kr), Tel: +82-63-220-2972, Fax: +82-63-220-2052.

Central Office, Global Alliance of Marketing & Management Associations

Yonsei University, Seoul, Republic of Korea

e-mail: [stride@changwon.ac.kr](mailto:stride@changwon.ac.kr)

Tel: +82 2 2123 8361; Fax: +82 55 263 9096

Korean Scholars of Marketing Science (KSMS): [www.kams.org](http://www.kams.org)

Global Alliance of Marketing & Management Associations (GAMMA): [www.gamma20.org](http://www.gamma20.org)

Journal of Global Scholars of Marketing Science (JGSMS): [www.tandfonline.com/rgam](http://www.tandfonline.com/rgam)

Journal of Global Fashion Marketing (JGFM): <http://www.tandfonline.com/rgfm>

Global Marketing Conference (GMC): [www.gammaconference.org](http://www.gammaconference.org)



Global

Fashion Management Conference (GFMC): [www.gammaconference.org](http://www.gammaconference.org)



