

# 2nd INTERNATIONAL SOCIETY FOR LUXURY MANAGEMENT (ISLUX) MEETING

EDC Paris Business School, OCRE Research Laboratory  
March 6, 2025 - Paris La Défense, Puteaux, France

## CONFERENCE THEME

Innovation in the Business of Luxury:  
Opportunities, Challenges, & Contradictions

## CALL FOR EXTENDED ABSTRACTS

Marked by a sense of exclusivity and distinction, luxury products and services occupy a special space in the minds of consumers, sending them to an allegorical and fantasy world (Kim et al., 2016). Far beyond their functionality, the value of luxury offers largely comes from their power to influence the way consumers feel about themselves (i.e., emotional value) or how they are seen by observers (i.e., social value) (Han and Kim, 2020). The use of the highest-quality materials combined with a savoir-faire that is often centuries old makes the production process of these items especially elaborate and complex. The art embedded in luxury product design adds an important layer of sophistication (Xu and Metha, 2022).

## GET IN TOUCH WITH ISLUX

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## KEY INFORMATION

### IMPORTANT DATES

- Abstracts submission:  
10 December 2024
- Notification of acceptance:  
10 January 2025
- Registration until:  
15 February 2025
- Conference date:  
6 March 2025

### REGISTRATION

- Regular fee: 130 €
  - Ph.D. student fee: 90 €
- \* The fee covers participation, materials, plus all coffee break refreshments and lunch

### OPPORTUNITIES FOR PUBLICATION

To be announced soon

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Despite its imaginative and even utopian aura, the business of luxury does not escape some issues essential to all economic activities, even if they present themselves with their own particularities. Among the most relevant is the way luxury companies manage innovation processes (Chandon et al., 2016). Yet, the luxury industry seems to have difficulty renewing itself, sometimes adopting an excessively conservative stance and ignoring new developments (Berg, 2024). As a result, many product lines remain unchanged for decades, with evolving consumer values and desires being ignored to some extent. Nevertheless, growing demands for sustainability and ethical production have required luxury organisations to seek to adapt to the expectations of their stakeholders (Hemonnet-Goujot et al., 2022; Lee Park et al., 2021). Issues linked to the replacement of inputs, the development of new materials, and the adoption of practices that were previously foreign to this universe (e.g., recycling) are some of the answers to these challenges. Pressure from social movements linked to the promotion of veganism and animal welfare also permeates these issues.

Likewise, the consolidation of the so-called 4th Industrial Revolution introduced the luxury industry to a range of technologies that, in many cases, made its historical production processes even more obsolete (Cabigiosu, 2020). The development of new distribution channels also challenges the classic retail store format, with the implementation of omnichannel architectures requiring structural changes in business models (Wei and Li, 2020). The ways luxury brands can enter the metaverse, for example, are not yet fully known (Sung et al., 2023), nor is how the rapid flourishing of artificial intelligence affects their reality (Li and Shin, 2023). In this environment of constant turbulence, it is not enough for companies in the luxury industry to be reactive to the imbalances that arise. Instead, the discomfort caused by constant changes requires them to be proactive, anticipating difficulties and responding to them in an innovative way. As stated previously, the conservative nature of the luxury industry can make this process excessively difficult and even unnatural. Therefore, the study of the peculiarities of innovation in the context of the luxury industry is urgent in terms of both gaining competitive advantages and the very survival of players in the sector.

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Seeking new perspectives in this direction, the 2nd International Society for Luxury Management (ISLUX) Meeting seeks to bring together contributions around the theme of “Innovation in the Business of Luxury: Opportunities, Challenges, & Contradictions”. We invite submissions of extended abstracts (maximum 500 words) focused on this topic.

The complexity of the matter demands an interdisciplinary perspective, with literature rooted in various research domains (e.g., Strategic Management, Marketing, Operations and Supply Chain Management, Information Science, Organisational Studies, and Sustainable Management). Topics of interest include but are not limited to –

- Replacement and development of new materials in the luxury industry
- Development of new luxury products and services
- Impacts of luxury innovation on the perceptions of stakeholders
- Innovation development, introduction, and adoption processes
- Consumer adoption of alternative materials (e.g., vegan leather) in luxury product design
- Consumer resistance to luxury innovation
- Integration of artificial intelligence (AI) in the reality of the luxury industry
- Integration of immersive technologies and the metaverse into the luxury retailing experience
- Innovation in the luxury servicescape
- Management of operational risks associated with innovation
- Financing of innovation processes in the luxury industry
- Assessment of performance and innovation results/innovation benchmarks
- Collaboration with suppliers in the luxury innovation process
- Drivers and outcomes of innovation in the production and logistics processes
- Management of operational risks associated with luxury innovation
- Organisational characteristics (e.g., structure, governance, resources, culture) prone to luxury innovation
- Development of skills and capabilities for innovation

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- Sung, E., Kwon, O. and Sohn, K. (2023). NFT luxury brand marketing in the metaverse: Leveraging blockchain-certified NFTs to drive consumer behavior. Psychology & Marketing, 40(11), 2306-2325.
- Wei, Y. and Li, F. (2020). Omnichannel supply chain operations for luxury products with conspicuous consumers. Transportation Research Part E: Logistics and Transportation Review, 137, 101918.
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## CONFERENCE CO-CHAIRS

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