



Call for Papers

2019 Global Fashion Management Conference at Paris

Fashion, Culture and Design Management in Sustainable Environment

Submission Deadline: January 15, 2019

Conference Date: July 11-14, 2019

ESCP Europe, Paris, France



You are cordially invited to submit papers for the '2019 Global Fashion Management Conference at Paris' to be held at ESCP Europe, Paris, France, July 11-14, 2019.

Host	ESCP Europe EMLYON Business School Korean Scholars of Marketing Science
Organizer	Global Alliance of Marketing & Management Associations
Partners	Center for Sustainable Culture & Service, Yonsei University National Research Foundation of Korea Korea Economy & Management Development Institute
Chair	Benjamin Voyer (ESCP Europe) Minas Kastanakis (ESCP Europe) Michel Phan (EMLYON Business School)
Date	July 11-14, 2019
Registration	Early Bird Discount Deadline: April 15 th , 2019
Sponsoring Journals	<i>Journal of Business Research</i> <i>International Journal of Advertising</i> <i>Industrial Marketing Management</i> <i>Journal of Global Fashion Marketing</i> <i>Journal of Global Scholars of Marketing Science</i> <i>Journal of Global Sport Management</i>

Global Relationship Committee Chair: Roland T. Rust, Distinguished Professor and David Bruce Smith Chair in Marketing, University of Maryland, USA. Editor of the International Journal of Research in Marketing.

Academic Excellence Committee Chair: Charles R. Taylor, John A. Murphy Professor, Dept. of Marketing, Villanova University, USA, Editor of International Journal of Advertising.

Publication Opportunities of Sponsoring Journals

JOURNAL OF BUSINESS RESEARCH

Journal of Business Research will consider papers selected as the best papers presented in 'Digital and Social Media Marketing and Management in Fashion Industry' track of 2019 GFMC at Paris for possible inclusion in the review process of a special issue of JBR on 'Digital and Social Media Marketing and Management in Fashion Industry' planned for 2019 GFMC at Paris.

If you want your paper to be considered for possible publication in this JBR special issue, please submit your paper to the co-chairs of 'Digital and Social Media Marketing and Management in Fashion Industry' track of 2019 GFMC at Paris. Guest Editors: **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, Tel : +82-2-2123-3109, Fax : +82-2-312-8554. **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, Tel: +44 7946 92 95 84.

INTERNATIONAL JOURNAL OF ADVERTISING

International Journal of Advertising will publish a special issue on '*New Insights on Digital and Social Media Advertising*' with best papers presented at IJA special track called 'New Insights on Digital and Social Media Advertising' in 2019 GFMC, Paris. Guest Editor: **Prof. Juran Kim**, Associate Professor of Marketing, Department of Business Administration, College of Business, Jeonju University, Cheonjam-ro 303, Jeonju, Republic of Korea, e-mail: jrkim@jj.ac.kr.

INDUSTRIAL MARKETING MANAGEMENT

1. Special Track for IMM Regular Issue

Selected papers from the submissions to '*Global Business-to-Business Culture & Fashion Markets*' track of '2019 Global Fashion Management Conference at Paris' will be considered for possible publication in a regular issue of Industrial Marketing Management. Track Chair: **Prof. C. Anthony Di Benedetto**, Editor of Industrial Marketing Management and Marketing and Senior Washburn Research Fellow, Fox School of Business and Management, Temple University 523, Alter Hall (006-09), 1801, Liacouras Walk, Philadelphia, PA 19122 USA, anthony.dibenedetto@temple.edu, Tel: +1-215-204-8147, Fax: +1-215-204-6237.

2. B2B Innovative Digital Marketing Symposium

Presented paper in this symposium will get tips to improve their papers which can be submitted to a special issue of Industrial Marketing Management on '*Innovative Digital Marketing Management in B2B Markets*'. Please submit your extended abstracts to the Symposium Co-Chairs: **Prof. Kyung Hoon Kim**, College of Business, Changwon National University, 9 Sarimdong Changwon, Gyeongnam, Republic of Korea, stride@changwon.ac.kr, Tel: +82-55-213-3346, Fax: +82-55-263-9096. **Prof. Hakil Moon**, Dept. of Marketing, 469 Owen Building, Eastern Michigan University, Ypsilanti, MI 48197, USA, hmoon3@emich.edu, Tel: 734-487-3323.

2019 GAMMA Doctoral Colloquium

GAMMA in collaboration with ESCP Europe and Korean Scholars of Marketing Scholars will organize '2019 GAMMA Doctoral Colloquium' on '*Marketing and Management in Global Fashion World*' for doctoral students in marketing and management in fashion related areas. The colloquium will be held at ESCP Europe, Paris on July 11, 2019. The colloquium provides outstanding doctoral students who want to pursue a career in academics with an opportunity to discuss their dissertation research with other doctoral students and leading academics in the field of marketing and management in global fashion disciplines. All topics and methodological approaches within the broad field of fashion marketing and management will be considered. Students will discuss their research with their fellow students and with track advisers, who are renowned experts in the field. All participants will receive a certificate of attendance. Co-Chairs: **Prof. John W. Cadogan**, the Editor-in-Chief of International Marketing Review, School of Business and Economics, Loughborough University, Ashby Road, Loughborough, Leicestershire LE11 3TU, United Kingdom, j.w.cadogan@lboro.ac.uk, Tel: +44 (0) 1509 228846. **Prof. C. Anthony Di Benedetto**, Editor of Industrial Marketing Management and Marketing and Senior Washburn Research Fellow, Fox School of Business and Management, Temple University 523, Alter Hall (006-09), 1801, Liacouras Walk, Philadelphia, PA 19122 USA, anthony.dibenedetto@temple.edu, Tel: +1-215-204-8147, Fax: +1-215-204-6237.

Meet the Editors

Roland T. Rust (Editor of **International Journal of Research in Marketing**), Distinguished Professor and David Bruce Chair in Marketing, Robert H. Smith School of Business, University of Maryland, USA.

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Constantine Katsikeas (Editor of **Journal of International Marketing**), Arnold Ziff Research Chair Professor in Marketing and International Management, Leeds University Business School, University of Leeds, UK.

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Eunju Ko (Editor-in-Chief of **Journal of Global Fashion Marketing**), Dept. of Clothing and Textiles, College of Human Ecology, Yonsei University, 134 Sinchon-dong, Seodaemun-gu, Seoul, Republic of Korea.

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Kihan Kim, (Editor-in-Chief of **Journal of Global Sport Management**), Professor of Sport Management, Seoul National University, Korea, kihan@snu.ac.kr, Tel: +82-2-880-7792.

Tracks and Track Chairs

Luxury 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, Tel: +64 21 180 5739. **Dr. Jungkeun Kim**, Senior Lecturer of Marketing, Faculty of Business & Law, Auckland University of Technology, Room WY 424, AUT City Campus, 120 Mayoral Drive, Auckland 1010, New Zealand, jungkeun.kim@aut.ac.nz, Tel: +64 9 921 9999. **Dr. Felix Septiant**, Lecturer in Marketing at the University of Auckland Business School, OWEN G GLENN BUILDING - Bldg 260 Level 4, Room 408 12 GRAFTON RD AUCKLAND 1010 New Zealand, f.septianto@auckland.ac.nz, Tel: +64 9 923 3921.

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Corporate Identity, Branding, and Reputation as Success Factors for Fashion Marketing: Prof. Klaus-Peter Wiedmann, Director of the Institute of Marketing and Management, Leibniz University Hannover, KönigswortherPlatz 1, D-30167 Hannover, Germany, wiedmann@m2.uni-hannover.de, Tel.: +49-511-762-4862, Fax: +49-511-762-3142.

Cross-cultural and International Marketing: Prof. John Cadogan, School of Business and Economics, Loughborough University, J.W.Cadogan@lboro.ac.uk, Tel: +44-1509-228846.

Relationship Marketing in Fashion and Art Context: Real and Virtual Worlds: Prof. Sandra Loureiro, Marketing, Operations and General Management Department, Instituto Universitário de Lisboa (ISCTE-IUL), Business Research Unit (BRU/UNIDE), Av. Forças Armadas, 1649-026 Lisbon, Portugal, e-mail: sandramloureiro@netcabo.pt, Tel: +351 217903000, Fax: +351 217964710.

Digital and Social Media Marketing and Management in Fashion Industry: 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, Tel : +82-2-2123-3109, Fax : +82-2-312-8554. **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, Tel: +44 7946 92 95 84.

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New Technologies, Market Understanding and Fashion Marketers' Decision Making: Prof. Simone Guercini, Dept. of Economics and Management, University of Florence, Via delle Pandette 9, 50127, Florence, simone.guercini@unifi.it Tel: +39 055 2759704, Fax: +39 055 2759737.

Sustainability and luxury brand in digital marketing communication: Prof. Yung Kyun Choi, Dept. of Advertising & P.R., Dongguk University, 26, Pil-dong 3-ga, Jung-gu, Seoul, 100-715, Republic of Korea, choiyung@dongguk.edu, Tel: +82-2-2260-3817, Fax: +82-2-2260-3766.

Social media and customer participation in Fashion and Luxury: Prof. Gwarlann de Kerviler, Department of Management, IESEG School of Management, Lille, France, g.dekerviler@ieseg.fr.

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, 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, Tel: +44-113-343-6814, Fax: +44-113-343-4885.

Sustainability Marketing in Fashion and Luxury Industry: Prof. Moon Young Kang, KAIST Business School, KAIST, Republic of Korea, mkang@business.kaist.ac.kr, Tel: +82-2-958-3328.

New Insights on Digital and Social Media Advertising: 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, Tel: +82-63-220-2972, Fax: +82-63-220-2052.

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Art and Fashion: Collaborated Design and Marketing: Prof. Sang Hoon Kim, Business School, Seoul National University, 1 Gwanak-ro, Gwanak-gu, Bldg 58, Room 612, Seoul National University, Seoul, 08826, Korea. profkim@snu.ac.kr, Tel: +82-2-880-6934.

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Submission Guidelines

The 2019 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:

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Conference Homepage: <http://gammaconference.org/2019/>

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